



Brand Guidelines

LOGO

Primary logo



Secondary logo
versions



logo save zone

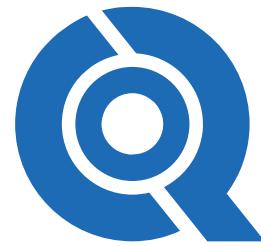


Logo on background



use dark filters
over the photos
and white logo

Icon



Secondary icon



Dont's

Don't use different colors



Don't use effects to the logo



Don't use low contrast



Don't stretch the logo



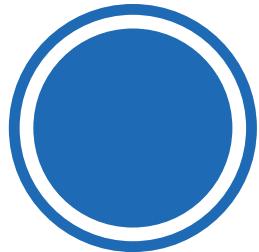
The logo consists of a stylized lowercase 'q' character followed by the word 'QAFILA' in a bold, sans-serif font. The 'q' is white with a black outline and features a circular graphic element inside its bowl. The letters 'QAFILA' are in a dark, metallic or brushed metal finish, giving them a reflective texture. The entire logo is centered on a dark, textured background.

QAFILA

COLORS

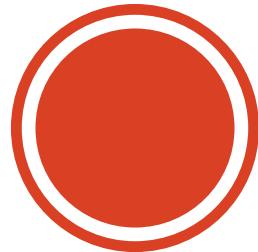
Colors

BLUE



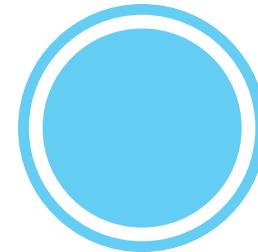
PANTONE: 286UP
C:86 M:59 Y:0 K:0
R:36 G:106 B:180
#246AB4

RED



PANTONE: 7620UP
C:0 M:88 Y:96 K:10
R:217 G:64 B:36
#D94024

LIGHT BLUE



PANTONE: 297CP
C:52 M:0 Y:1 K:0
R:106 G:206 B:242
#68CEF2

TYPOGRAPHY

Work Sans font family

Work Sans Light

Work Sans Regular

Work Sans Medium

Work Sans SemiBold

Work Sans Bold

Work Sans is Google font:

