



# BRAND STANDARDS GUIDELINES BOOK

February 2024

# HOW TO USE THIS GUIDE

The following pages provide an overview of the NEW EAST visual identity system, applicable to both print and online uses.

These brand guidelines set the visual standards for NEW EAST brand image outlining usage convention for our logos; setting out clear rules on the deployment of these components in our brand and marketing collateral.

No logos or brand identities that carry the name of NEW EAST may be created without adhering to the system outlined in this guide. By following those principles, we can maintain cohesion and consistency across all our communications.

# TRADEMARK <sup>TM</sup> USAGE GUIDELINES

**PURPOSE** To provide clear instructions on the proper use of the Neweast trademark to protect its integrity and ensure brand consistency across all platforms and communications.

**SCOPE** These guidelines apply to all Neweast employees, partners, and affiliates.

## TRADEMARK REPRESENTATION

**Consistency:** The Neweast trademark must be represented consistently with the official version registered and provided by the company.

**Visibility:** Ensure the trademark is clearly visible and legible in all uses, without distortion or alteration of its proportions.

## USE IN COMMUNICATIONS

**All Content:** Should include the trademark in a prominent position within letterheads, email signatures etc., following the standardized format issued by this visual standards guidlines.

**Marketing Materials:** Apply the trademark on all marketing materials, including but not limited to brochures, digital content, and advertising following the standardized format issued by this visual standards guidlines.

## DIGITAL USE

**Websites and Social Media:** The trademark should be used on all official websites and social media channels

associated with Neweast and its subsidiaries.

## PERMISSIONS AND ACCESS

**Ownership:** The Neweast trademark is the sole property of the parent company. Any use by subsidiaries or partners must be approved and granted by the HQ marketing team.

**Editorial Rights:** Subsidiaries and partners may be granted limited rights to use the trademark under specific guidelines set forth by the HQ.

## COMPLIANCE

**Legal Adherence:** Use the trademark in accordance with all relevant trademark laws and regulations to prevent any legal issues or dilution of the brand.

**Unauthorized Use:** Report any unauthorized use of the trademark to the legal department immediately.

## APPROVAL AND AMENDMENTS

**Requests for Use:** All requests for the use of the Neweast trademark that fall outside of the provided guidelines must be directed to and approved by the HQ marketing team.

**Guideline Amendments:** The company reserves the right to amend these guidelines as needed and will communicate any changes to all relevant parties.

## VERY IMPORTANT

The Neweast Genral Trading trademark is a valuable asset and a symbol of quality and trust. Adherence to these guidelines is crucial to maintaining the strength and value of the brand in the marketplace.

UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY



الإمارات العربية المتحدة  
وزارة الاقتصاد

Trade Marks Department

إدارة العلامات التجارية

شهادة تسجيل علامة تجارية

عملاً بأحكام المادة 16 من القانون الاتحادي رقم 36 لسنة 2021 و تعديلاته بشأن تسجيل العلامات التجارية  
تشهد وزارة الاقتصاد أن العلامة التجارية التي سبق تقديم طلب تسجيلها تحت رقم : 379499 بتاريخ : 2022/07/14  
من قبل : نيوايست للتجارة العامة ش.ذ.م.م  
الموطن :  
دبي، هاتف: 048811195, فاكس: 048811195, صندوق البريد: 41534

صورة العلامة



اسم العلامة : NEWEAST  
رقم الفئة : 35 ( بيان المنتجات موضح خلف الصفحة )  
بيانات الأولوية : رقم طلب الأولوية : تاريخ الطلب : الجنسية :  
قد تم تسجيلها بتاريخ : 2022/09/22  
وسيطل التسجيل نافذ المفعول لمدة 10 عشر سنوات اعتبارا من 2022/07/14 وينتهي في : 2032/07/14  
ويجوز تجديد الحماية وفقا لأحكام المادة 19 من قانون العلامات التجارية لمدد متتالية اخرى كل منها عشر سنوات .  
الاشتراطات :



مدير إدارة العلامات التجارية



تحريرا في : 2022/09/23

## LATIN WORDMARK HORIZONTAL

**NEWEAST™**  
*Beyond Genuine*

## ARABIC WORDMARK HORIZONTAL

**نيو إيست**  
تفوق الأصالة

# WORDMARK

The new wordmark is based on the a tailored typeface, a distinctive connected typeface with a modern and fluid geometric style while still respecting the calligraphy rules of the Latin script. It has been stylised in order to make it distinctive and unique.

While the Tagline was created to meet the organization's unique selling proposition equally being customer-centric.

# PRIMARY TYPEFACE

Our primary typeface is SKIA.

This is a modern reinterpretation of a classic design.

Multiple weights help establish a clear hierarchy and draw the reader’s attention to important content.

# DISPLAY TYPEFACE

AlisonStyle to be used for specific headlines and display text when needed. It can be in a sherif typeface or script typeface again as the design requires it. With this mix of font designers can find what they need to create the right communication.

# DIGITAL TYPEFACE

Used for electronic documents such as word, powerpoint etc. is Arial. It is selected because it is a system font and should be available on all machines by default.

## Primary Fonts

Skia Regualer

Aa  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%^

Skia Black

Aa  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%^

## Display Fonts

ALISONSTYLE SHERIF REG.

A A  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%^

Alison Style Script

Aa  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%^

## Digital Fonts

Arial

Aa  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%^

Arial BOLD

Aa  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%^

# PRIMARY TYPEFACE

Our primary typeface is IBM Plex Sans Arabic.

Multiple weights help establish a clear hierarchy and draw the reader’s attention to important content.

# DISPLAY TYPEFACE

29LT Bukra is to be used for headlines and Almarai Sub-Headlines| Titles to be used and display text when needed.

# DIGITAL TYPEFACE

Used for electronic documents such as word, powerpoint etc. is Tahoma. It is selected because it is a system font and should be available on all machines by default.

## Primary Fonts

أ ب IBM PLEX SANA ARABIC Extra Light	أ ب IBM PLEX SANA ARABIC Medium	أ ب IBM PLEX SANA ARABIC Regular
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

## Display Fonts

أ ب Almarai ExtraBold	أ ب Almarai Bold	أ ب 29LT Bukra
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

## Digital Fonts

أ ب Tahoma Bold	أ ب Tahoma Regular
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

# PRIMARY COLOURS

The primary color of NEW EAST wordmark and monogram is vivid RED.

When the wordmark appears in its primary colour, it should be placed against a white or light background.

Never use other colours for the wordmark.




SPOT COLOR  
PANTONE 185C

CMYK  
C0 M100 Y100 K0

DIGITAL  
R227 G6 B19

HEX  
#E30613



SPOT COLOR  
PANTONE Black 6C

CMYK  
C0 M0 Y0 K100

DIGITAL  
R29 G29 B27

HEX  
#1D1D1B

PRIMARY



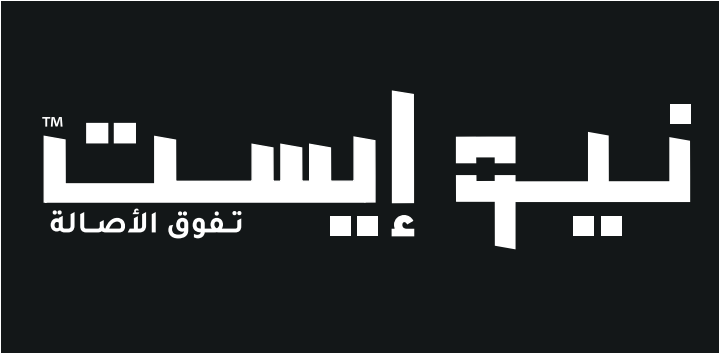
BLACK AND WHITE



PRIMARY



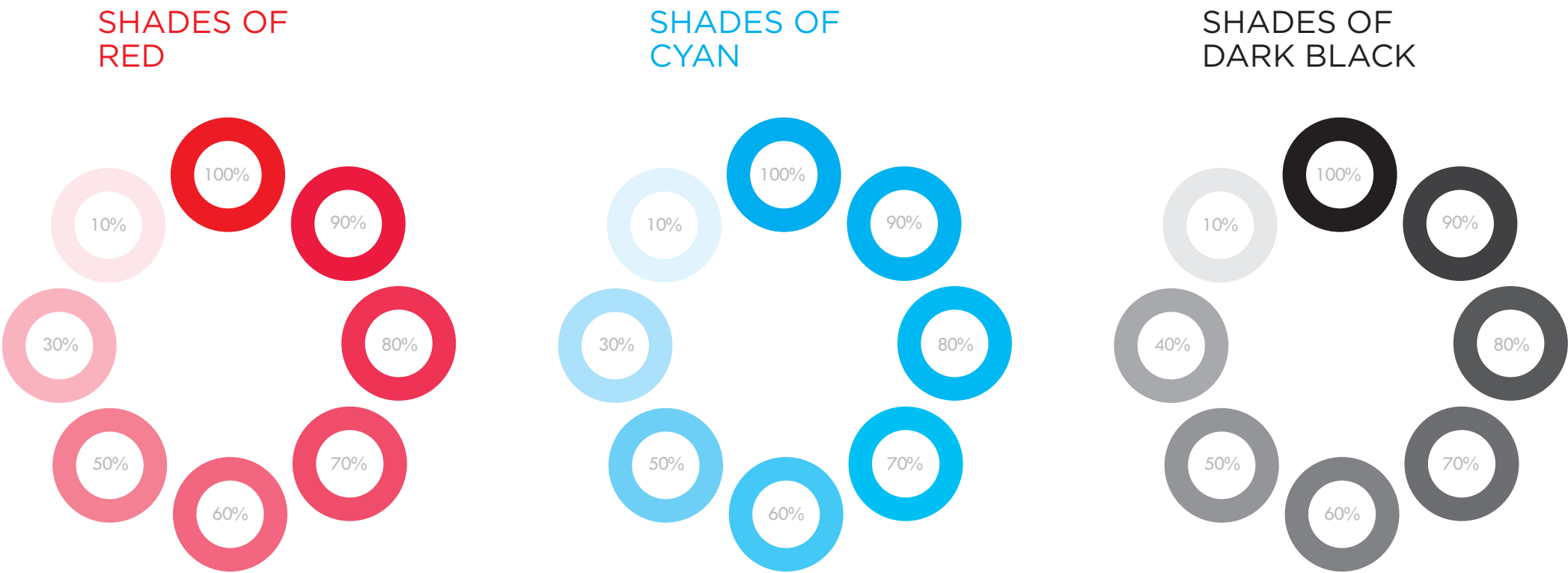
BLACK AND WHITE

















# TINTS AND SHADES

The shades and tints are NEW EAST secondary colors to be used when needed in artworks and designs to keep a brand identity clear and on brand at all times.

Never use other colours for the wordmark.



