



Sama

BRAND IDENTITY GUIDELINES

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- Logo design
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LOGO DESIGN

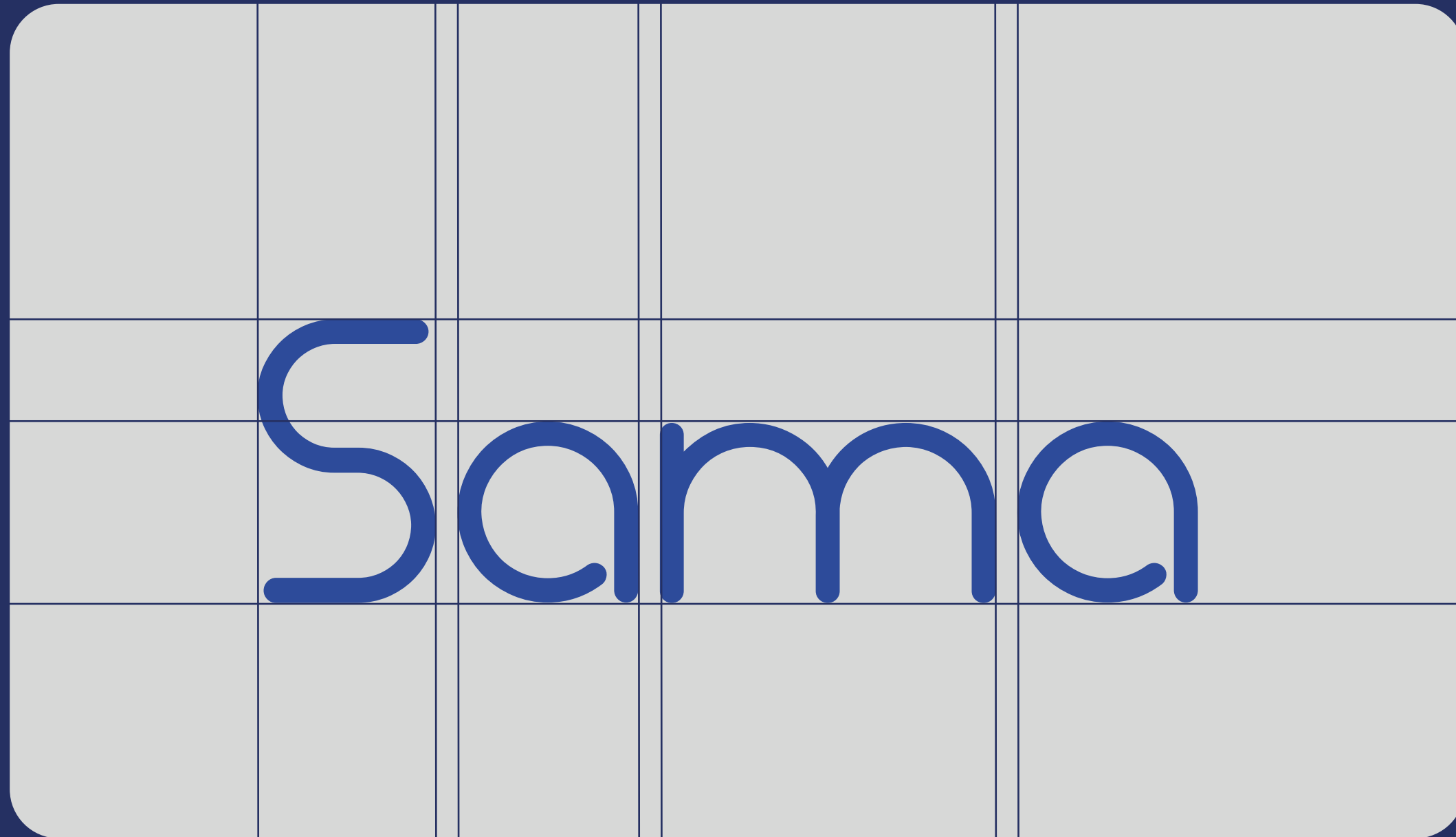
Logo Mark Without Square



Logo Mark With Square



Typeface Construction



Brand Typemark

Sama

Primary logo



Sama

Logo monochrome version



Vertical version of logo



Sama

Arabic version of logo



سا

سا



Logo free space



Logo clear space