<https://fonts.google.com/specimen/Work+Sans>

Headlines and body text

H1, WORK SANS BOLD, FONT SIZE 42 PT, ALL CAPS

H2, Work Sans SemiBold, font size 36 pt

H3, Work Sans Bold, font size 30 pt

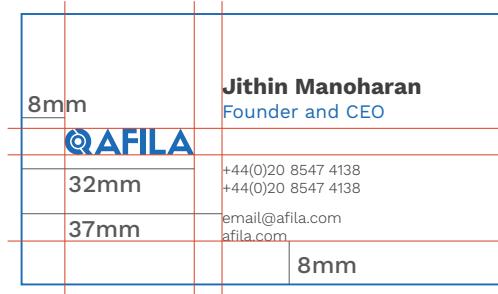
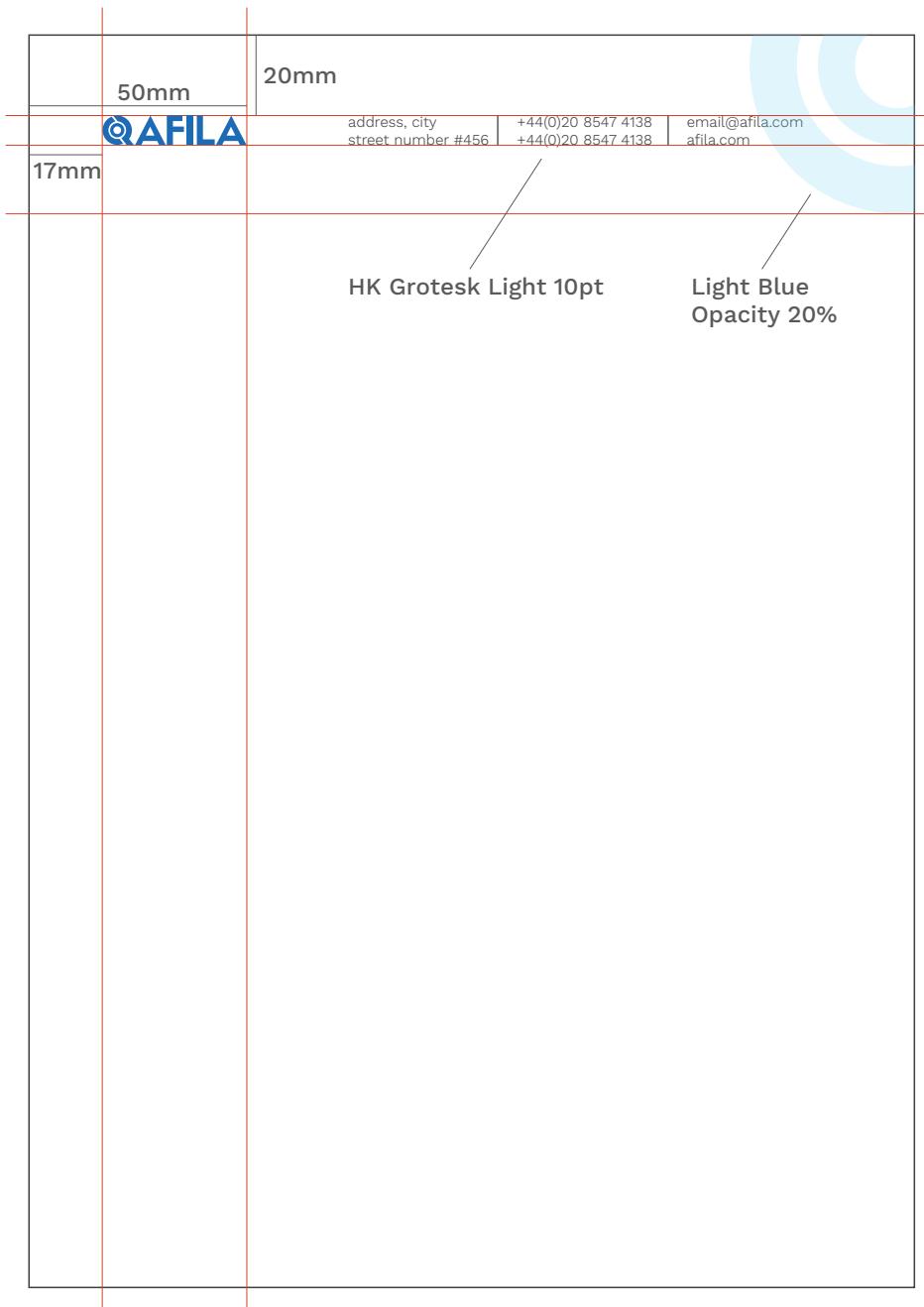
Body Text, Work Sans Regular, font size 18 pt