## CATEGORY COLORS

						
						
<b>SPOT COLOR</b> PANTONE 185C	<b>SPOT COLOR</b> PANTONE	<b>SPOT COLOR</b> PANTONE P-14-7C	<b>SPOT COLOR</b> PANTONE Black 6C	<b>SPOT COLOR</b> PANTONE	<b>SPOT COLOR</b> PANTONE COOL GREY 9C	<b>SPOT COLOR</b> PANTONE 299C
<b>CMYK</b> C0 M100 Y100 K0	<b>CMYK</b> C100 M76 Y46 K44	<b>CMYK</b> C0 M31 Y85 K0	<b>CMYK</b> C0 M0 Y0 K100	<b>CMYK</b> C62 M28 Y15 K0	<b>CMYK</b> C62 M53 Y42 K0	<b>CMYK</b> C100 M0 Y0 K0
<b>DIGITAL</b> R227 G6 B19	<b>DIGITAL</b> R0 G48 B73	<b>DIGITAL</b> R251 G186 B51	<b>DIGITAL</b> R29 G29 B27	<b>DIGITAL</b> R102 G155 B188	<b>DIGITAL</b> R118 G120 B133	<b>DIGITAL</b> R0 G159 B227
<b>HEX</b> #E30613	<b>HEX</b> #003049	<b>HEX</b> #FBBA33	<b>HEX</b> #1D1D1B	<b>HEX</b> #669bbc	<b>HEX</b> #767885	<b>HEX</b> #009FE3






# CATEGORIES ICONS AND COLORS

- The utilization of designated category icons ensures clarity and consistency across our divisions:
- **the car icon** represents our Car Parts Division
  - **the truck icon** for our Truck Parts Division
  - **the oil can icon** is designated for the Lubricants Division
  - **the bearing icon** for the Bearings Division
  - **the tire icon** for the Tire Division

Our signature Neweast red is reserved for all generic company information, reinforcing brand unity and recognition. Should there be a need for an icon not found within our current library, it is imperative to contact the HQ Marketing Team to maintain the integrity of our brand’s visual language.

Adhering to these iconography and color guidelines is essential to build and maintain brand equity across all Neweast branches and divisions.

## CATEGORY COLORS AND COLOR SCHEME






**SPOT COLOR**  
PANTONE 185C

**CMYK**  
C0 M100 Y100 K0

**DIGITAL**  
R227 G6 B19

**HEX**  
#E30613






**SPOT COLOR**  
PANTONE

**CMYK**  
C100 M76 Y46 K44

**DIGITAL**  
R0 G48 B73

**HEX**  
#003049

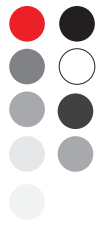




**SPOT COLOR**  
PANTONE P-14-7C

**CMYK**  
C0 M31 Y85 K0

**DIGITAL**  
R251 G186 B51

**HEX**  
#FBBA33


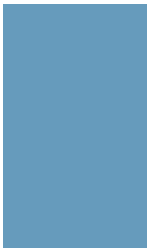



**SPOT COLOR**  
PANTONE Black 6C

**CMYK**  
C0 M0 Y0 K100

**DIGITAL**  
R29 G29 B27

**HEX**  
#1D1D1B

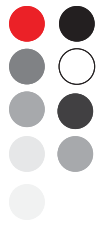




**SPOT COLOR**  
PANTONE

**CMYK**  
C62 M28 Y15 K0

**DIGITAL**  
R102 G155 B188

**HEX**  
#669bbc






**SPOT COLOR**  
PANTONE COOL GREY 9C

**CMYK**  
C62 M53 Y42 K0

**DIGITAL**  
R118 G120 B133

**HEX**  
#767885



**SPOT COLOR**  
PANTONE 299C

**CMYK**  
C100 M0 Y0 K0

**DIGITAL**  
R0 G159 B227

**HEX**  
#009FE3

## CATEGORY FONTS

أ ب  
Tahoma Bold

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

## Arial

Aa  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%^



These fonts do not Apply to  
Neweast Trade Mark General Brand slides  
These are for category slides

# CLEAR SPACE

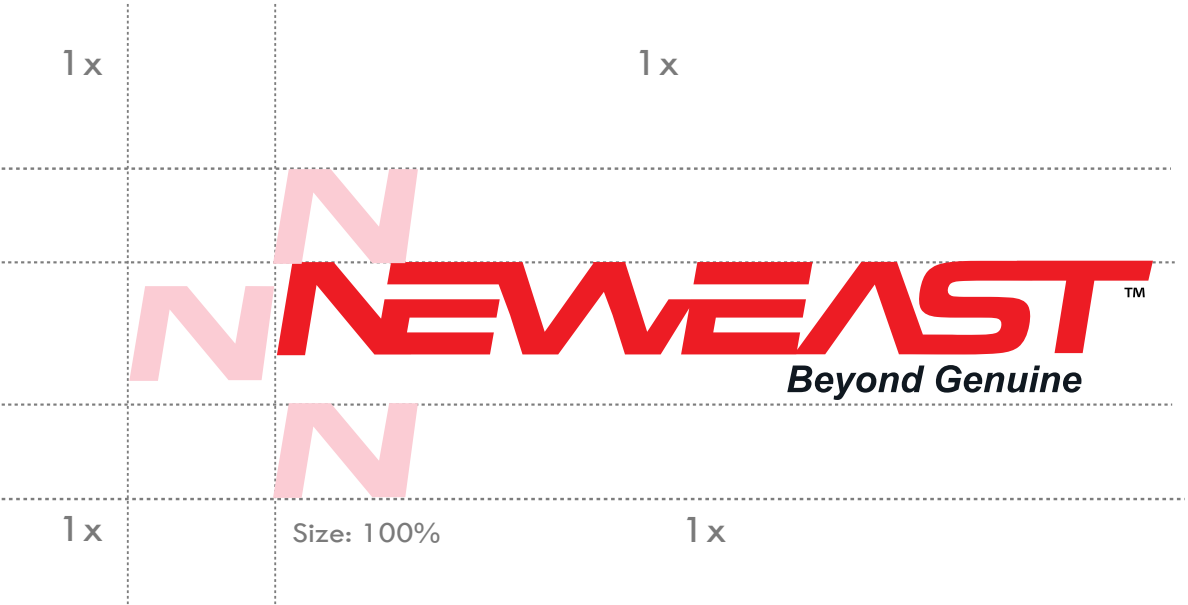
Having sufficient space around the wordmark makes our designs look better, and gives the logo the appropriate visual hierarchy.

The clear space of the wordmark is determined by x equivalent to the height of NewEast N.

