

Design and Brand Guideline

Long Version

July 2023

Introduction

These guidelines describe the visual and verbal elements that represent (GPC) Gulf Payments Company corporate identity. This includes our name, logo and other elements such as color, type and graphics.

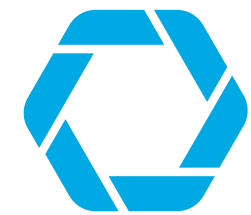
Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect (GPC) Gulf Payments Company commitment to quality, consistency and style. The (GPC) Gulf Payment Company brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the (GPC) Gulf Payments Company name and marks.

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

المدفوعات الخليجية
GULF PAYMENTS



The Full Logo

 Download GPC logo

The (GPC) Gulf Payments Company Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a lines that shows the architecture design.

It has a particular relationship with the (GPC) Gulf Payments Company name.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is illustrated carefully and has also been chosen to compliment and balance perfectly as a logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The corporate color is Black. It is a elegant and professional and looks stunning.

The Color has been selected according to international standards as shown below and are easily implemented.



1) Main Logo

The main logo is the colored logo used on white or colored background.



2-4) Main Logo

For darker backgrounds you will find an alternative below

2



3



Attension

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with (GPC) Gulf Payments Company Trademark Licensing if you have any questions or need further help.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff | .pdf | .svg

Clearspace and Computation

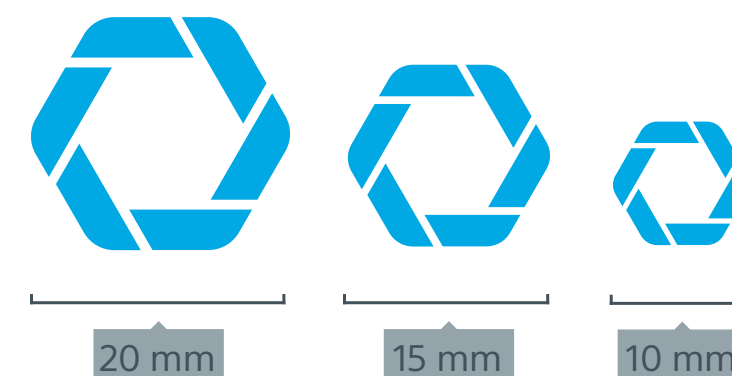
 [Download GPC logo](#)

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest

any other graphic element or message can be positioned in relation to the mark. of the the symbol itself and our company name – they have



Minimum Logo Sizes



Clear Space

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

1X		1X
	المدفوعات الخليجية GULF PAYMENTS 	
1X		1X



Clearspace and Computation - AFAQ logo

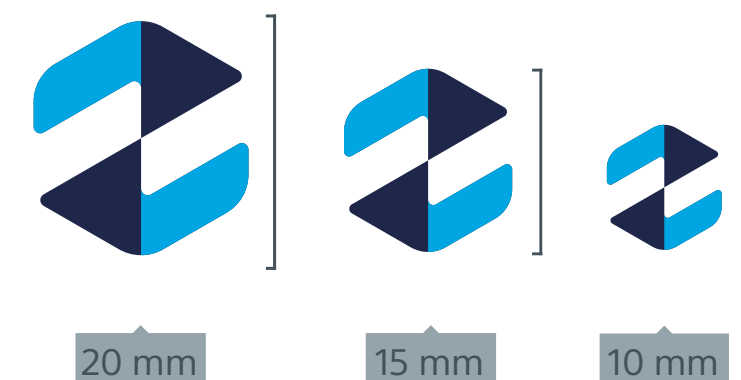
[Download GPC logo](#)

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Minimum Logo Sizes



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Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



Negative



Positive

Acceptable Logo Usage

The logo applications shown here is the accepted logo usages, which represents the correct use.

All Departments are allowed to use the attached logos that is provided by the marketing department. For clarification, please contact the marketing department.



White Background



Dark Background



Gradient Background



Light Background



Image Background



Image Background

Unacceptable Logo Usage

The logo applications shown here is the unaccepted logo usages, which represents the incorrect use. For clarification, please contact the marketing department.



Shadow



Incorrect contrast with colored background



Stretch logo



Incorrect contrast with image background



Incorrect composition



Rotate logo

Acceptable Logo Usage - AFAQ Logo

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Dark Background



Gradient Background



Light Background



Image Background



Image Background

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Shadow



Incorrect contrast with colored background



Stretch logo



Incorrect contrast with image background



Incorrect composition



Rotate logo

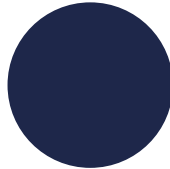
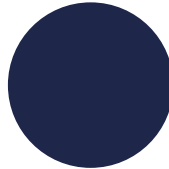
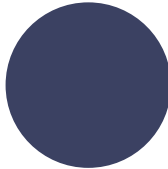
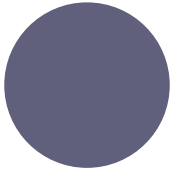
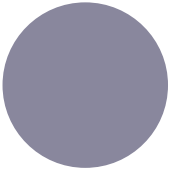

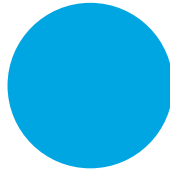
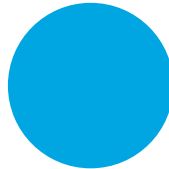
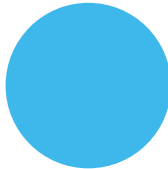
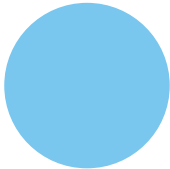
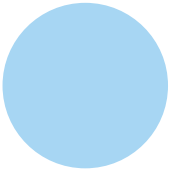

Primary Color system

Explanation:

The (GPC) Gulf Payments Company Company has Two official colors: Dark Blue and Sky Blue. This color have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

		Tint / Transparency / Alpha				
Digital	Print	100%	80%	60%	40%	20%
 <p>RGB: R30 G39 B74 Web: #1E274A</p>	<p>C100 M90 Y40 K40 Pantone 533 C</p>					
 <p>RGB: R0 G166 B226 Web: #00A6E2</p>	<p>C80 M10 Y0 K0 Pantone 306 C</p>					




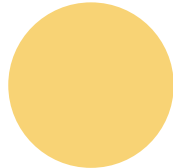
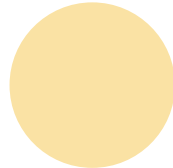


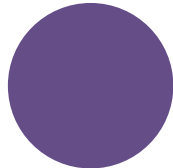
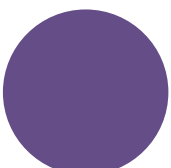
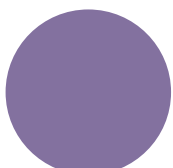
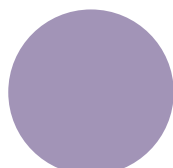
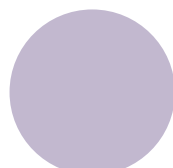

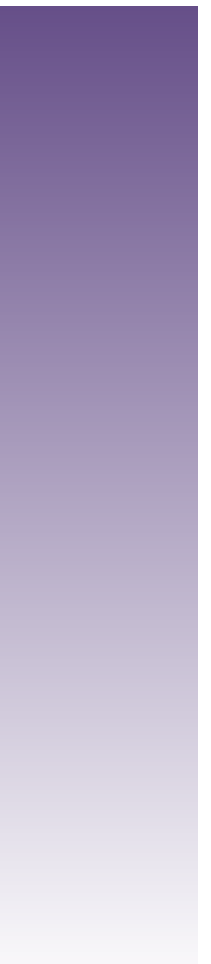
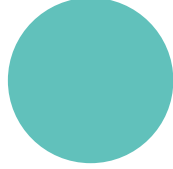

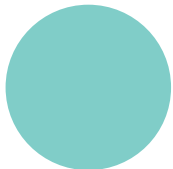
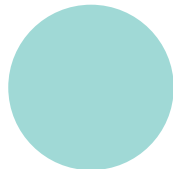
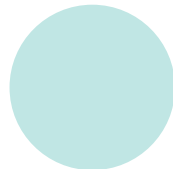


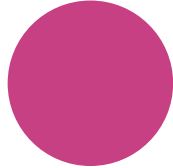
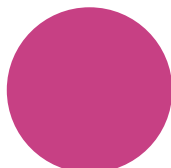
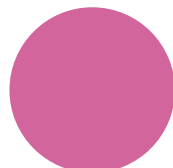
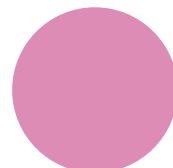
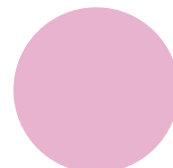
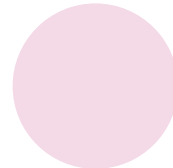
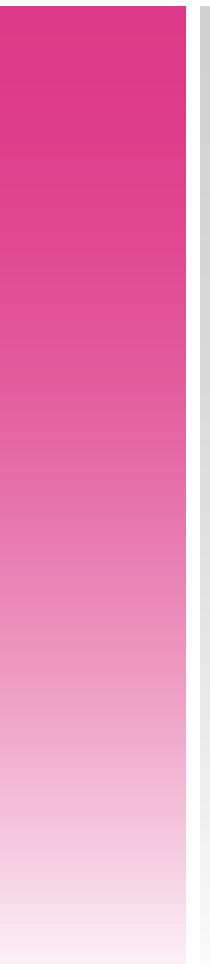






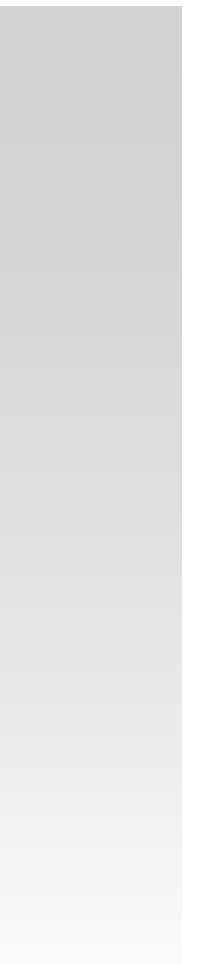
Secondary Color system

Explanation:

The (GPC) Gulf Payments Company has four accent colors, with one neutral color.

Usage:

Use them as the dominant color palette for all internal visual presentations of the company.

	Digital	Print	Tint / Transparency / Alpha					Gradient
			100%	80%	60%	40%	20%	
	RGB: R244 G183 B26 Web: #F4B71A	C4 M31 Y92 K0 Pantone 1235 C						
	RGB: R106 G80 B175 Web: #6a509d	C70 M75 Y0 K0 Pantone 2096 C						
	RGB: R97 G193 B187 Web: #61C1BB	C62 M0 Y32 K0 Pantone 325 C						
	RGB: R199 G64 B132 Web: #C74084	C21 M86 Y12 K0 Pantone Pink C						
	RGB: R210 G210 B210 Web: #D2D2D2	C21 M15 Y16 K1 Pantone Cool Grey 3						

Typography

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for (GPC) Gulf Payments Company layouts.