BRAND COLOR PALETTE

Primary Colors

5bba91

2d4b9a

d7d8d7

Gradients



Secondary colors

253062

194180

3d72b4

52c2ef

d87210

f7af17

1c5f58

528280

9aa188

f6f3e6

1d1d1b

Color usability



BRAND TYPOGRAPHY

Font Name & Identity

English Font:
Stadium Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

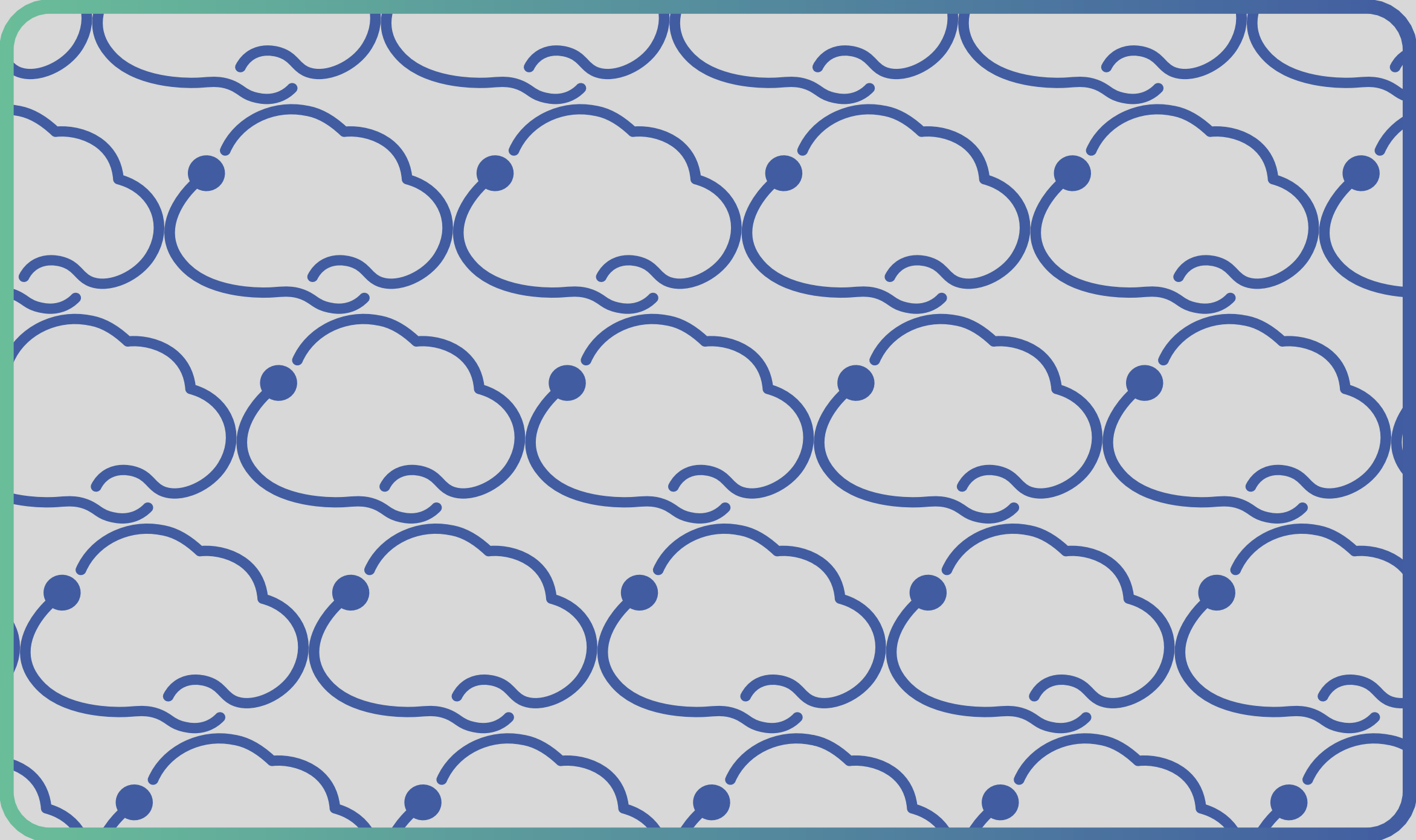
اللغة العربية

غيث

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BRAND ELEMENTS

Brand Pattern



Thank You.