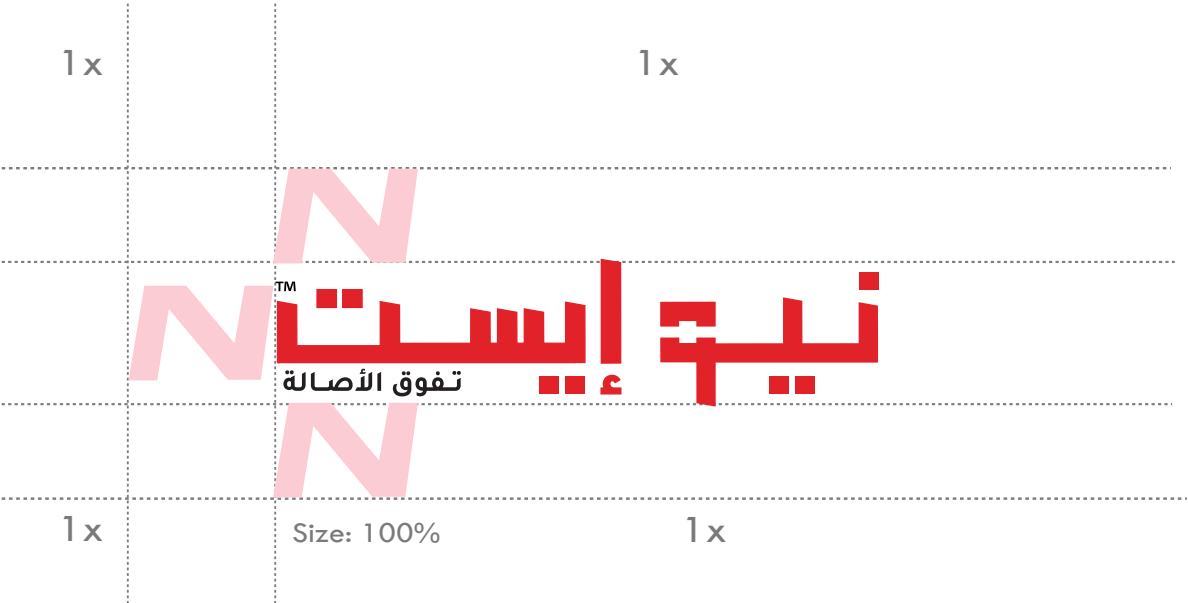
X HEIGHT



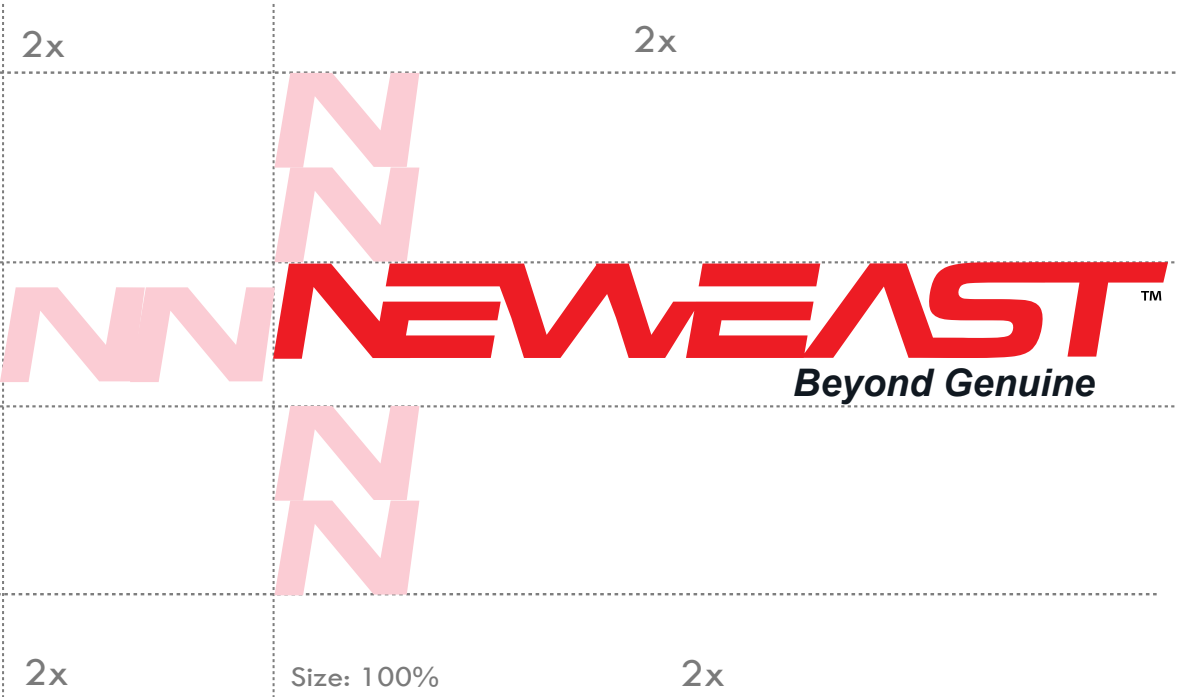
50% CLEAR SPACE



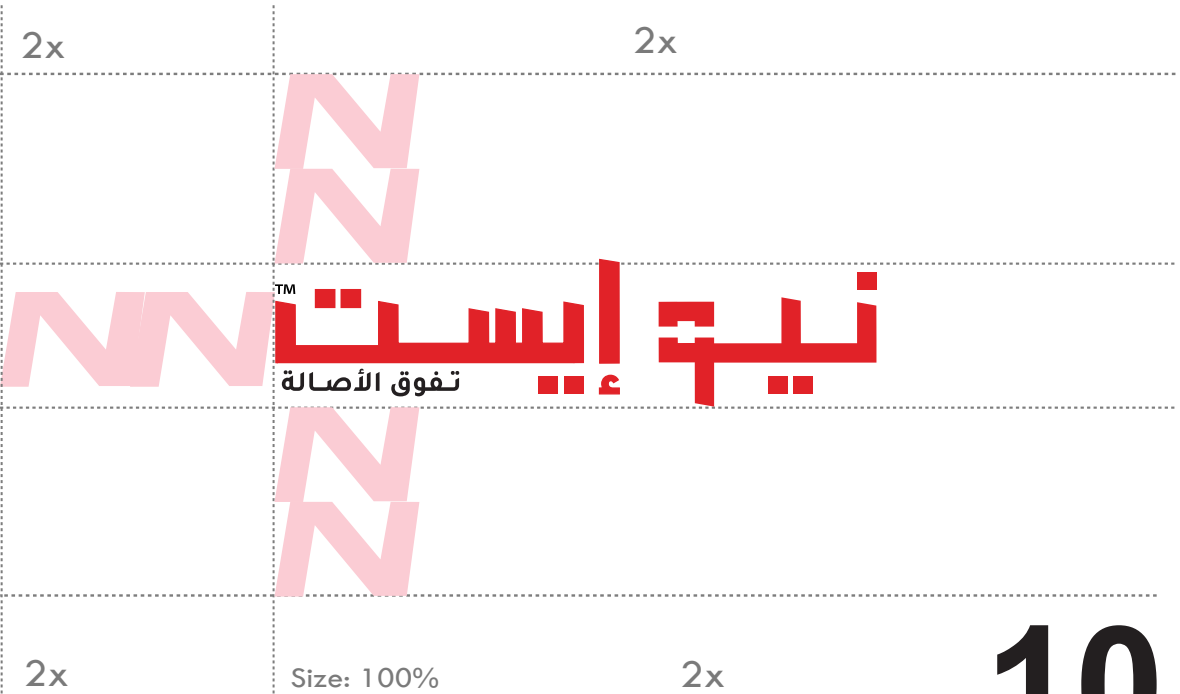
50% CLEAR SPACE



50% CLEAR SPACE



50% CLEAR SPACE



# MINIMAL SIZE

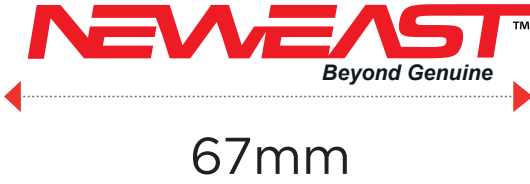
The wordmark should be always visible.

While the logos can be resized to fit different types of collateral, it's important that they never get scaled down below the recommended sizes.

DIGITAL



PRINT



DIGITAL



PRINT



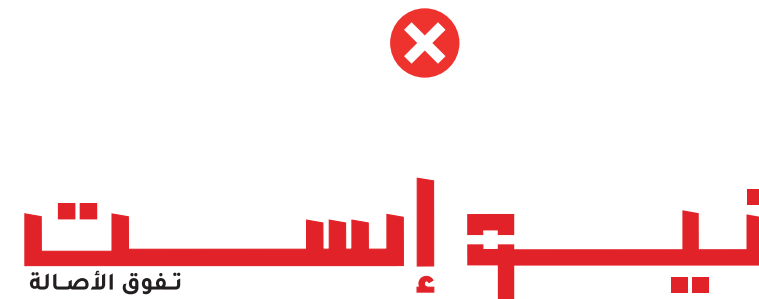
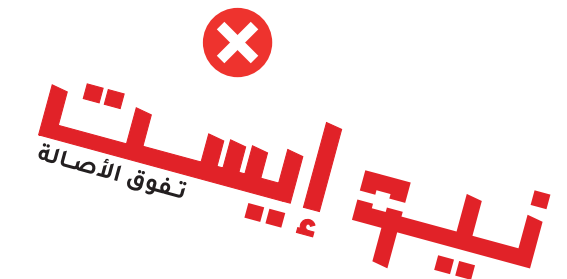
# INCORRECT USAGE



New East



نيو ايست







## BRAND EXPRESSION



# BRAND APPLICATION

Stationary which include  
Letterhead  
Business card  
Envelope





# Business Card



# BUILDING SIGNAGE

**NEWEAST**<sup>TM</sup>  
*Beyond Genuine*



# OFFICE BRANDING

**NEWEAST™**  
*Beyond Genuine*

# OFFICE BRANDING

**NEWEAST™**  
*Beyond Genuine*



# OFFICE BRANDING

**NEWEAST**<sup>TM</sup>  
*Beyond Genuine*

# CO-BRANDING

## CLEAR SPACE

Having sufficient space around the wordmark makes our designs look better, and gives the logo the appropriate visual hierarchy specifically when we are co-branding.

The clear space of the wordmark is determined by x equivalent to the height of NewEast N.



# CO-BRANDING LEGAL COMPLIANCE GUIDELINES

## OBJECTIVE

To ensure legal compliance and maintain brand prominence in all co-branded initiatives, requiring the Neweast brand to be featured on all shared marketing materials, signage, and apparel.

## SCOPE

These guidelines must be followed whenever the Neweast brand is co-branded with suppliers, partners, or customer brands.

## MANDATORY BRAND PRESENCE

**Visibility:** The Neweast brand must be prominently displayed on all co-branded materials, including signage, marketing materials, and apparel.

**Proportions:** The size and placement of the Neweast logo should be equal to or larger than that of the co-brand to maintain brand dominance.

## DESIGN AND APPROVAL

**Design Integration:** Co-branding designs must integrate the Neweast brand in a manner that is visually cohesive and does not undermine the brand's identity.

**Pre-approval Requirement:** All co-branded designs and materials must be submitted to the Neweast HQ

marketing teams for pre-approval before production or distribution.

## LEGAL CONSIDERATIONS

**Trademark Use:** Ensure the use of the Neweast brand adheres to all trademark laws and does not infringe upon the rights of other brands.

**Co-branding Agreement:** A legal co-branding agreement must be in place, stipulating the terms of use, rights, and obligations of each party.

## COMPLIANCE MONITORING

**Quality Control:** Regularly monitor the use of the Neweast brand in co-branded materials to ensure ongoing compliance with these guidelines.

**Infringement Actions:** Take immediate action to rectify any improper use of the Neweast brand in co-branded initiatives or any other marketing materials when Neweast brand is used.



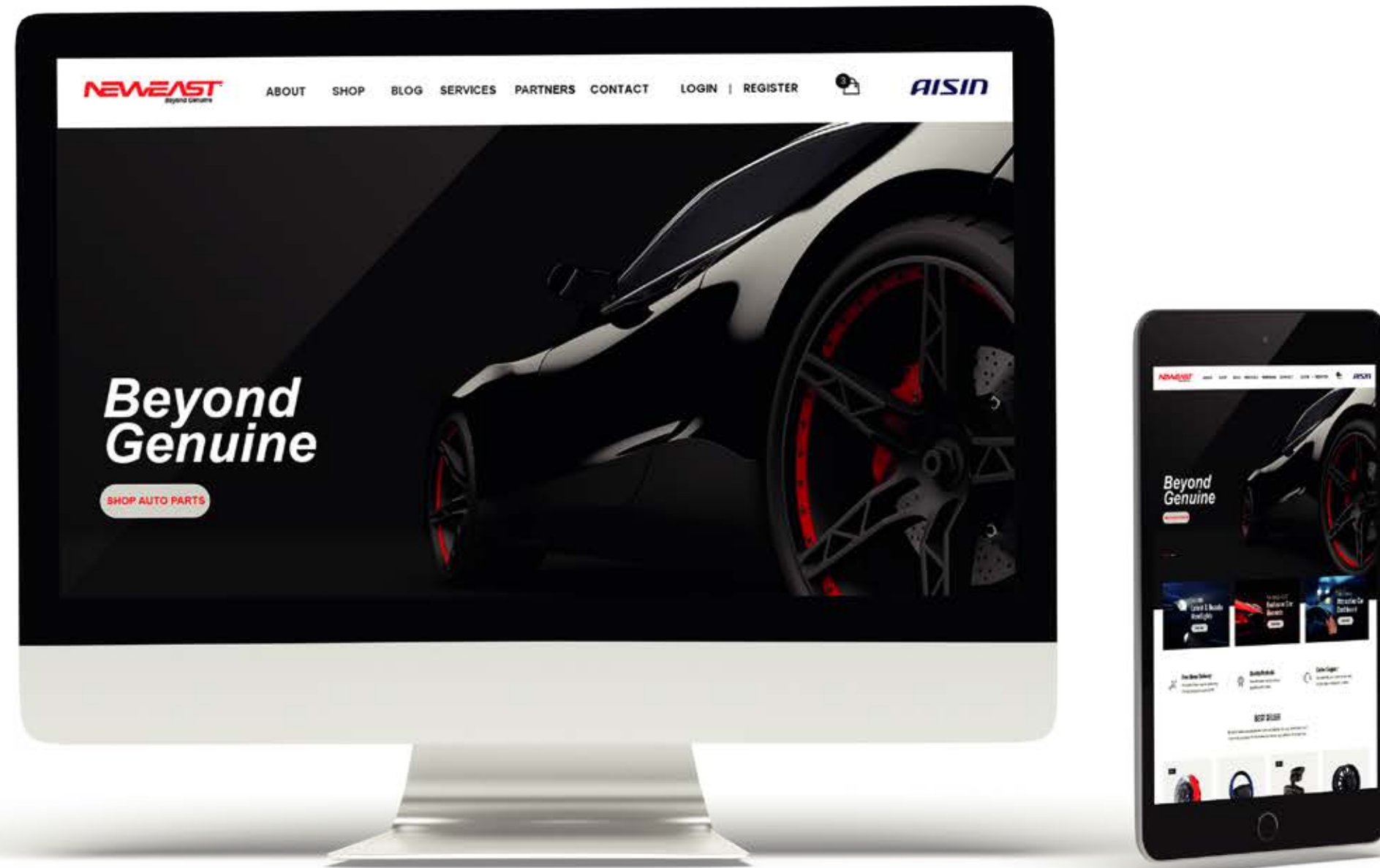
## VERY IMPORTANT

Upholding the Neweast brand's integrity in co-branding scenarios is critical to preserving our brand equity and legal standing. These guidelines serve to protect our brand's image and ensure that the Neweast brand is always represented appropriately and legally.





# WEBSITE AND APP



# DIGITAL ACCESSORIES



To explore a wider range of promotional items, please reach out to the Headquarters Marketing Team.