SST ARABIC

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 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

Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 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

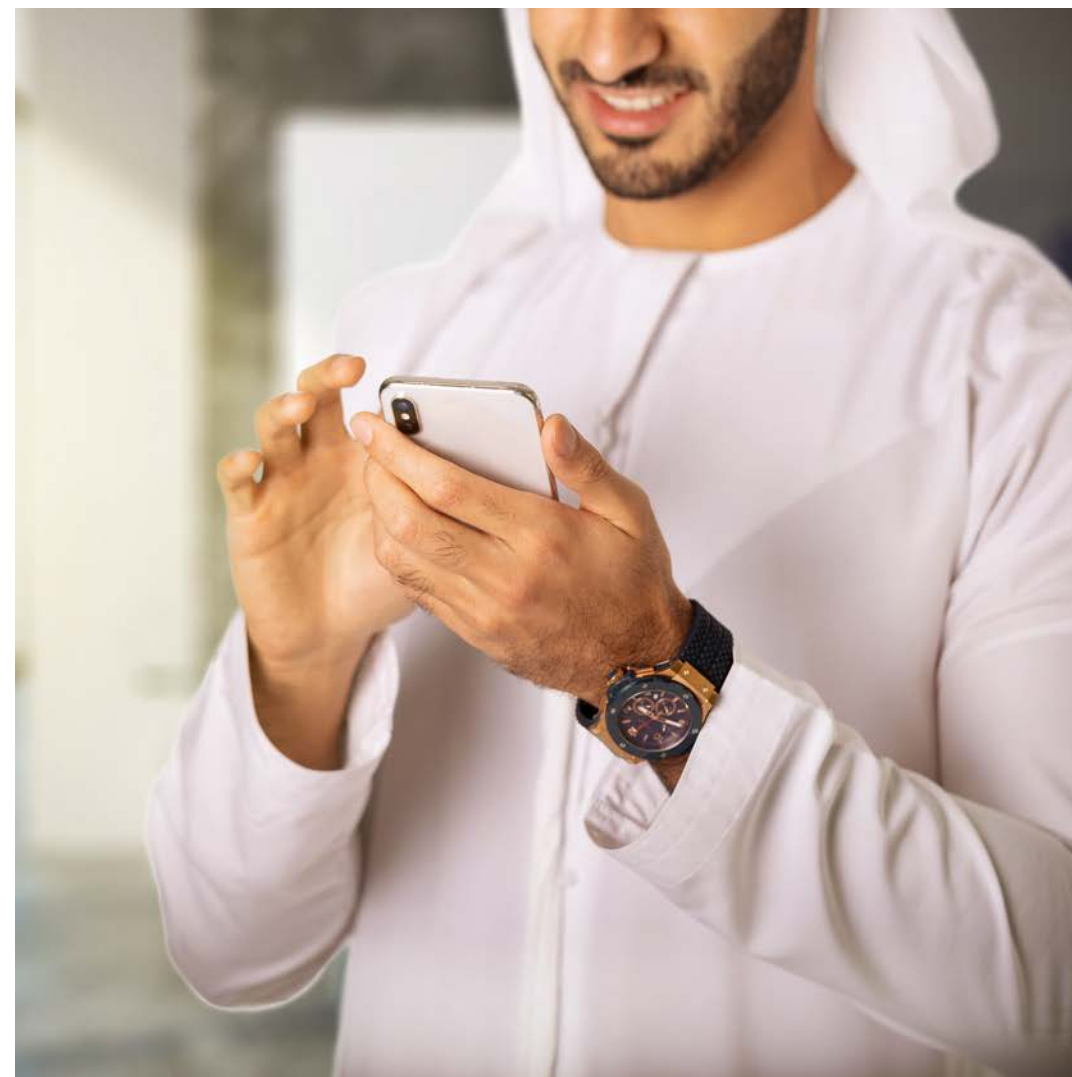
Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
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

Corporate Images - People

Corporate Images are responsible for transferring the values of (GPC) Gulf Payments Company to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's

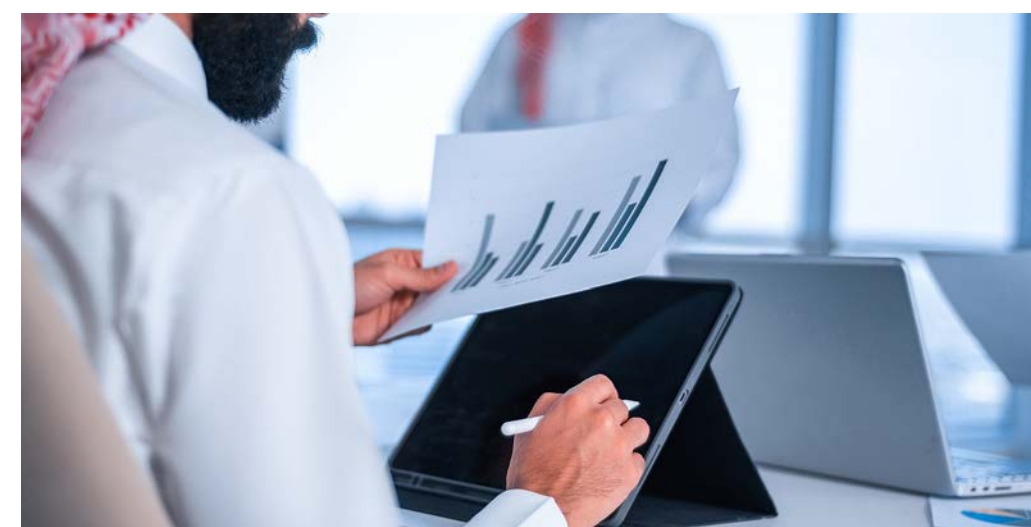
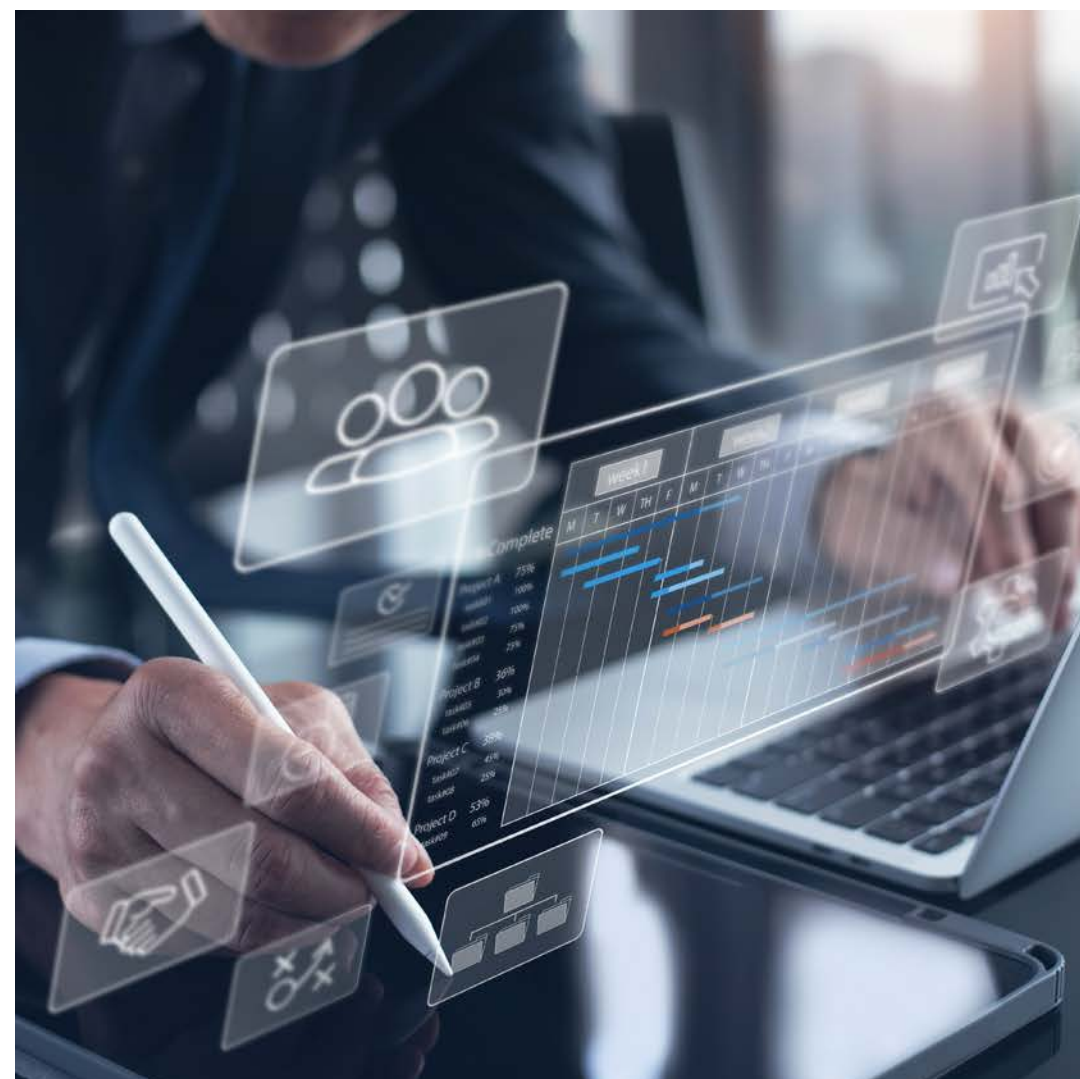
circumstances, media coverage, performance, pronouncements, etc. (GPC) Gulf Payments Company use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



Corporate Images - Closeup Process

Corporate Images are responsible for transferring the values of (GPC) Gulf Payments Company to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's

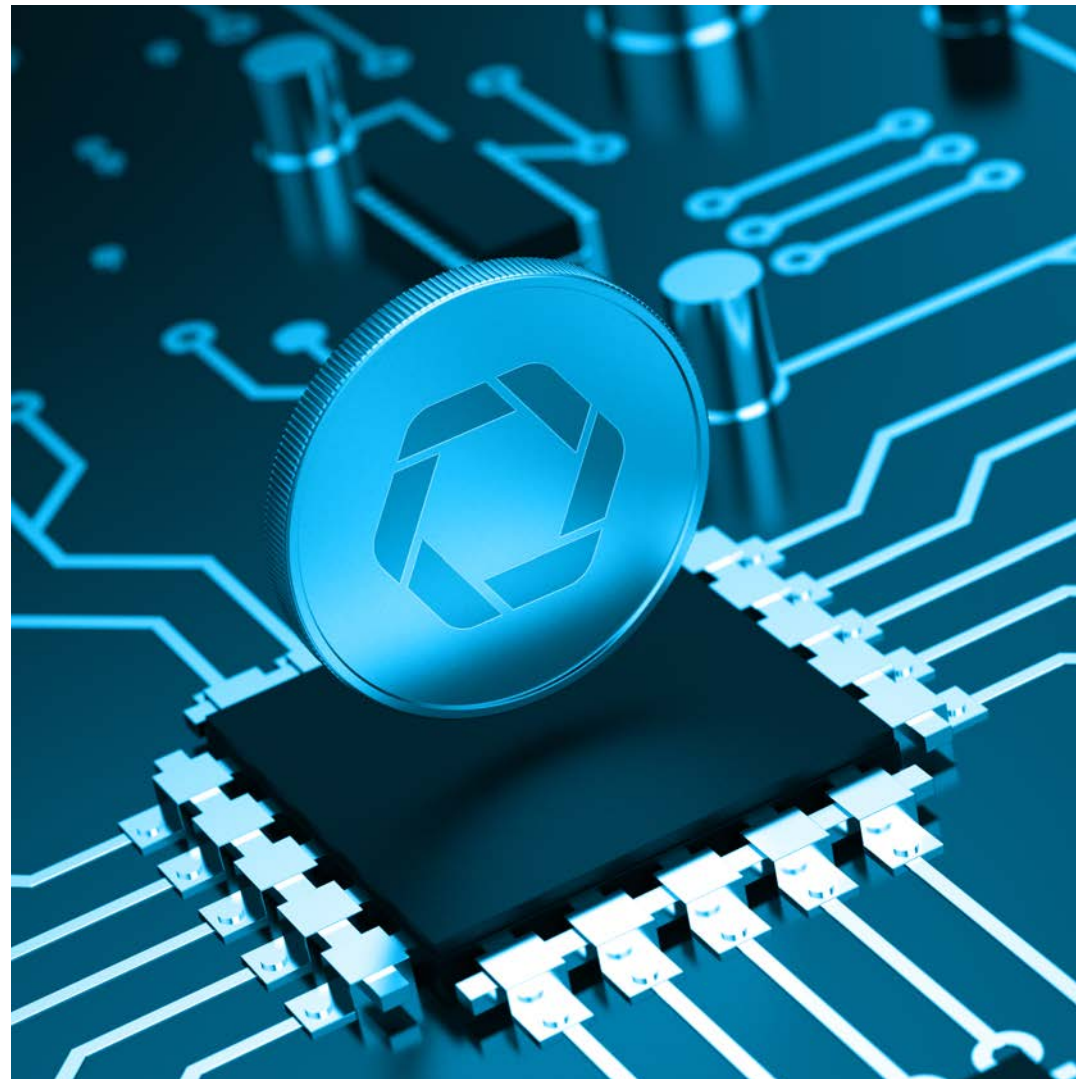
circumstances, media coverage, performance, pronouncements, etc. (GPC) Gulf Payments Company use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



Corporate Images - Digital & Tech

Corporate Images are responsible for transferring the values of (GPC) Gulf Payments Company to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's