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STATIONERY DESIGN

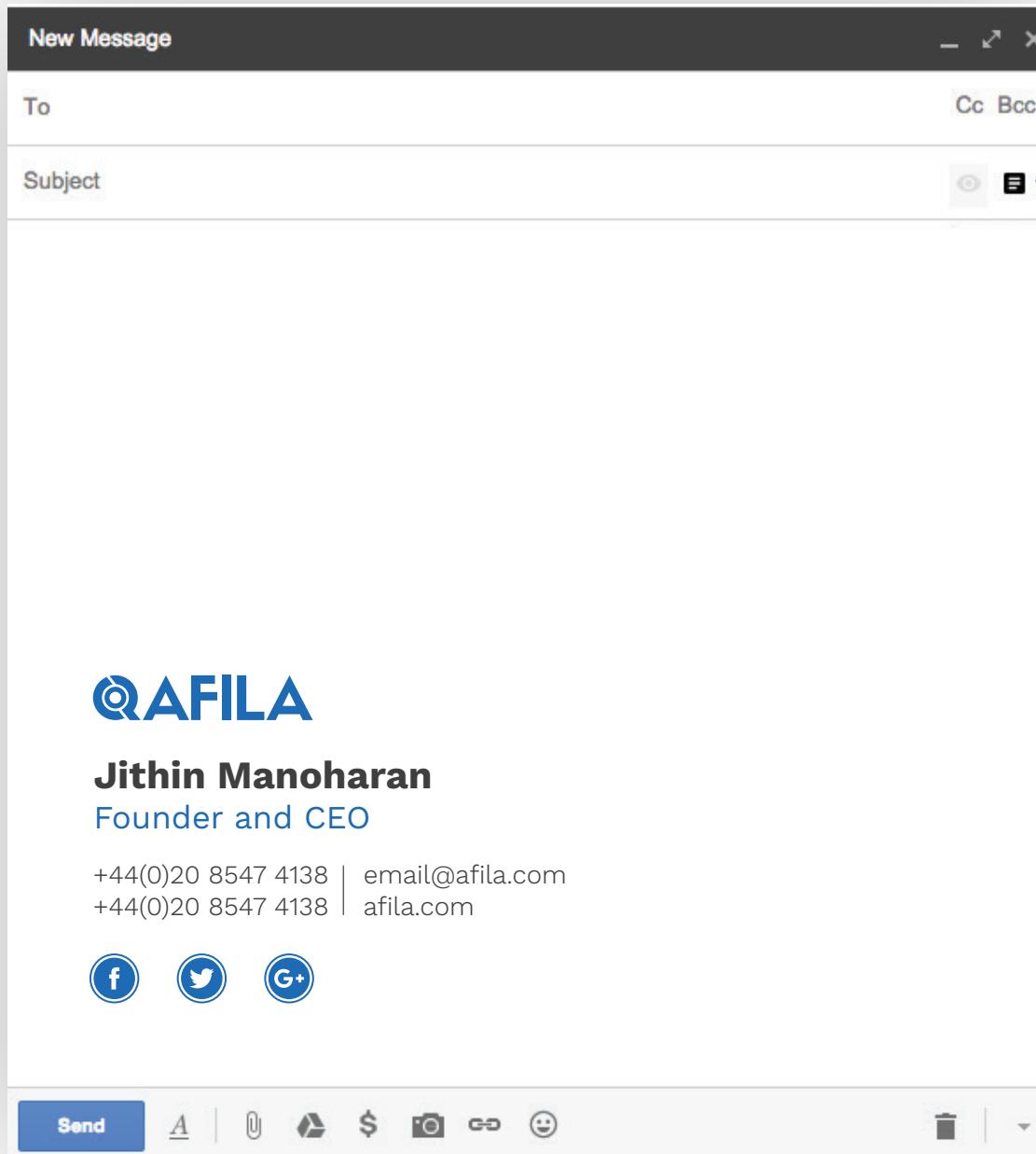
Letterhead and business cards

A4



90x50 mm

email sign





EMAIL TEMPLATES



HEADLINE NUMBER 1

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Headline number 3

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Headline number 3

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COMMON FORMATS

Date

17/01/2014

Monday, June 15, 2009

Time

HH:MM AM/PM

4:00 PM – 6:00 PM &
10:00 PM – 12:00 AM

Phone & Fax Numbers

UAE: +971 4 4546001

UAE Mob : +971 55 5507778

India: +91 123445126

Fax : +971 4 4546003

Versions

v 1.0.1

Address

33rd Floor, Tower D – Aspect Towers,
Executive Towers at Bay Avenue,
Business Bay, P.O. Box 8703, Dubai, UAE

Numeric system

1
2
3
4
5
6
7
8
9
10

Time stamp on Blogs

NOV | 23rd

SOCIAL MEDIA

profile images



cover image



Your Account

Twitter.com/YourAccount

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QAFILA Some Tagline Here

TWEETS 1,759 PHOTOS/VIDEOS 35 FOLLOWING 131 FOLLOWERS 20.1M FAVORITES 25 More

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[Lorem.ipsum.com/link](#)

Your Name

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by Your Name @yourname
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit....

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 UX Booth  Follow

Popular accounts · Find friends

Trends · Change

Max Clifford
#EjectorSeat
#askmattkr
#qanda

social media ads and posts

the text on Facebook ads must be 20% or less.

You can use font Work Sans Light, Regular and Bold on 12 pt.



Use watermark on post images - light blue with 60% opacity