# CO-CORPORATE BRANDING

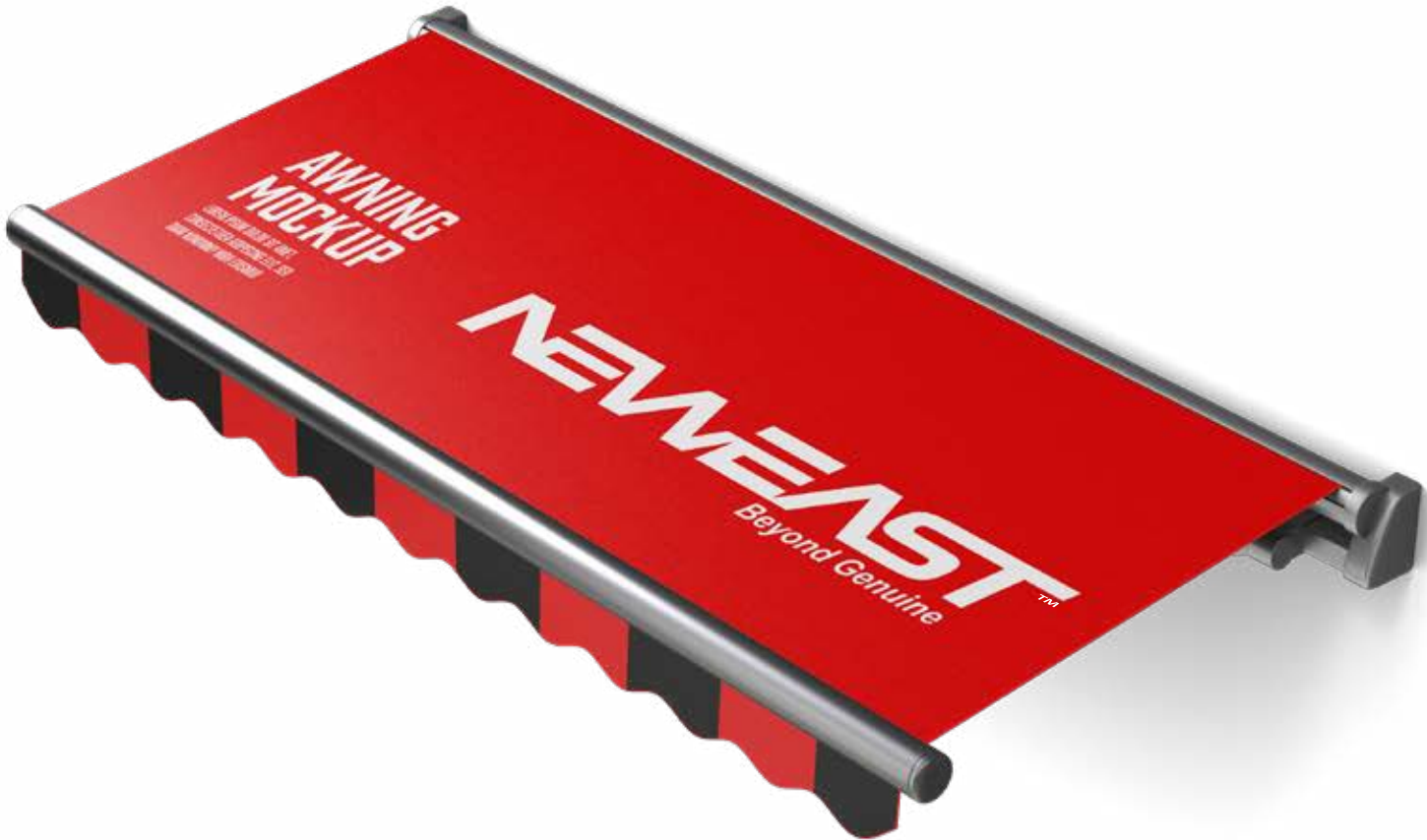


To explore a wider range of promotional items,  
please reach out to the Headquarters Marketing  
Team.





# CORPORATE BRANDING



To explore a wider range of promotional items, please reach out to the Headquarters Marketing Team.

# SOCIAL MEDIA

## To maintain a consistent and professional brand image across all social media platforms

### 1. BRAND VOICE AND TONE

**Consistent:** Ensure that the brand voice is consistent across all platforms, reflecting the company's values and target audience's expectations.

**Professional:** While being engaging, maintain a professional tone that aligns with the brand's positioning.

**Positive:** Communicate in an optimistic tone, focusing on solutions and the value our products/services bring to customers.

### 2. VISUALS AND GRAPHICS

**Brand Colors:** Use the official brand color palette. Do not alter the colors on different platforms unless for accessibility reasons.

**Logo Use:** The logo must not be distorted or altered. Keep it clear of any overlays and ensure it is used as per the size guidelines.

**Imagery:** Use high-resolution images that are relevant to the content. Ensure that the images reflect the brand's commitment to quality and innovation.

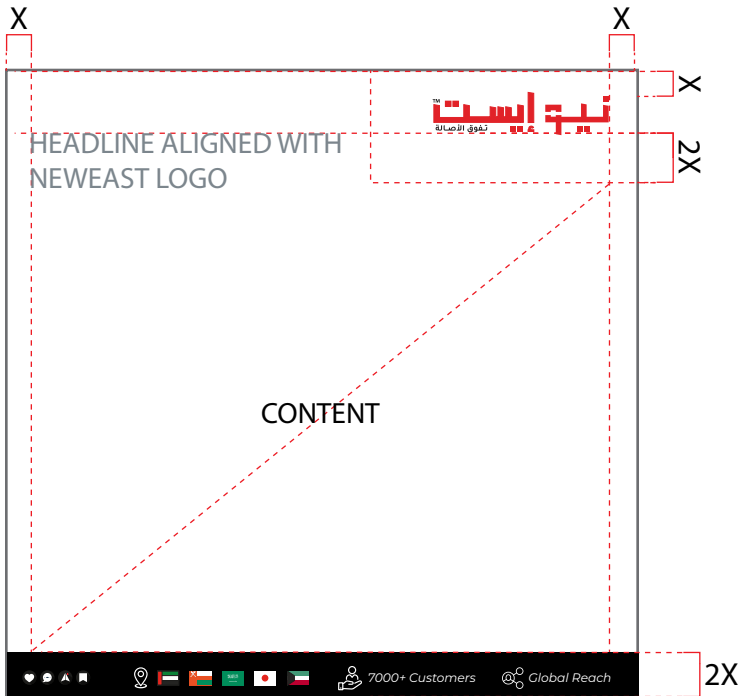
**Typography:** Adhere to the official fonts and typographical guidelines for consistency and readability.

### 3. CONTENT CREATION

**Relevance:** Create content that is relevant to our audience and reflects the brand's expertise in the industry.

**Engagement:** Encourage interaction by asking questions and prompting discussions related to our products and services.

**Value:** Provide valuable information, tips, or insights that benefit the audience, establishing our brand as a thought leader.



SIGNATURE SIZE AND CLEAR SPACE



**THINK GLOBAL, ACT LOCAL!**  
Before posting, any content featuring the newest trademark must receive approval.

# SOCIAL MEDIA

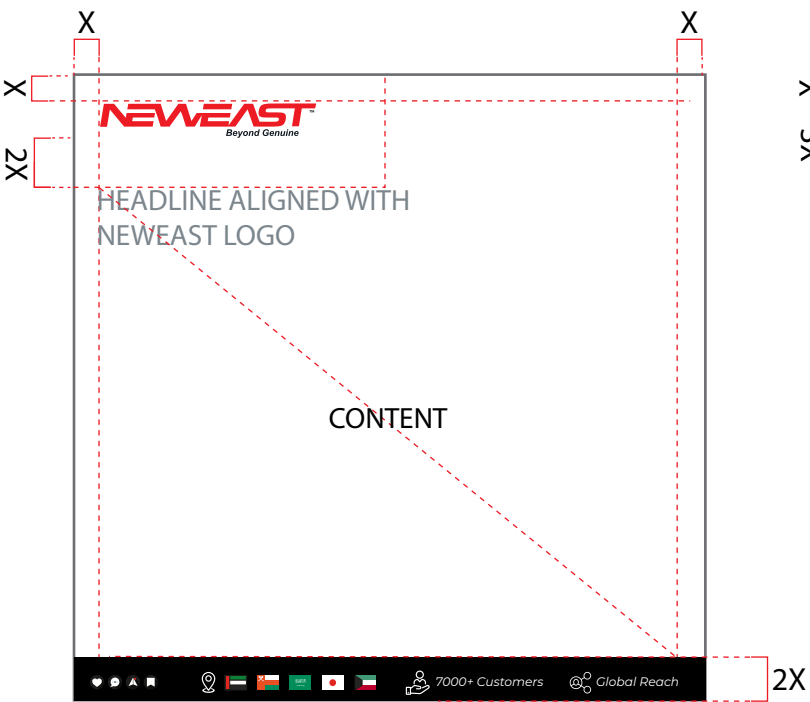
## To maintain a consistent and professional brand image across all social media platforms

### 4. POSTING GUIDELINES

**Frequency:** Maintain a regular posting schedule to keep the audience engaged but avoid over-posting which can lead to unfollows.

**Timing:** Analyze insights to understand the best times to post, ensuring maximum engagement.

**Hashtags:** Use relevant and trending hashtags to increase visibility but keep them limited and specific to the content or campaign always use #neweast #beyondgenuine + country hashtag specific such as #neweastuae #neweastkuwait #neweastksa #neweastoman #نيوايست #تفوق\_الاصالة

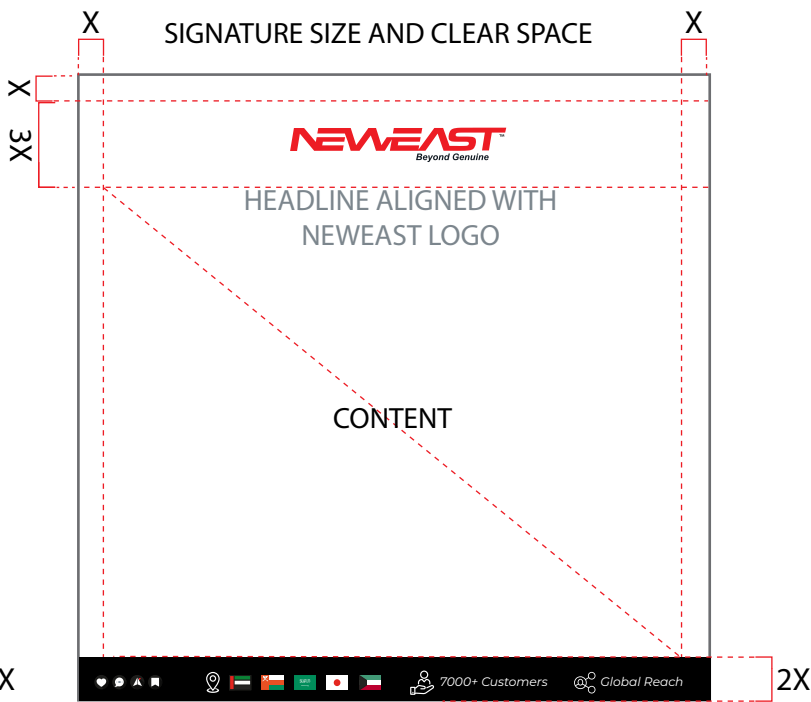


### 5. INTERACTION AND ENGAGEMENT

**Responsiveness:** Aim to respond to comments and messages promptly.

**Monitoring:** Regularly monitor mentions and tags to manage the brand's reputation and address any issues swiftly.

**Authenticity:** Personalize responses when engaging with the audience to build a genuine connection.



### 6. COMPLIANCE AND LEGAL CONSIDERATIONS

**Permissions:** Ensure you have the rights to all images, videos, and music used in posts.

**Confidentiality:** Do not share confidential information about the company or its clients.

**Disclosures:** If posting sponsored content or partnerships, include the necessary disclosures as per legal requirements.