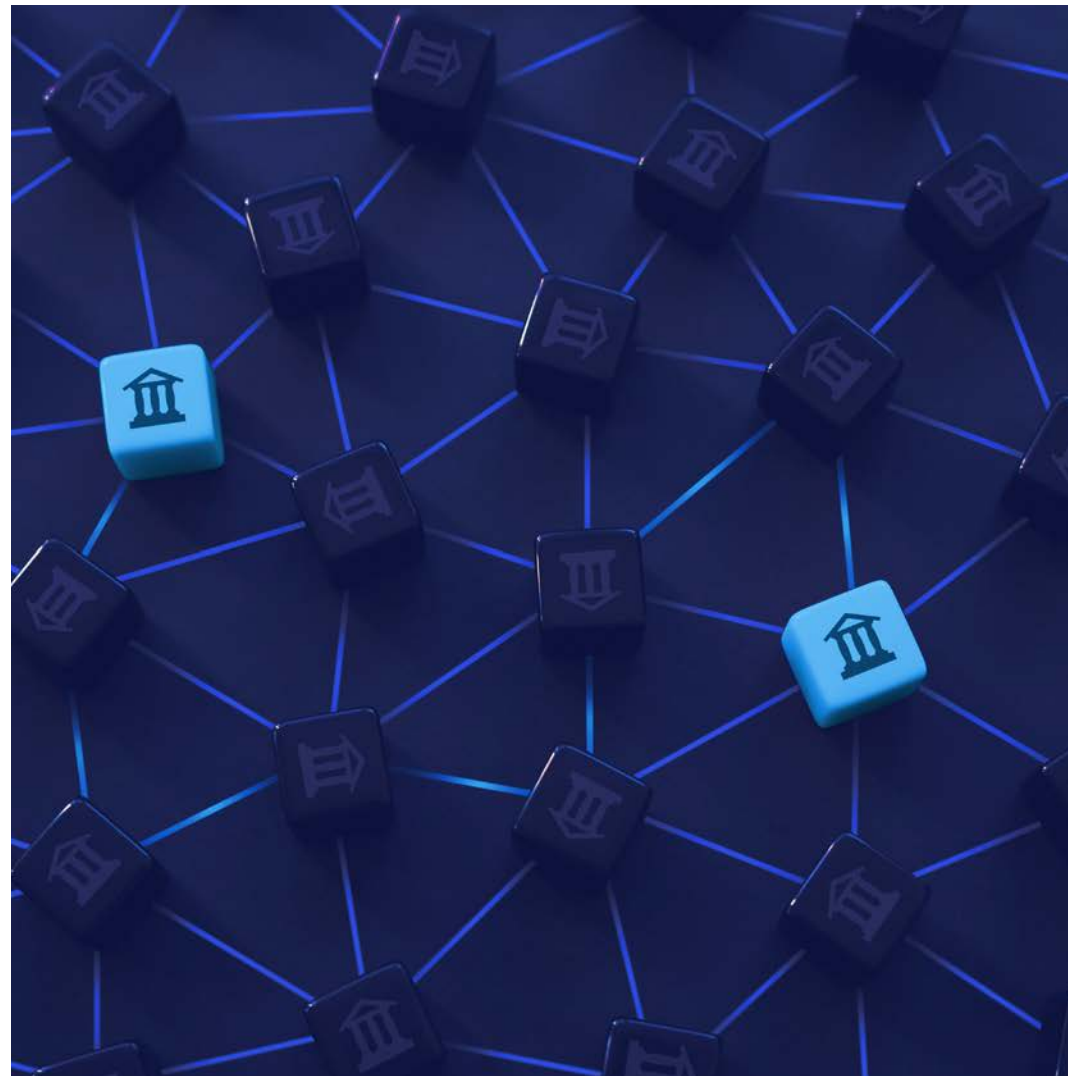
circumstances, media coverage, performance, pronouncements, etc. (GPC) Gulf Payments Company use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



Corporate Images - Concepts

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Corporate Images - Landmarks & Outdoor

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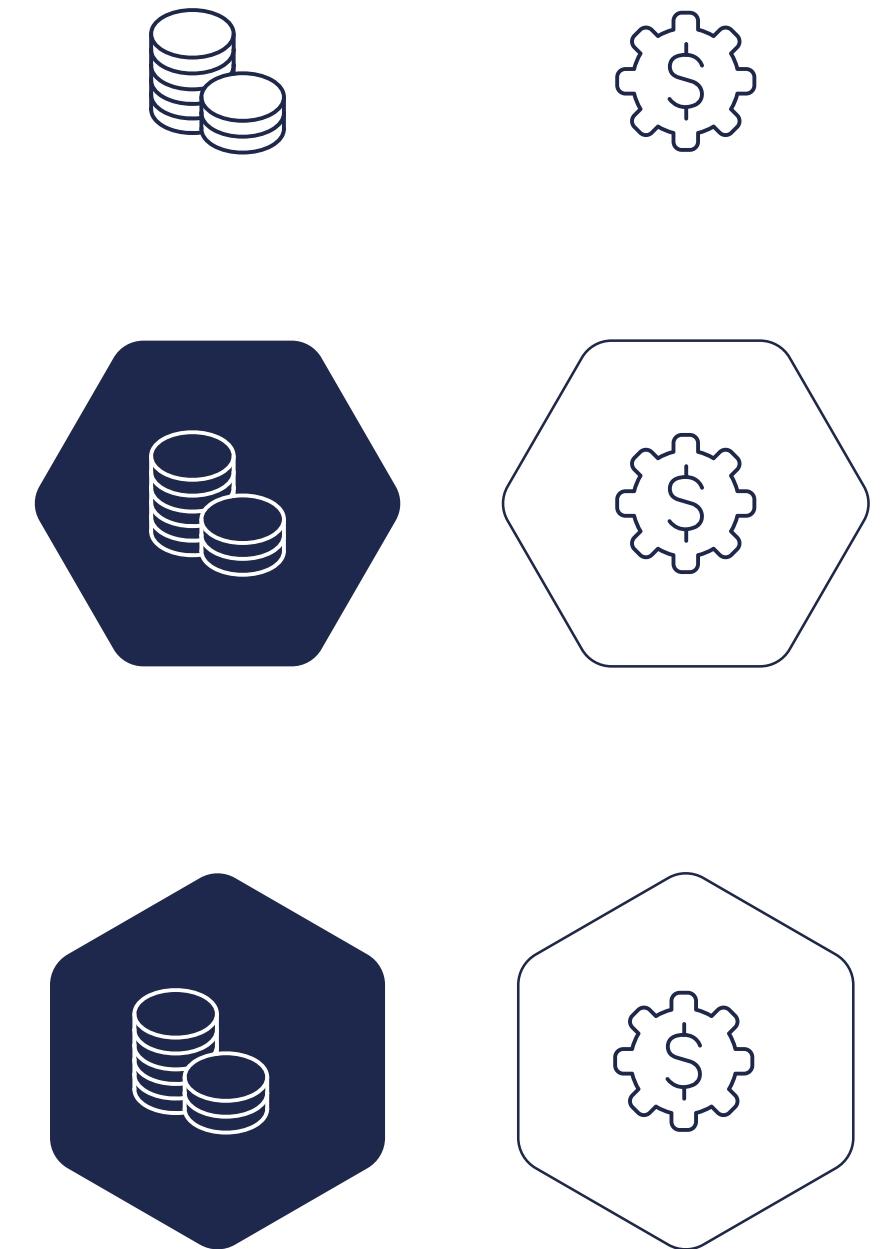
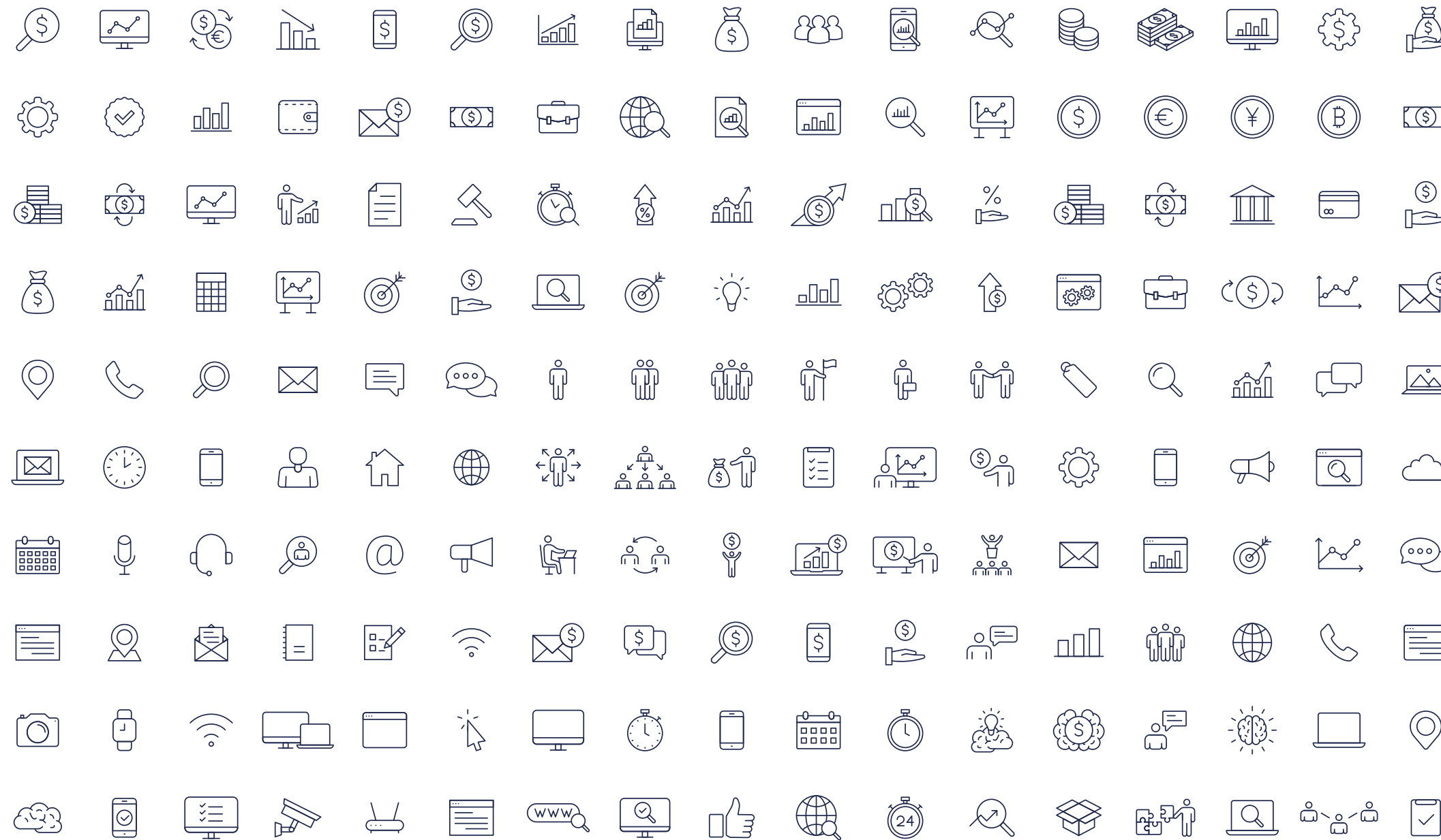
circumstances, media coverage, performance, pronouncements, etc. (GPC) Gulf Payments Company use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



Iconography

Icons are responsible for transferring the values of (GPC) Gulf Payments Company to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's

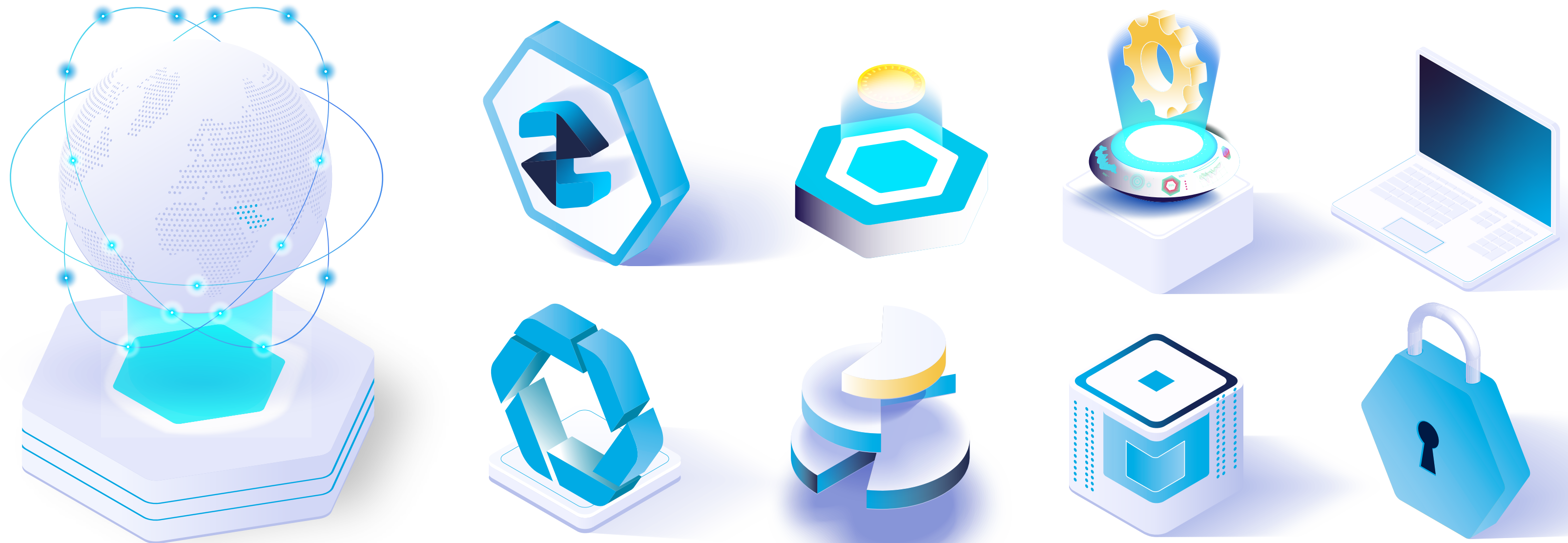
circumstances, media coverage, performance, pronouncements, etc. (GPC) Gulf Payments Company use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



Illustrations Style

Illustrations are responsible for transferring the values of (GPC) Gulf Payments Company to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's

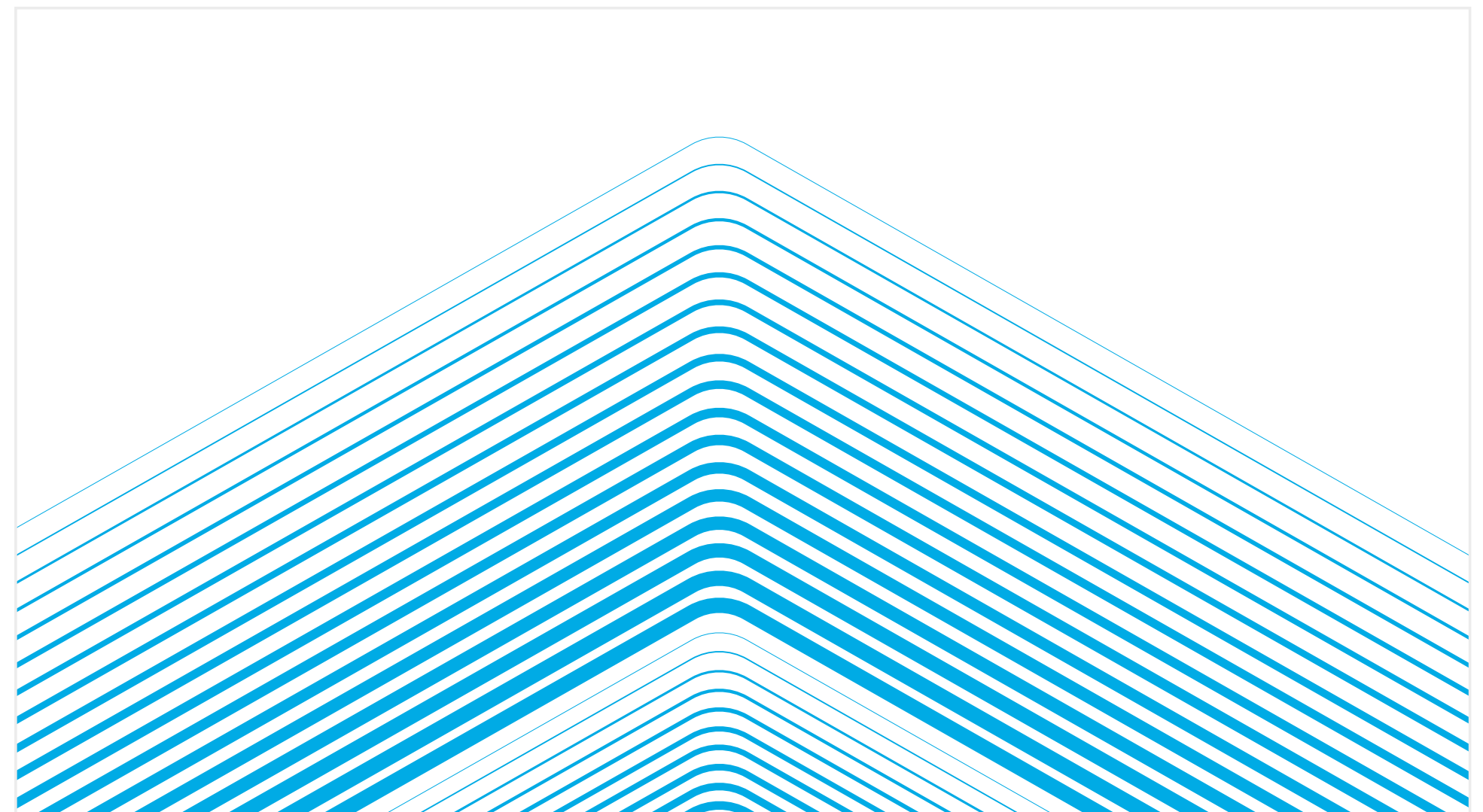
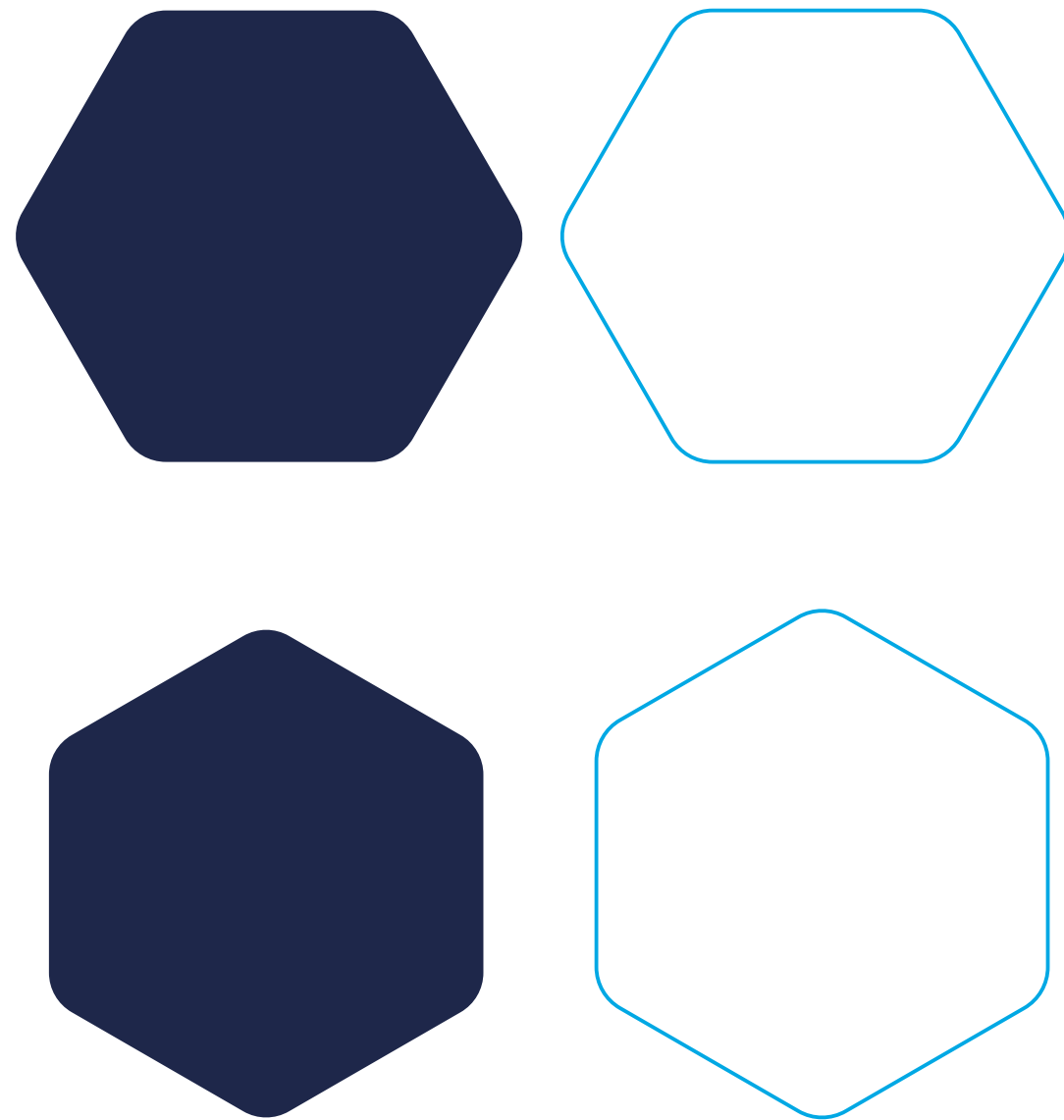
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Identity System Elements

(GPC) Gulf Payments Company brand identity system is composed of main components that are designed to work harmoniously together to meet a wide range of communication needs.

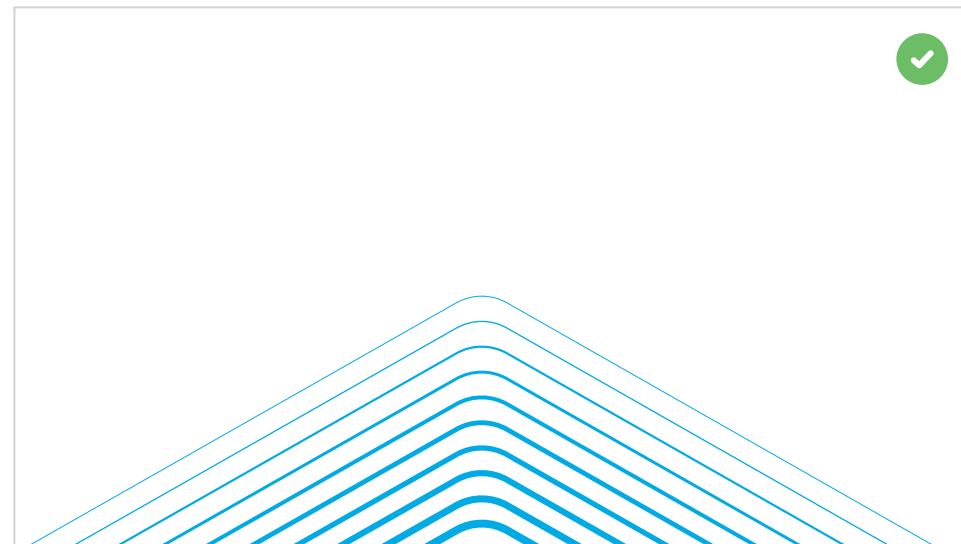
(GPC) Gulf Payments Company use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



Identity System Elements - Acceptable Usage

(GPC) Gulf Payments Company brand identity system is composed of main components that are designed to work harmoniously together to meet a wide range of communication needs.