**Approval Process:** Submit social media (SM) post designs to the brand marketing team for approval before broadcast.

**Social Media and Digital Channels Ownership:** All social media and digital channels such as websites must be owned and administrated by the Neweast HQ marketing department. Countries and regional offices will be granted editor access, but the Neweast HQ marketing department retains sole administrator rights to ensure a unified brand voice and compliance across all platforms. Permissions for country-specific content and access will be granted on a case-by-case basis, with the HQ overseeing all activities to safeguard brand consistency and legal adherence.



### THINK GLOBAL, ACT LOCAL! VERY IMPORTANT

Remember that social media is a reflection of our brand. Each post contributes to our brand story. Adhere to these guidelines to maintain a positive and professional brand image.


And before posting, any content featuring the newest trademark must receive written approval.





# SOCIAL MEDIA

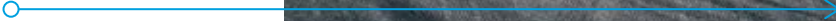
## Rules


Customer Ads 


**Follow the Brand Guidelines** 

**Clear Product** 


**Design Clean and Concise** 

**Product Information** 


**Call To Action** 


**Mandatory Strip** 


**Not Allowed To Change**





Neweast Ads 


**Logo Positioning** 

**Tagline** 

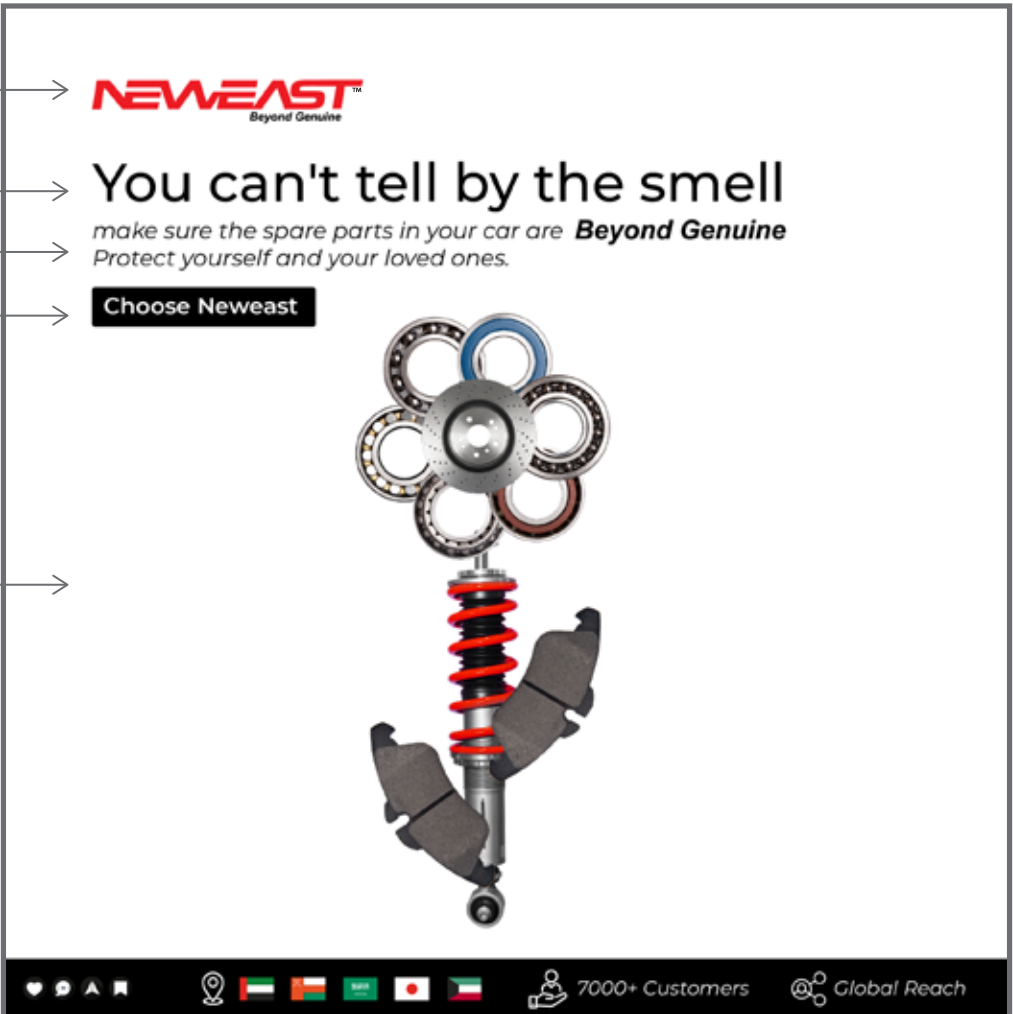
**Sub-Heading** 

**Call To Action** 

**Content/ Design Clean and Concise** 

**Mandatory Strip** 

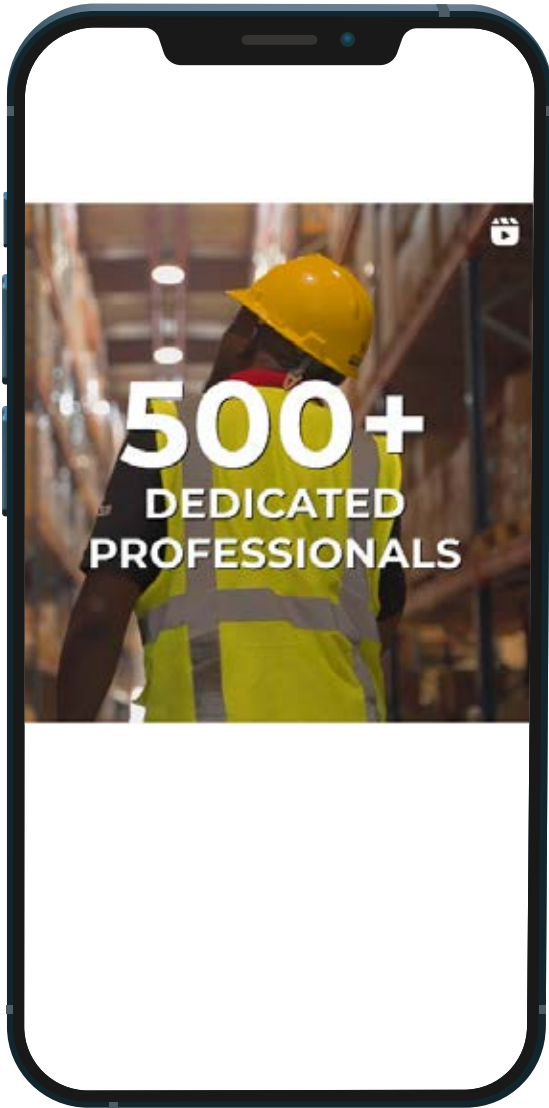
**Not Allowed To Change**



# SOCIAL MEDIA

## Rules

For animated posts, videos please get in touch with HQ marketing team for guidelines and approvals



Neweast Carousel



**Please be mindful of the social media channel appearance we advise:**

- Carousel for IG is mandatory
- FB and LinkedIn you need to pay attention to how the multiple posts would look on the feed and if it is clear to users.

# SOCIAL MEDIA

## Rules

**STORY/ REELS**   
must be always done in correct sizes

Follow the  
Brand Guidelines



Clear Product



Design Clean  
and Concise

Product Information

Camel Batteries: Look Forward and Keep Moving  
POWERFUL • DURABLE • RELIABLE

Call To Action

To Order Yours

Mandatory Strip  
Not Allowed To Change



**Neweast Call To Action** 

Not Allowed To Change



Not Allowed To Change  
You Can Change Handle

neweast | beyond genuine  
@neweastautoparts

Not Allowed To Change



Mandatory Call To Action

**FOR MORE INFORMATION  
CONTACT US TODAY**

change email address or whatsapp  
to be relevant to country

 info@neweast.co



# SOCIAL MEDIA

## Rules

**STORY/ REELS**   
must be always done in correct sizes

Follow the  
Brand Guidelines

Clear  
Communication

Design Clean  
and Concise

Clear Tagline

Call To Action

Mandatory Strip  
Not Allowed To Change



**Neweast Ads Arabic** 

Follow the  
Brand Guidelines

Clear  
Communication

Design Clean  
and Concise

Clear Tagline

Call To Action

Mandatory Strip  
Not Allowed To Change



# SOCIAL MEDIA

## Rules

### STORY/ REELS

must be always done in correct sizes

Follow the Brand Guidelines

Not Allowed To Change

You Can Change Handle


Not Allowed To Change

Mandatory Call To Action

change email address or whatsapp to be relevant to country

Mandatory Strip

Not Allowed To Change



The template shows a red circular logo with the Arabic text 'نيو إيست' (Neweast). Below the logo is the text 'نيو إيست | تفوق الاصله' (Neweast | Exceeding the original) and the handle '@neweastautoparts'. There are four social media icons (Instagram, Facebook, Twitter, YouTube) below the handle. The main text in Arabic reads 'للإستفسار أو للمزيد من المعلومات، لا تترددوا في التواصل معنا' (For inquiries or more information, do not hesitate to contact us). Below this is the email address 'sales@neweast.co' with a red envelope icon. At the bottom is a black bar with a location pin icon, flags of Saudi Arabia, UAE, Qatar, Japan, and Kuwait, and the text 'التوزيع حول العالم' (Distribution worldwide) and '+7000 عميل' (7000+ customers).

### Neweast Call To Action

Not Allowed To Change

Not Allowed To Change

You Can Change Handle

Not Allowed To Change

Mandatory Call To Action

change email address or whatsapp to be relevant to country

Mandatory Strip

Not Allowed To Change



The template shows a red circular logo with the Arabic text 'نيو إيست' (Neweast). Below the logo is the text 'نيو إيست | تفوق الاصله' (Neweast | Exceeding the original) and the handle '@neweastautoparts'. There are four social media icons (Instagram, Facebook, Twitter, YouTube) below the handle. The main text in Arabic reads 'للإستفسار أو للمزيد من المعلومات، لا تتردد في التواصل معنا' (For inquiries or more information, do not hesitate to contact us). Below this is the email address 'sales@neweast.co' with a red envelope icon. At the bottom is a black bar with social media icons, a location pin icon, flags of Saudi Arabia, UAE, Qatar, Japan, and Kuwait, and the text 'التوزيع حول العالم' (Distribution worldwide) and '+7000 عميل' (7000+ customers).



# POWERPOINT PRESENTATION GUIDELINES

To ensure consistency and brand alignment in all presentations made on behalf of Neweast

## 1. TEMPLATE USAGE

**Official Templates:** Always use the official Neweast PowerPoint templates for every presentation. These are designed to ensure consistency and should not be modified.

**Slides Layout:** Select the appropriate slide layout from the template options that best suits the content being presented.

## 2. DESIGN AND VISUAL ELEMENTS

**Color Palette:** Stick to the brand's color palette. Do not introduce new colors unless they are part of an approved campaign-specific design.

**Fonts and Typography:** Use the brand's official fonts. Maintain recommended font sizes for titles, subtitles, and body text to ensure readability.

**Imagery:** Use high-quality, brand-approved images that support the content of the slide. All visuals should be crisp and clear at full-screen size.