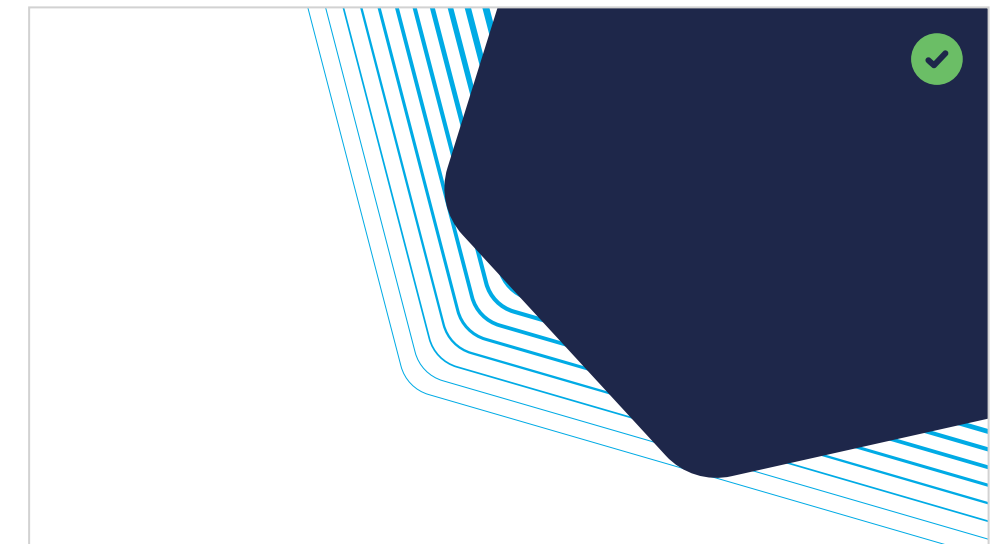
(GPC) Gulf Payments Company use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



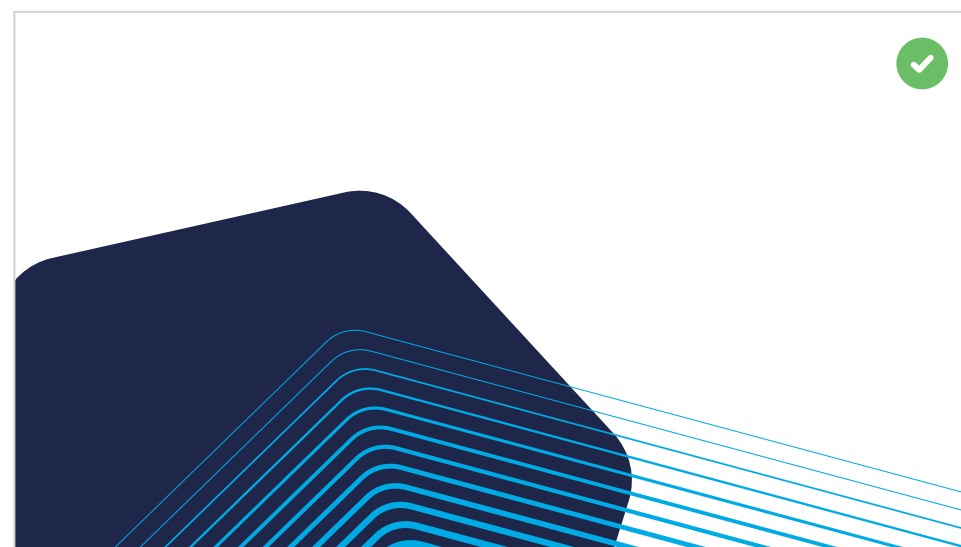
Movement pattern entering from any side with a primary sky blue color



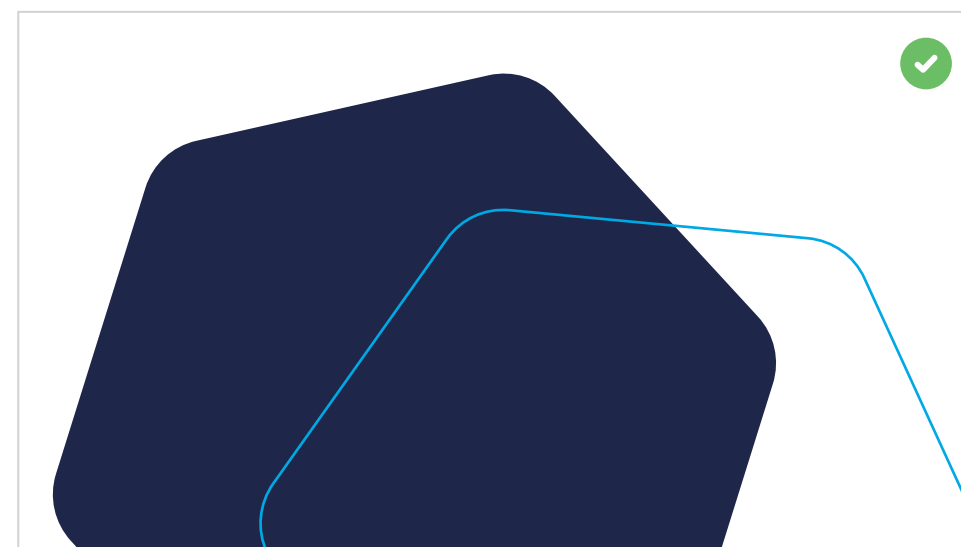
Movement pattern entering from any side with a neutral color



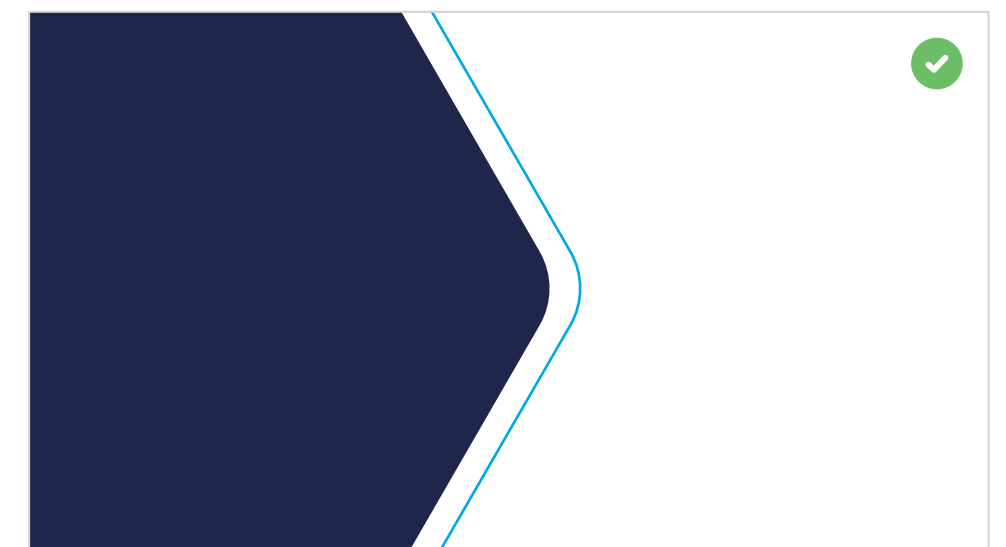
Movement pattern entering from any side overlapping a filled hexagon from behind - primary colors



Movement pattern entering from any side overlapping a filled hexagon from front - primary colors



A filled hexagon and an outlined hexagon overlapping each other at any side - primary colors



An outline hexagon offset from a filled hexagon at any side - primary colors

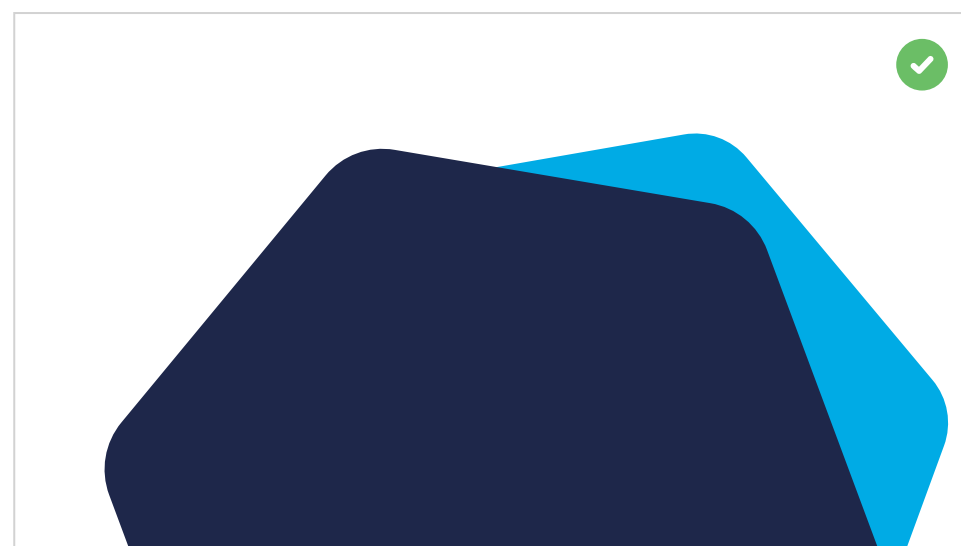
Identity System Elements - Acceptable Usage

(GPC) Gulf Payments Company brand identity system is composed of main components that are designed to work harmoniously together to meet a wide range of communication needs.

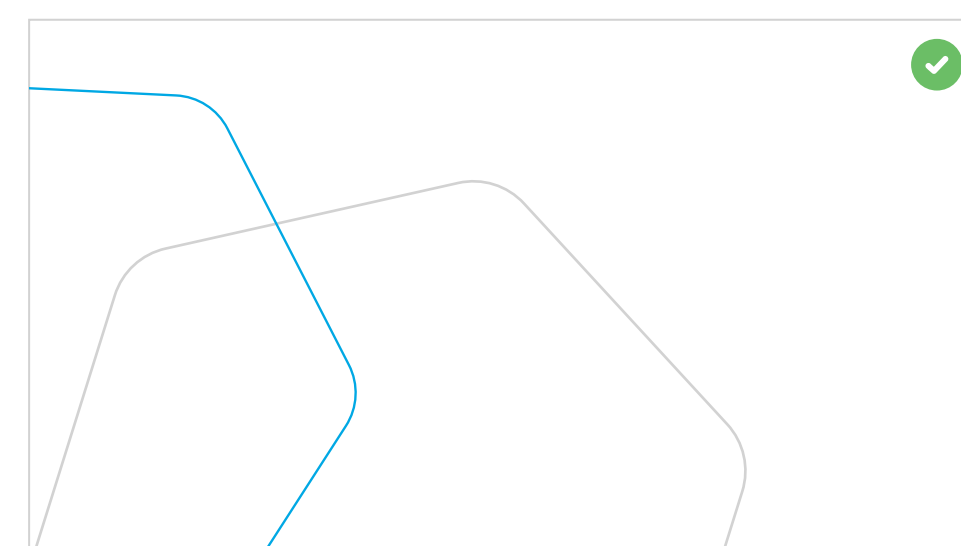
(GPC) Gulf Payments Company use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



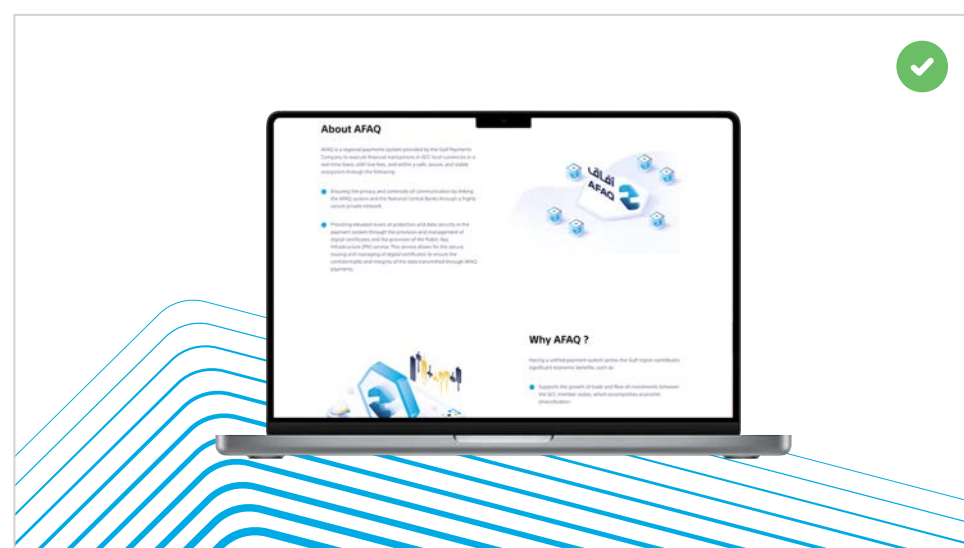
Secondary color filled hexagon overlapping primary color filled hexagon (from behind only) from any side