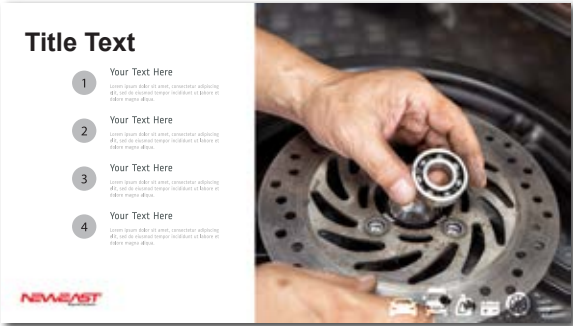
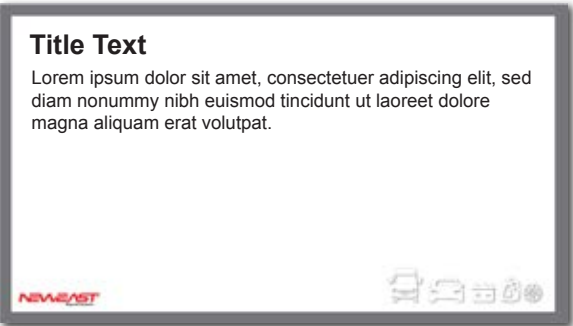
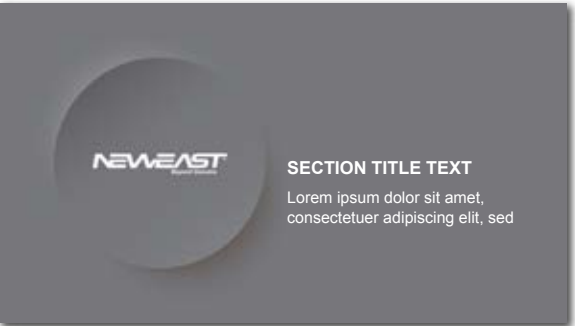
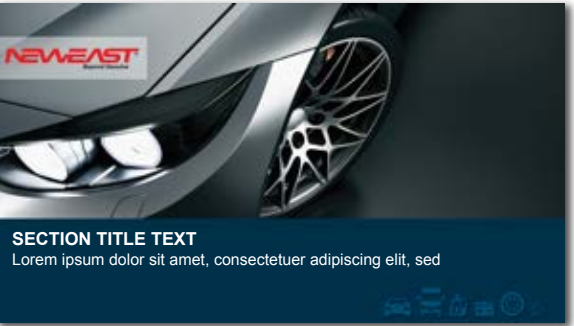
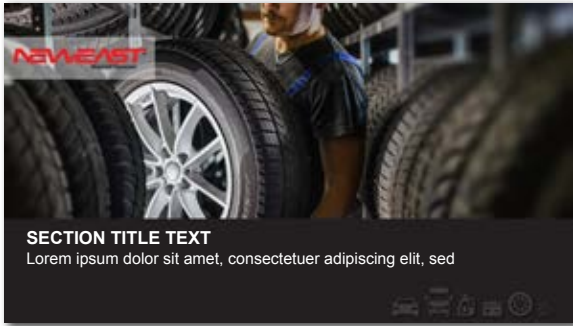
**Graphs and Charts:** Data visualization should adhere to brand colors and styles. Ensure that all graphs and charts are legible and accurately labeled.

## 3. CONTENT AND MESSAGING

**Tone of Voice:** Maintain the brand's tone of voice—professional, knowledgeable, and approachable. All content should be proofread to avoid errors.

**Brevity and Clarity:** Keep text concise and to the point. Use bullet points or short sentences to convey messages clearly.

**Consistent Messaging:** Align the presentation's messages with the brand's values and messaging pillars. Each slide should contribute meaningfully to the overall narrative.



THESE GUIDELINES MUST BE FOLLOWED BY EVERYONE IN THE COMPANY WHO CREATES OR DISTRIBUTES POWERPOINT PRESENTATIONS.

# POWERPOINT PRESENTATION GUIDELINES

## To ensure consistency and brand alignment in all presentations made on behalf of Neweast

### 4. ANIMATION AND TRANSITIONS

**Simplicity:** Use subtle animations and transitions to maintain a professional appearance. Avoid overuse, which can be distracting.

**Consistency:** Apply the same type of transitions and animations throughout the presentation to keep a cohesive flow.

### 5. PRESENTATION DELIVERY

**Speaker Notes:** Utilize the speaker notes section to include talking points or additional information that the presenter may refer to.

**Rehearse:** Practice the presentation using the slide deck to ensure the timing of slides matches the spoken content.

### 6. COMPLIANCE AND USAGE

**Content Approval:** Ensure all content, especially data shared in presentations, has been approved for public sharing to avoid the dissemination of sensitive information.

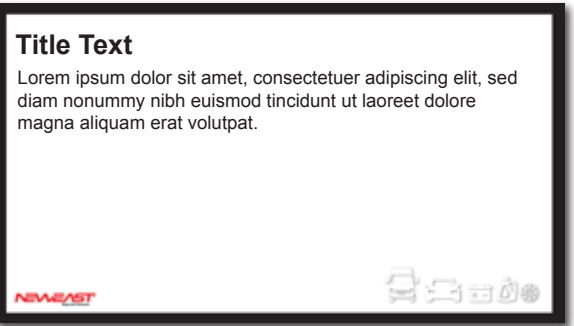
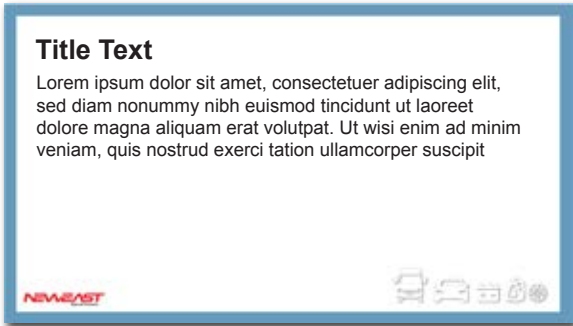
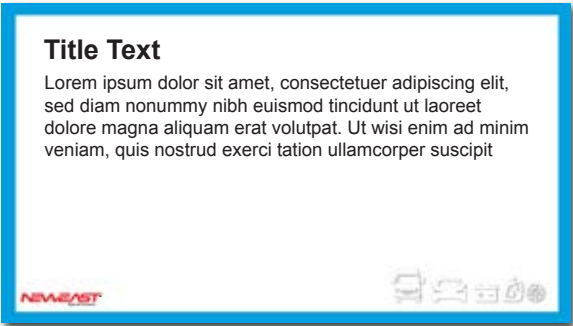
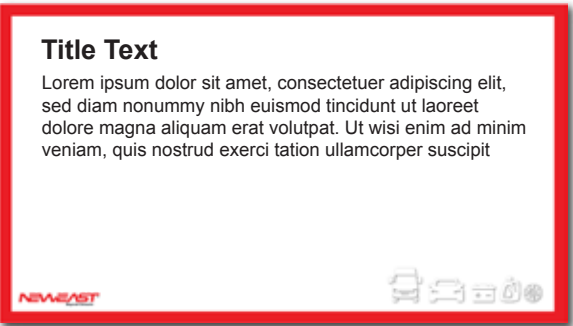
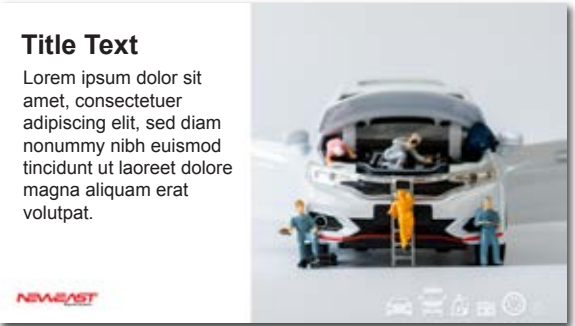
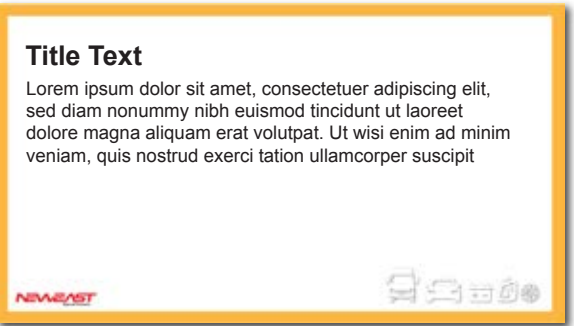
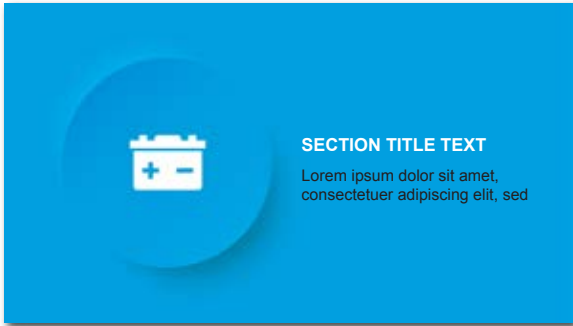
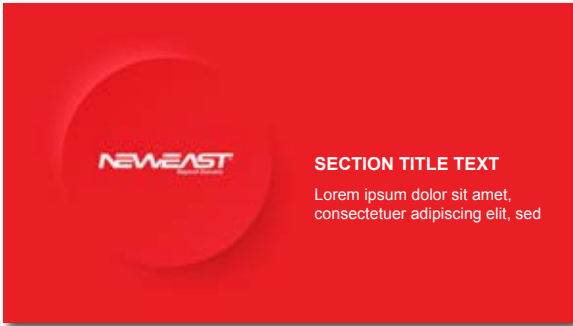
**Brand Assets:** Do not alter logos, icons, or other brand assets such as slide designs. These should be used as provided in the template.

**Version Control:** Always use the latest version of the template available from the company's internal media library.



#### VERY IMPORTANT

Remember, PowerPoint presentations are a visual extension of our brand. They should reflect the same care and attention to detail that we expect in all our branding efforts. Presentations that do not adhere to these guidelines may not be used in official capacities.




# POWERPOINT PRESENTATION GUIDELINES



**SECTION TITLE TEXT**


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**SECTION TITLE TEXT**

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**SECTION TITLE TEXT**

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**Product Glorifier Title Text**

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# POWERPOINT PRESENTATION GUIDELINES

## Title Text

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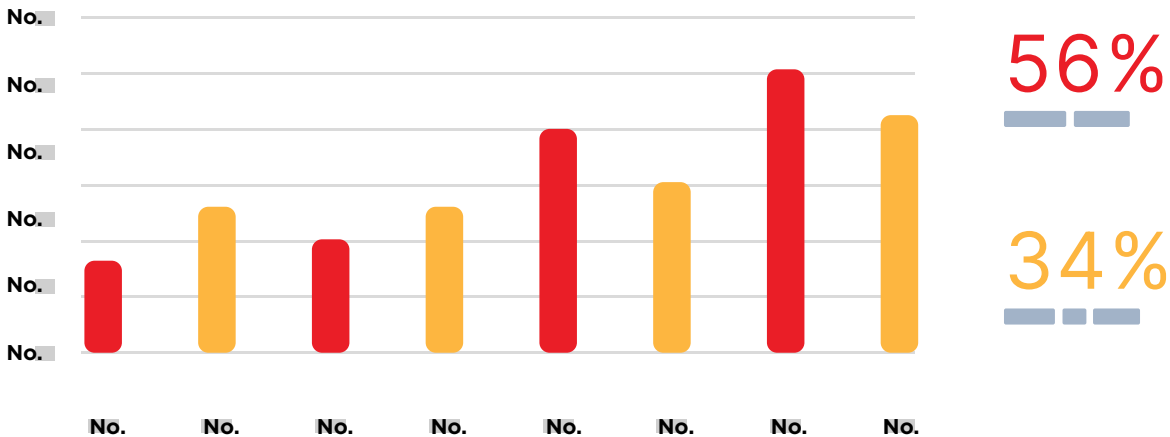


## Title Text

- 1 Your Text Here  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- 2 Your Text Here  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- 3 Your Text Here  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- 4 Your Text Here  
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## Title Text



## Title Text

- 1 Your Text Here  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- 2 Your Text Here  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- 3 Your Text Here  
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# IMAGERY GUIDELINES

To establish a consistent visual language that reflects the quality and values of our brand

## 1. GENERAL PRINCIPLES

**Relevance:** All imagery must be directly relevant to the content and context in which it is used.

**Quality:** Use only high-resolution images to ensure clarity in all sizes and formats.

**Brand Alignment:** Images should complement and enhance the brand message and identity.

## 2. SUBJECT MATTER

**Authenticity:** Choose images that represent realistic scenarios and genuine moments related to automotive themes.

**Diversity:** Reflect diversity in lifestyle, culture, and the variety of customers we serve.

**Context:** Ensure the context of the image aligns with the message - from detailed close-ups for technical precision to wider shots for storytelling.

## 3. COMPOSITION AND STYLE

**Focus:** The main subject of the image should be clear and in focus, with background elements not distracting from the main message.

**Lighting:** Use well-lit images that avoid harsh shadows or overexposure, highlighting the product or service's features.

**Perspective:** Use dynamic angles and perspectives that draw the viewer in and add interest to the composition.



### VERY IMPORTANT

The power of visual communication cannot be overstated. It is imperative that the images we use convey a story that resonates with our customers, promoting trust and reflecting the premium nature of our brand. Please refer to imagery available in our media library.





# IMAGERY GUIDELINES

To establish a consistent visual language that reflects the quality and values of our brand

## 4. COMPOSITION AND STYLE

**Focus:** The main subject of the image should be clear and in focus, with background elements not distracting from the main message.

**Lighting:** Use well-lit images that avoid harsh shadows or overexposure, highlighting the product or service's features.

**Perspective:** Use dynamic angles and perspectives that draw the viewer in and add interest to the composition.

## 5. BRAND ELEMENTS

**Logo Visibility:** When the brand logo is present, it must be clear and legible.

**Color Palette:** Images should complement the brand's color palette, either by direct inclusion or through complementary colors.

**Consistency:** Maintain a consistent style and treatment across all images to support brand recognition.

## 6. DO'S AND DON'TS

**Do** ensure the imagery is appropriate and in good taste for a diverse audience.

**Do not** use images that are overly staged or that could be construed as offensive or inauthentic.

**Do** use images that showcase our products and services positively and aspirationally.

## 7. LEGAL COMPLIANCE

**Rights and Permissions:** Verify that all images have the appropriate licenses and permissions for use.

**Privacy:** Do not use images that invade the privacy of individuals without their consent.

**Approval Process:** Submit visuals to the brand marketing team for approval before use..



# ICONOGRAPHY GUIDELINES

To ensure that all category icons used in corporate materials are consistent with Neweas’s brand identity and color scheme

## 1. CATEGORY ICONS

**Specificity:** Use only the category icons provided by Neweast. These icons have been specially designed to represent our services and product categories.

**Color Consistency:** Category icons must be used in the colors provided in the brand color palette. Refrain from altering the color of the icons to maintain brand integrity.



### VERY IMPORTANT

The visual elements we use are a direct reflection of our brand. It is crucial that we maintain consistency not only in our messaging but also in the icons and imagery that accompany it. Adherence to these guidelines will ensure that our brand is represented accurately and professionally across all platforms.

## 2. STANDARD ICON USAGE

**Media Library Access:** Utilize the pre-approved icons available in our media library for your content. This library contains a wide range of icons for various applications.

**Color Matching:** When using standard icons from our media library, ensure that they match our brand color palette where applicable.

## 3. CUSTOM ICON CREATION

**Non-Availability:** If the required icon is not available in our category icons or media library, follow these steps:

**Design Matching:** Ensure that any new icons match the style, line weight, and simplicity of our existing icons.

**Color Application:** Use the color specifications provided in the brand guidelines when creating new icons.

**Approval Process:** Submit custom icons to the brand marketing team for approval before use.

## 4. LEGAL AND COMPLIANCE

**Rights and Permissions:** Ensure any custom-created icon does not infringe on intellectual property rights and is cleared for use by our legal and marketing team.

### Categories

<p>SPOT COLOR PANTONE 185C</p> <p>CMYK C0 M100 Y100 K0</p> <p>DIGITAL R227 G6 B19</p> <p>HEX #E30613</p>	<p>SPOT COLOR PANTONE</p> <p>CMYK C100 M76 Y46 K44</p> <p>DIGITAL R0 G48 B73</p> <p>HEX #003049</p>	<p>SPOT COLOR PANTONE P-14-7C</p> <p>CMYK C0 M31 Y85 K0</p> <p>DIGITAL R251 G186 B51</p> <p>HEX #F8BA33</p>	<p>SPOT COLOR PANTONE Black 6C</p> <p>CMYK C0 M0 Y0 K100</p> <p>DIGITAL R29 G29 B27</p> <p>HEX #1D1D1B</p>	<p>SPOT COLOR PANTONE</p> <p>CMYK C62 M28 Y15 K0</p> <p>DIGITAL R102 G155 B188</p> <p>HEX #6696bc</p>	<p>SPOT COLOR PANTONE COOL GREY 9C</p> <p>CMYK C62 M53 Y42 K0</p> <p>DIGITAL R118 G120 B133</p> <p>HEX #767885</p>	<p>SPOT COLOR PANTONE 299C</p> <p>CMYK C100 M0 Y0 K0</p> <p>DIGITAL R0 G159 B227</p> <p>HEX #009FE3</p>

Tire	Engine	Manual Transmission	Brake	Suspension	Spark Plug	Battery	Car	
Steering Wheel	Piston	Bearing	Turbine	Filter	Fuel	Lubricant	Lubricant	Truck

# FIT-OUT GUIDELINES

To create a cohesive and branded environment in all Neweast Showrooms that is welcoming and reflects the company’s values and quality standards

## 1. COORDINATION WITH MARKETING TEAM

**Technical Drawings:** Prior to the commencement of any fit-out project, the responsible party must contact the HQ marketing team to obtain the necessary technical drawings and detailed specifications.

**Approval Process:** All design proposals must be reviewed and approved by the HQ marketing team to ensure compliance with brand guidelines and to maintain design integrity across all locations.

## 2. BRANDING AND DESIGN

**Logo and Color Scheme:** The brand logo should be prominently and accurately displayed as per the technical specifications provided by the marketing team. Adhere to the prescribed brand color palette for all elements.

**Layout and Materials:** Utilize high-quality materials that reflect the brand’s commitment to excellence. The layout should foster an open and customer-friendly atmosphere.

## 3. SIGNAGE AND WAYFINDING

**Design Consistency:** Use consistent, brand-approved designs for all signage. Ensure clarity and legibility to facilitate ease of navigation within the space.

## 4. ARTWORK AND DECOR

**Alignment with Brand Values:** Select artwork and decor that conveys the brand’s ethos. Items should complement the space and reinforce brand messaging without overpowering the environment.





# FIT-OUT GUIDELINES

To create a cohesive and branded environment in all Neweast Showrooms that is welcoming and reflects the company’s values and quality standards

## 5. MAINTENANCE AND COMPLIANCE

**Upkeep Standards:** Maintain the fit-out to the highest standards, in line with the brand’s reputation for excellence.  
**Safety and Regulations:** All fit-out elements must comply with relevant safety guidelines and local regulations.



### VERY IMPORTANT

The HQ marketing team is your collaborative partner in bringing Neweast brand's vision to life within our physical spaces/ showrooms and offices. Early and frequent consultation with the HQ team is crucial for maintaining a consistent brand image and ensuring that all fit-outs contribute to a cohesive brand experience.



# FIT-OUT GUIDELINES

**To create a cohesive and branded environment in all Newcastle Showrooms that is welcoming and reflects the company's values and quality standards**