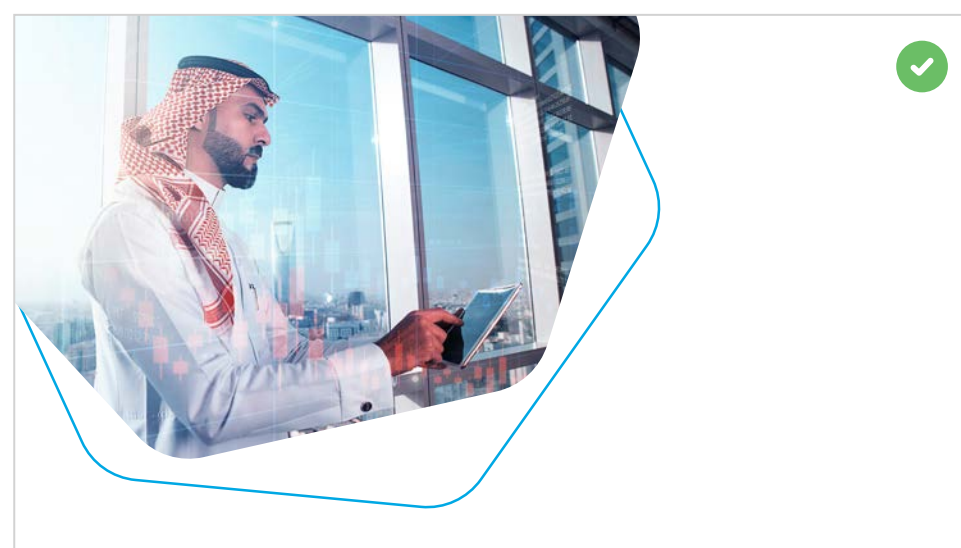
Primary sky blue filled hexagon overlapping primary dark blue filled hexagon (from behind only) from any side



Two overlapped outlined hexagons (one with primary color and one with neutral color) from any side



Movement pattern with a primary color entering from any side overlapping a png image (from behind only)



Clipping an image with a hexagon and overlapping it with outlined or filled hexagon

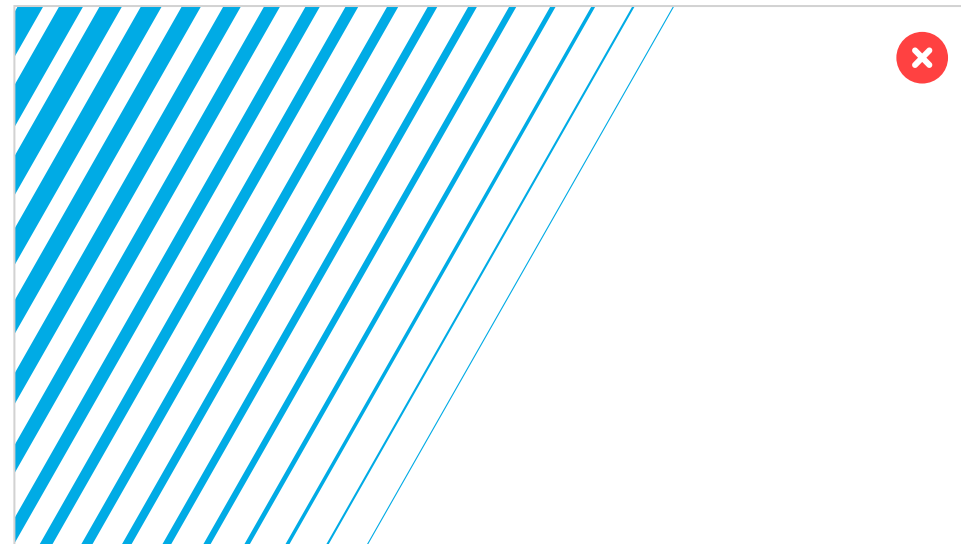


Clipping a primary dark blue duotone image with a hexagon and overlapping it with a movement pattern

Identity System Elements - Unacceptable Usage

(GPC) Gulf Payments Company brand identity system is composed of main components that are designed to work harmoniously together to meet a wide range of communication needs.

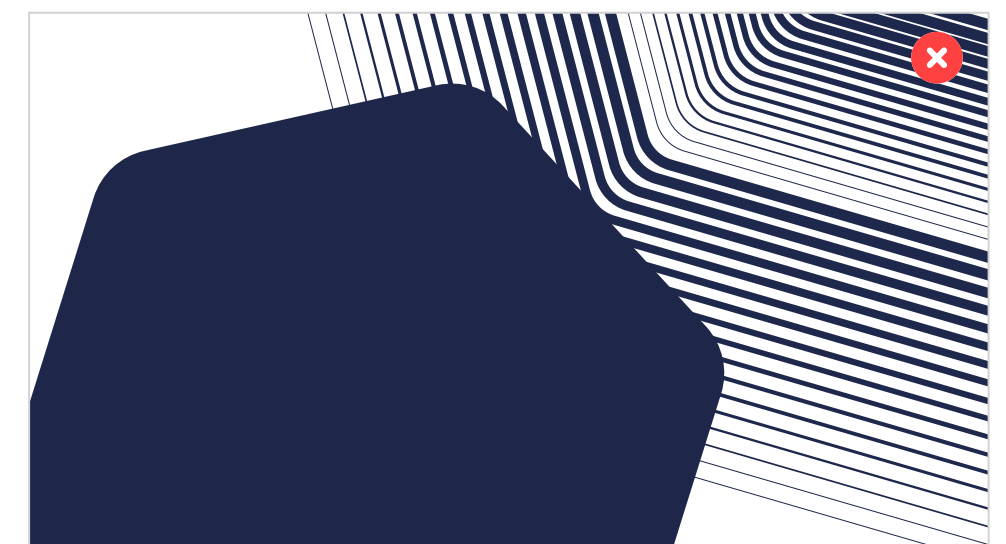
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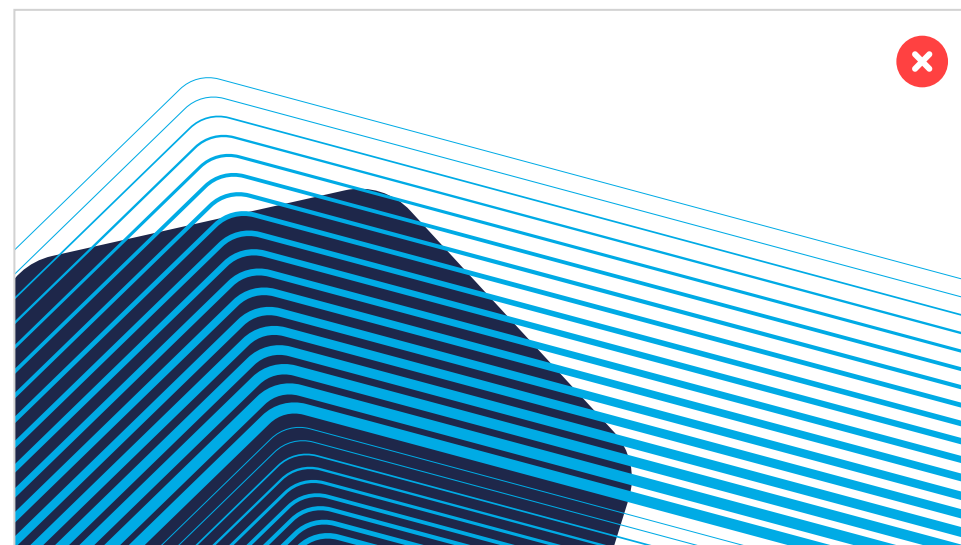
Movement pattern tip should be visible to show direction



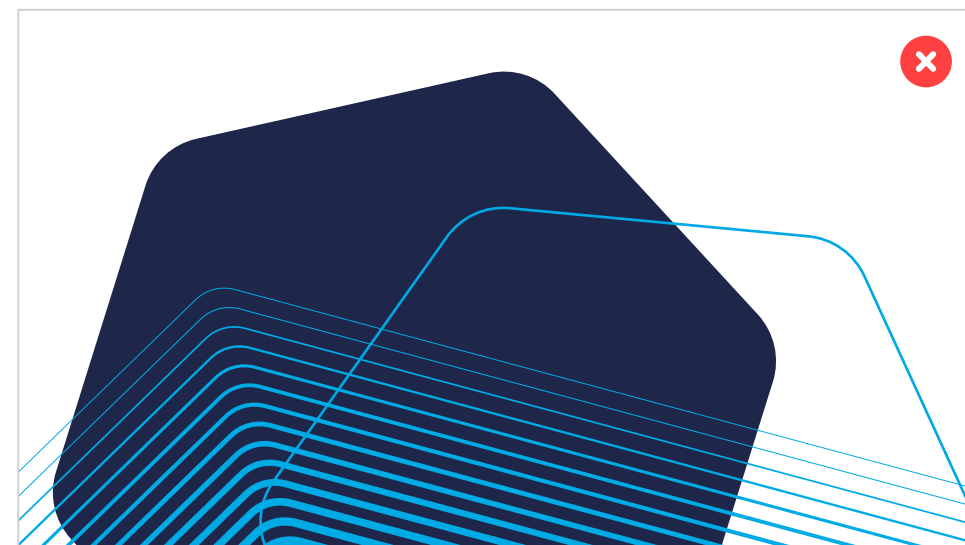
Only one movement pattern to be used in the same layout with primary sky blue or neutral color only



Movement pattern should occupy less space and to be filled with primary sky blue or neutral color only



Movement pattern should occupy less space and cover only a part from a filled hexagon (don't overlap whole hexagon)



Movement pattern should be used solely with a filled hexagon



At least one of the hexagon tip points must be shown and to overlap it with one filled or outlined hexagon with a different color

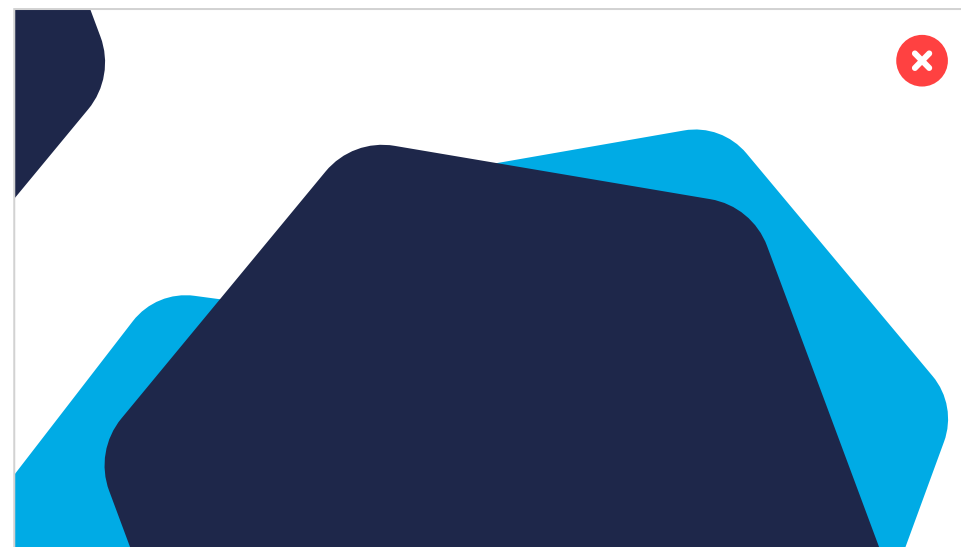
Identity System Elements - Acceptable Usage

(GPC) Gulf Payments Company brand identity system is composed of main components that are designed to work harmoniously together to meet a wide range of communication needs.

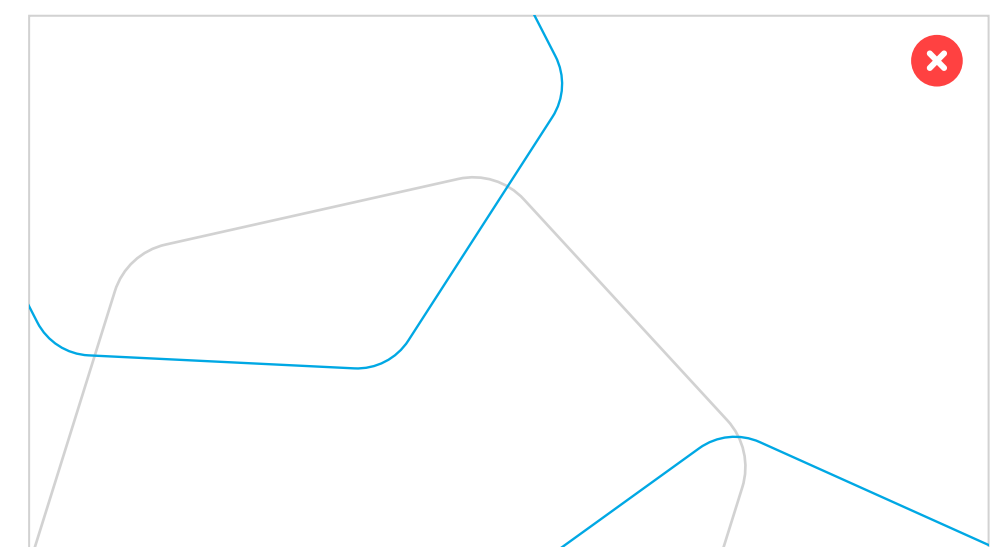
(GPC) Gulf Payments Company use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



Overlap only two filled or outlined hexagons and use primary colors with only one neutral or one secondary color



Overlap only two filled or outlined hexagons and use primary colors with only one neutral or one secondary color



Overlap only two filled or outlined hexagons and use primary colors with only one neutral or one secondary color



Movement pattern should occupy less space and cover only a part from the back of a png image



Outline Hexagons should be thin and not interrupting the overlapped images or other elements

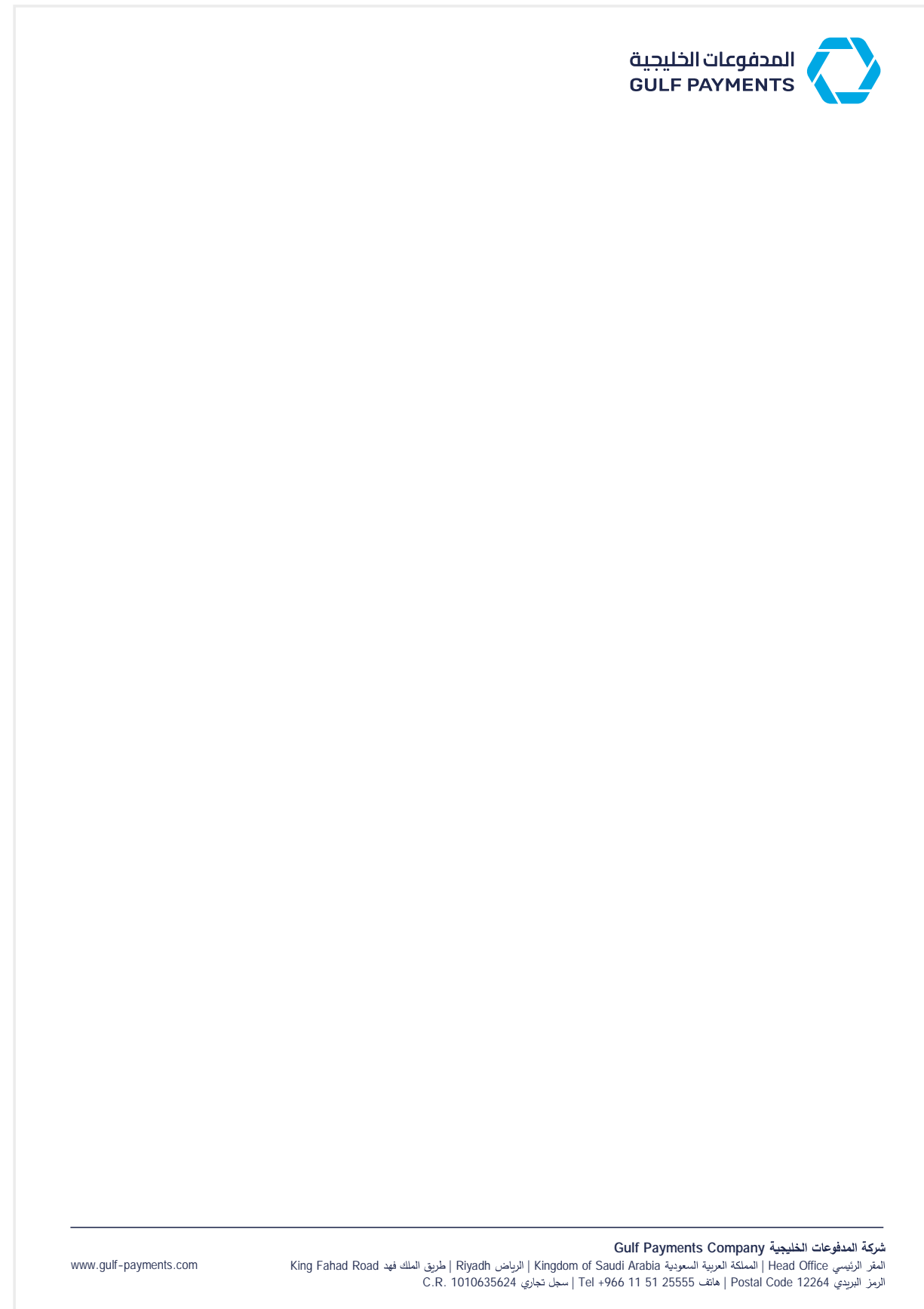


Images duetone should be primary dark blue only and movement pattern should be primary sky blue or neutral color only

A4 Letterhead

Letterhead Grid / Text Simulation

This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.



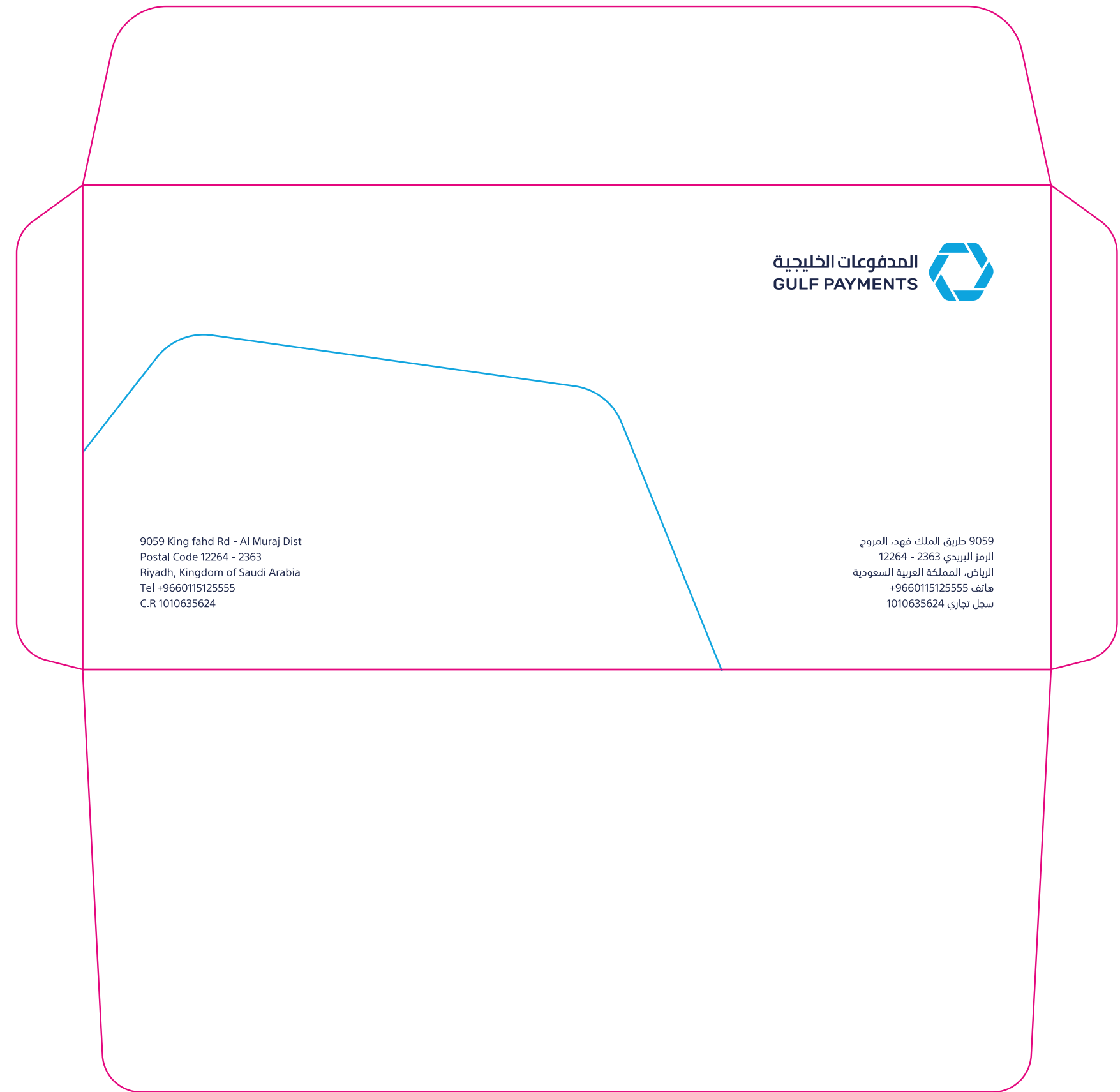
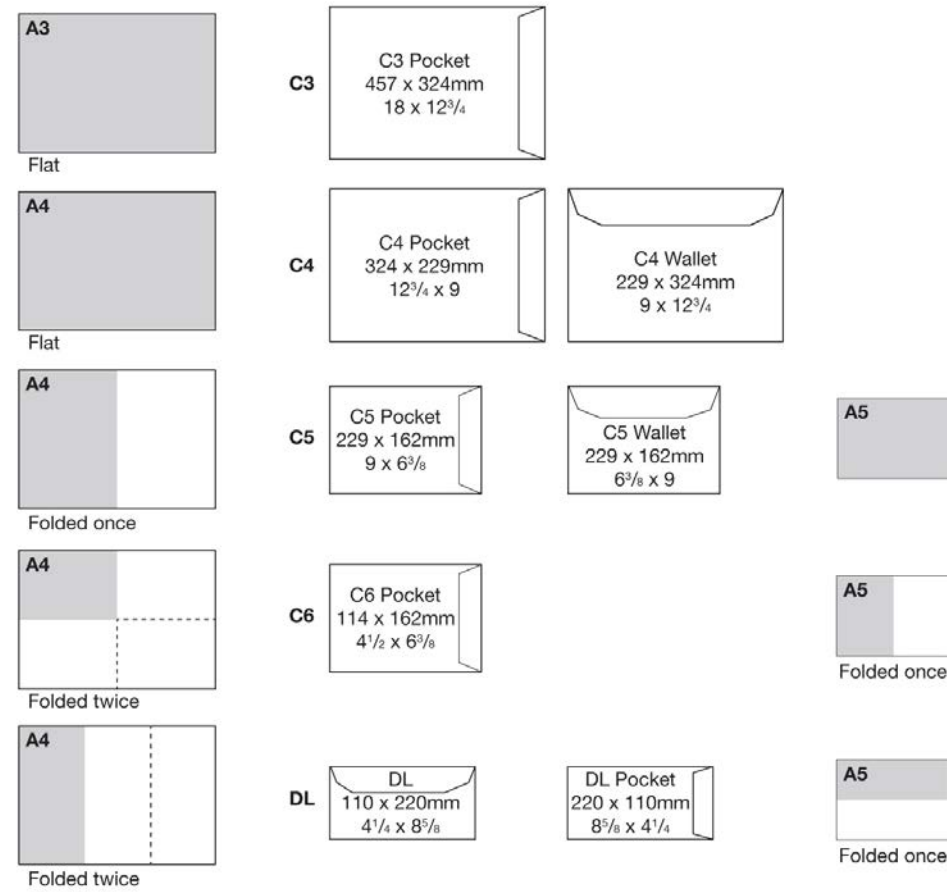
Envelops - DL

Envelope Grid / Text Simulation

This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.