## 5. MAINTENANCE AND COMPLIANCE

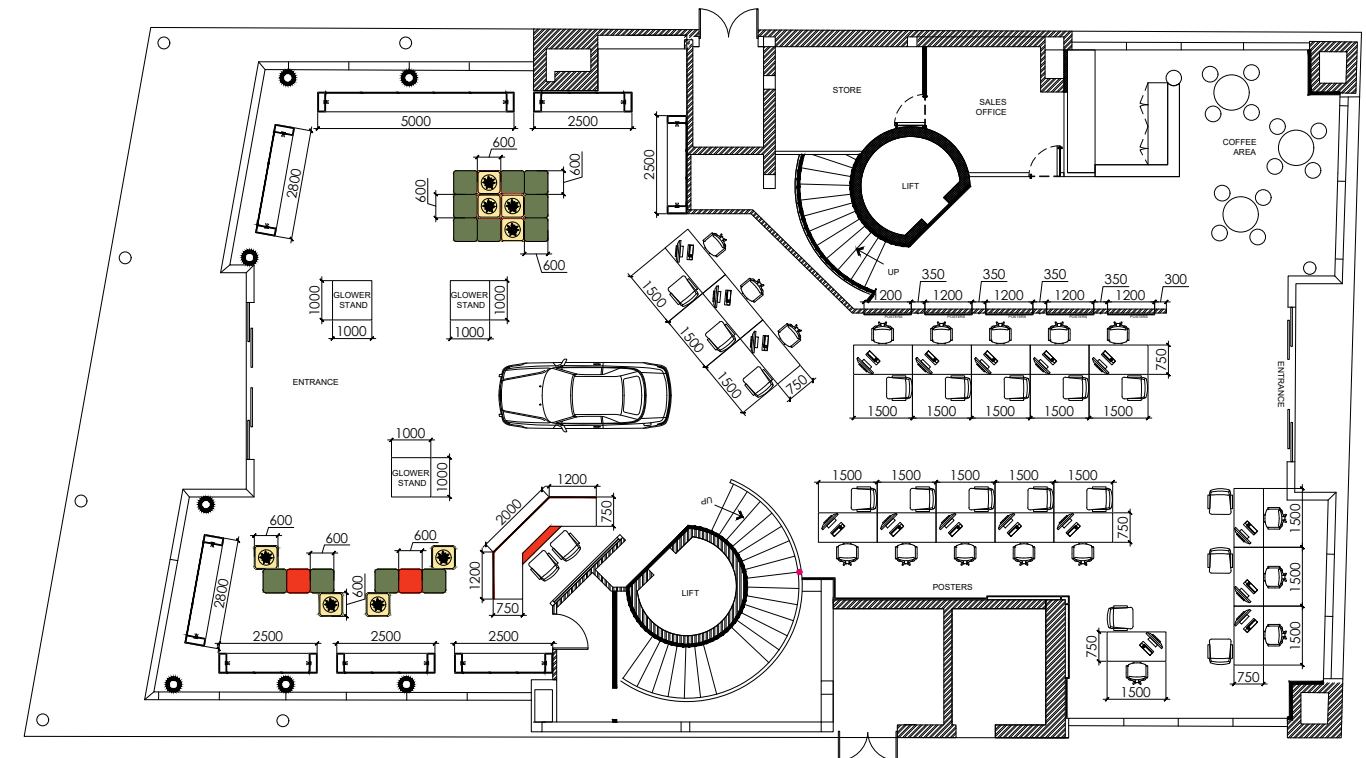
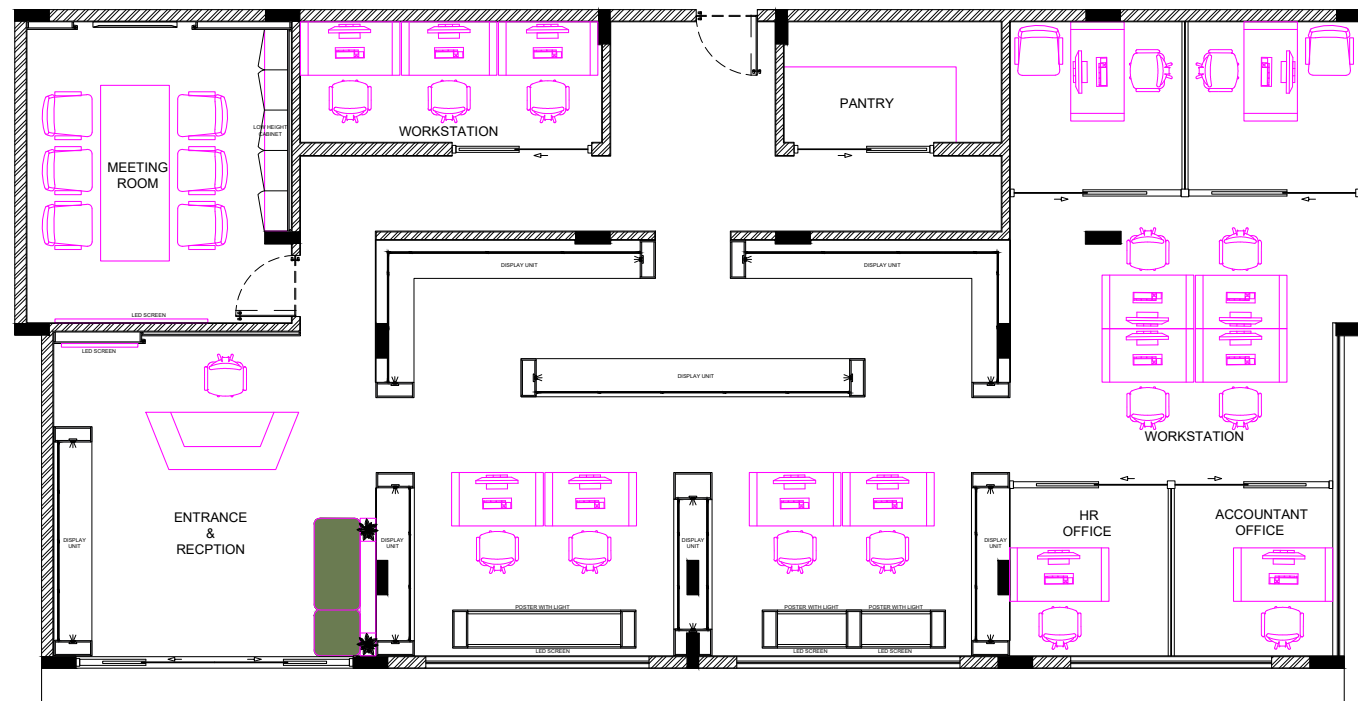
**Upkeep Standards:** Maintain the fit-out to the highest standards, in line with the brand's reputation for excellence.

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**VERY IMPORTANT**

The HQ marketing team is your collaborative partner in bringing Neweast brand's vision to life within our physical spaces/ showrooms and offices. Early and frequent consultation with the HQ team is crucial for maintaining a consistent brand image and ensuring that all fit-outs contribute to a cohesive brand experience.



# EMAIL SIGNATURE GUIDELINES

To ensure a professional and consistent appearance for all email communications from Neweast representatives.

## 1. LAYOUT AND CONTENT

**Personal Information:** Each signature should include the full name, position title, phone number, and email address, followed by the company website URL.

**Branding:** Incorporate the Neweast logo aligned with the individual's details for immediate brand recognition.

**Social Media Icons:** Include the standard set of social media icons linking to Neweast's official social media pages.

## 2. DESIGN ELEMENTS

**Font:** Use Neweast standard, web-safe fontArial for text to ensure consistency across different email clients.

**Color Scheme:** Text should be primarily in black for readability, with the brand colors used minimally, as shown in the provided signature example.

**Divider Line:** A solid line should separate the main body of the email from the signature, matching the brand's primary color.

## 3. VISUAL ASSETS

**Logo and Icons:** Use high-resolution images for the Neweast logo and social media icons to ensure clarity and legibility.

**Banner:** A promotional banner with a call-to-action, like "Choose Neweast," should be included below the contact details and it should adhere to current marketing campaigns.

## 4. LEGAL DISCLAIMER

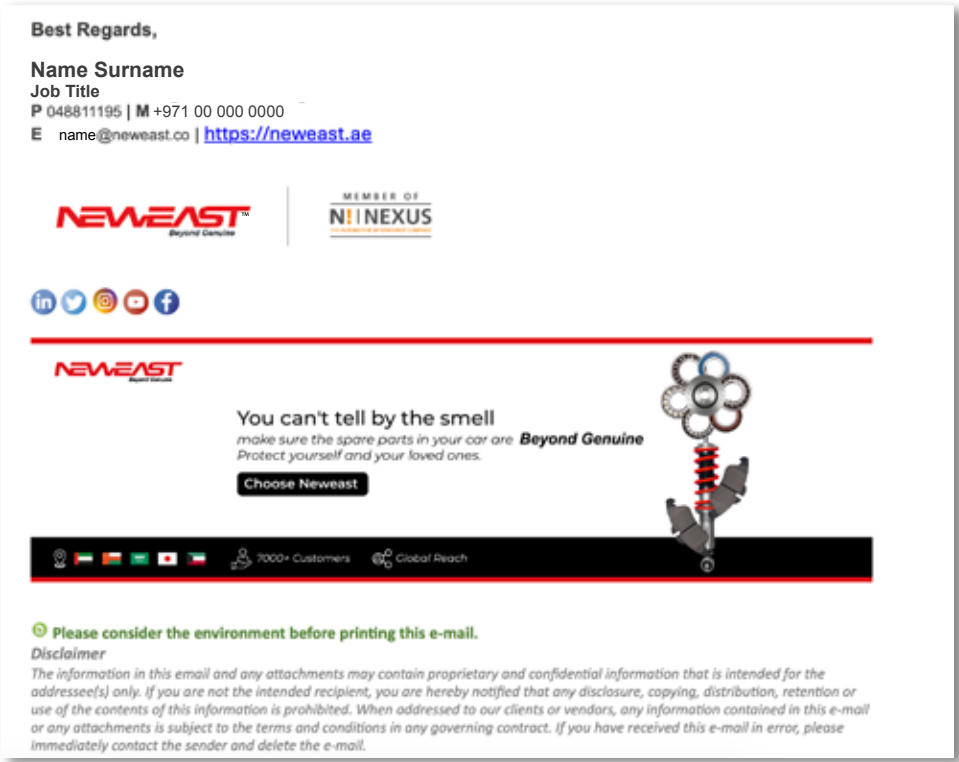
**Mandatory Inclusion:** Include a legal disclaimer regarding the confidentiality and intended recipient(s) of the email as per the company's legal requirements.

**Environmental Note:** Add a reminder about environmental considerations, such as "Please consider the environment before printing this email."

## 5. USAGE AND COMPLIANCE

**Standardization:** This email signature template must be used by all employees without alterations, ensuring a uniform presentation in all external communications.

**Technical Setup:** You can contact Neweast IT team in HQ for any technical support in set-up.



### VERY IMPORTANT

An email signature is a digital business card and a part of our corporate identity. It is crucial for maintaining the professionalism and brand consistency that Neweast is known for. Any changes or updates to the signature template will be communicated by the HQ marketing team and should be implemented promptly.





## SUBSIDIARY BRANDS



# SUBSIDIARY BRANDS

Our subsidiary brand’s wordmark emerges from a custom-designed typeface, crafted to blend a contemporary and sleek geometric design with the traditional elegance of Latin script calligraphy. This typeface has been meticulously refined to ensure it stands out as distinctive and exclusive.

In parallel, the design aligns with the brand’s core value proposition, emphasizing our commitment to being centered around the needs and experiences of our customers. They encapsulates the essence of our subsidiary brands, highlighting their individuality while still resonating with the overarching ethos of the parent company.

LATIN WORDMARK HORIZONTAL FOR NEWEAST E-ORDERING PORTAL



LATIN WORDMARK HORIZONTAL FOR NEWEAST REWARDS PROGRAM



# SUBSIDIARY BRAND GUIDELINES

To align subsidiary brands with the parent company’s ethos, maintaining high standards and a consistent brand experience across all touchpoints

## 1. BRAND ALIGNMENT

**Visual Identity:** Subsidiary brands must align their visual identity with the Neweast General Trading Group, including logo usage, color palette, typography, and imagery. While subsidiary brands may have distinctive elements, these must fit within the overall brand architecture.

**Messaging and Tone:** All communications should reflect the Neweast General Trading Group’s voice and messaging framework. Subsidiary brands may adapt the tone to suit their audience while upholding the overarching brand narrative.

**Brand Strategy Consistency:** The strategic approach of subsidiary brands must resonate with the Neweast General Trading Group’s brand strategy, ensuring a coherent experience for customers.

**4. COLLABORATION AND INTEGRATION**

**Cross-Brand Initiatives:** Encourage collaboration on cross-brand initiatives to leverage collective strengths and create unified marketing campaigns.

**Integrated Experiences:** Ensure that customer journeys across subsidiary brands are integrated and seamless, reflecting the Neweast General Trading Group’s commitment to excellence and customer satisfaction.

## 2. BRAND AUTONOMY

**Unique Value Proposition:** While maintaining overall brand cohesion, subsidiary brands are encouraged to highlight their unique value propositions, tailoring their brand story to showcase their specific market offerings.

**Distinctive Character:** Subsidiary brands should celebrate their individual character within the framework of the parent brand’s values and aesthetic principles.

## 5. COMPLIANCE AND MONITORING

**Regular Audits:** Conduct regular audits to ensure compliance with the Neweast General Trading Group’s brand guidelines.

**Feedback Loop:** Establish a feedback loop with the Neweast General Trading Group HQ Marketing Team to continuously improve and refine brand alignment practices.

## 3. IMPLEMENTATION AND ADHERENCE

**Guideline Adherence:** Strictly adhere to the detailed brand guidelines provided by the Neweast General Trading Group for consistency in brand experience.

**Approval Processes:** Any deviations or brand extensions must be approved through the Neweast General Trading Group’s marketing team (HQ) to ensure they are in line with brand standards.

**Training and Resources:** Subsidiary brands will be provided with the necessary training and resources to understand and implement these guidelines effectively.



**VERY IMPORTANT**

Subsidiary brands are vital members of the Neweast General Trading Group family, each contributing to the richness and diversity of our corporate identity. By adhering to these guidelines, subsidiary brands reinforce the collective identity and uphold the reputation that the parent company has established. The goal is to strike a balance between unity and diversity, ensuring that all brands within the family resonate with our shared ethos and standards.





## **FOR MORE INFORMATIONS**

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