Size Chart

Choose an envelope that is about 6.35 mm larger than both the height and the width of the piece you are mailing



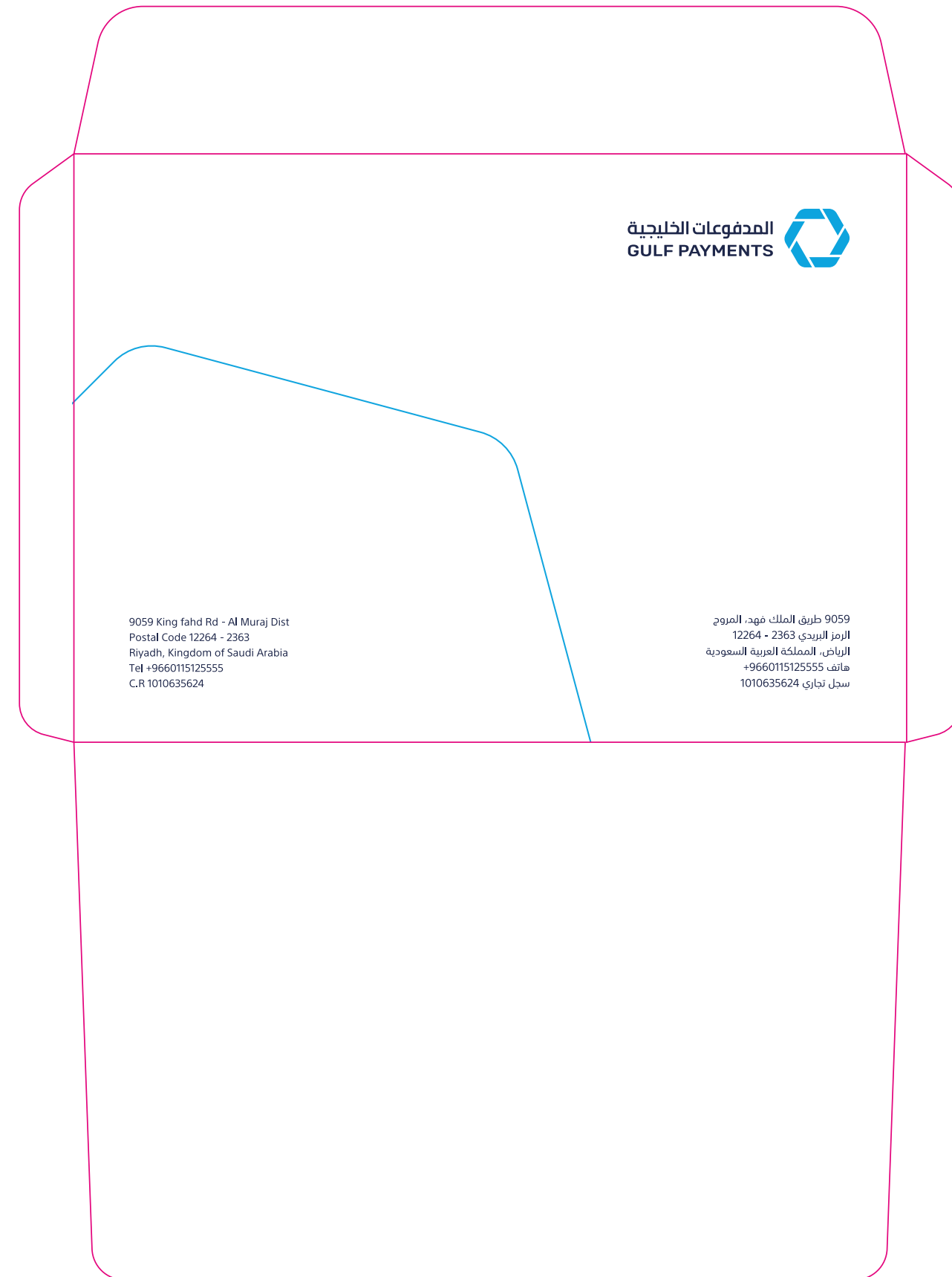
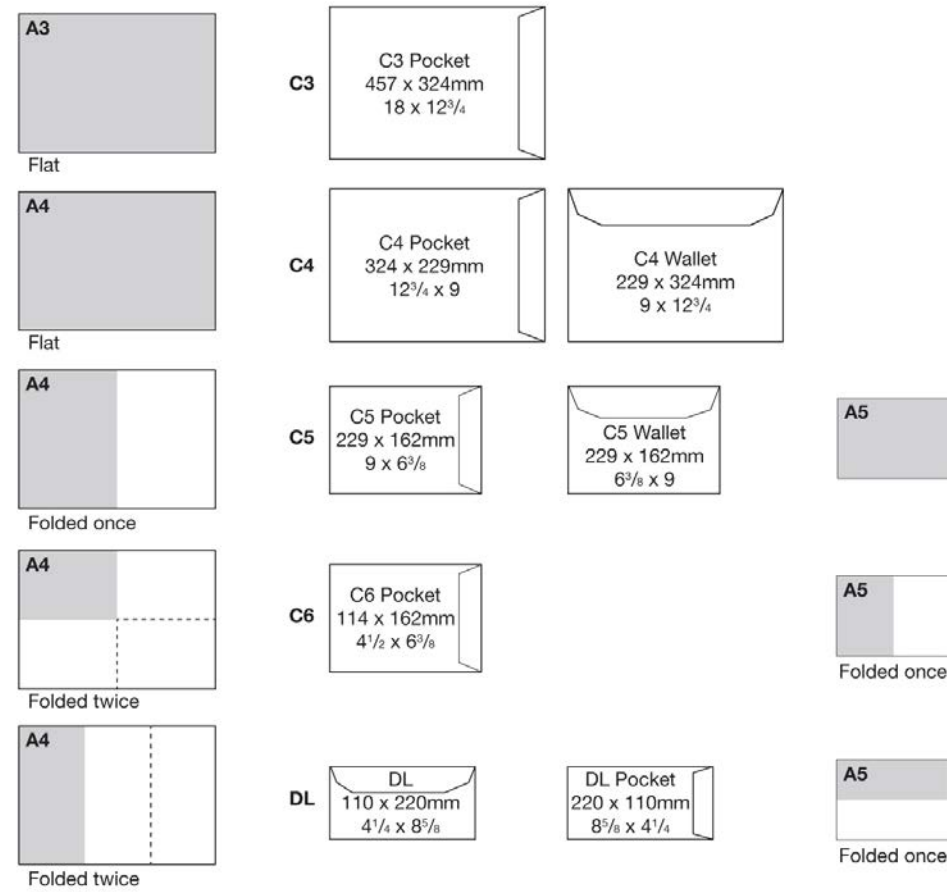
Envelops - C5

Envelope Grid / Text Simulation

This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.

Size Chart

Choose an envelope that is about 6.35 mm larger than both the height and the width of the piece you are mailing



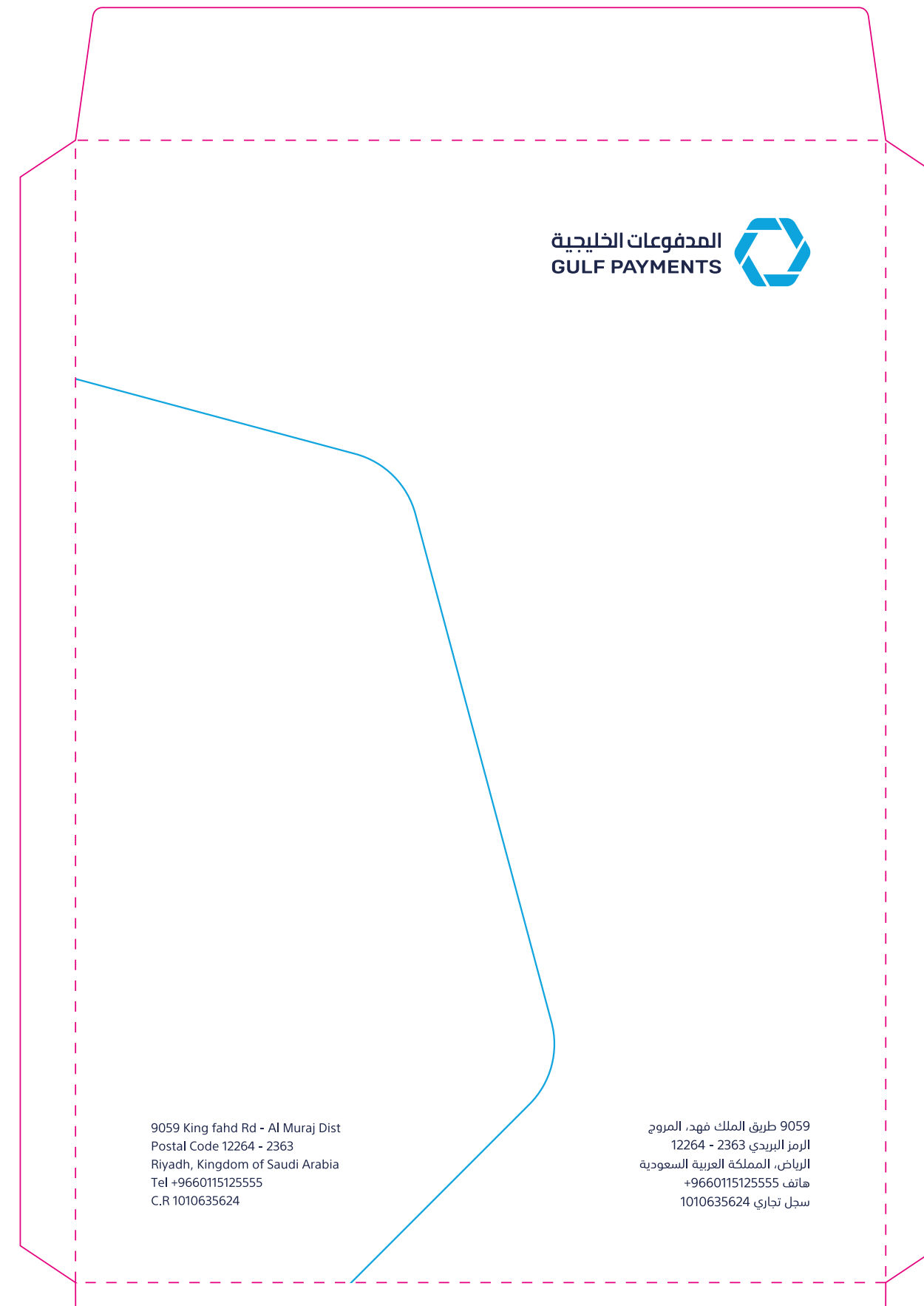
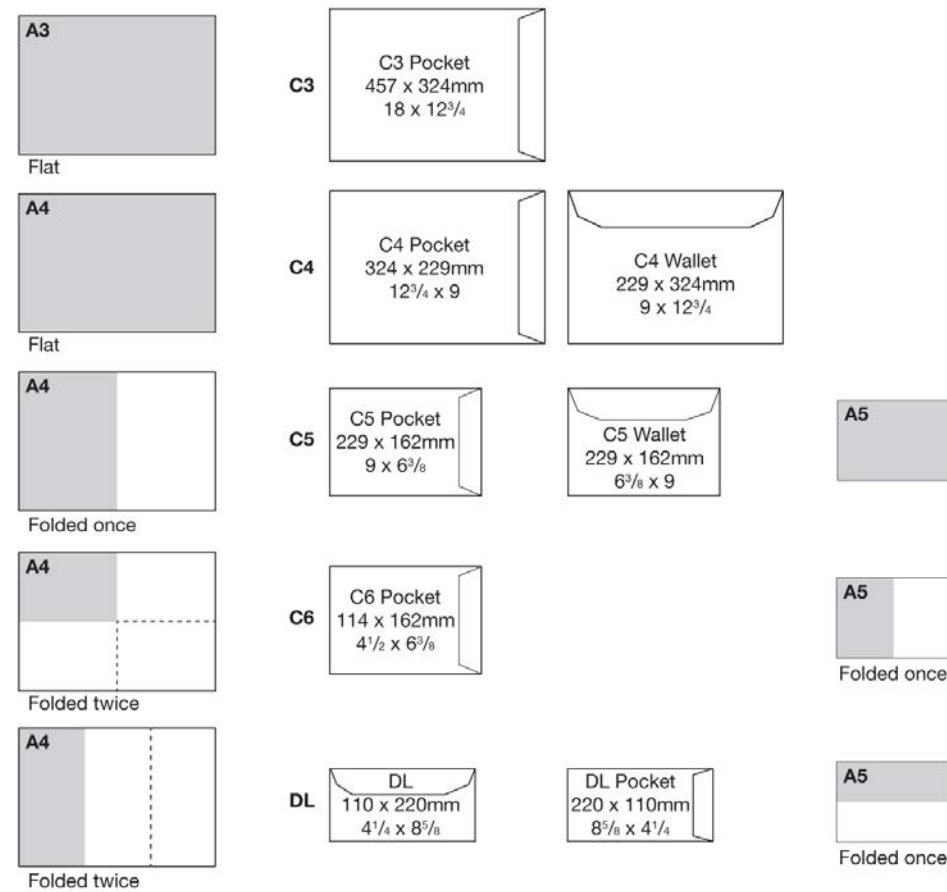
Envelops - C4

Envelope Grid / Text Simulation

This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.

Size Chart

Choose an envelope that is about 6.35 mm larger than both the height and the width of the piece you are mailing



Business Card

Business Card Grid / Text Simulation

This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.

Contact information

The information presented is not enclosed as an official source for contact information. You should not use it to contact Gulf Payments Company.



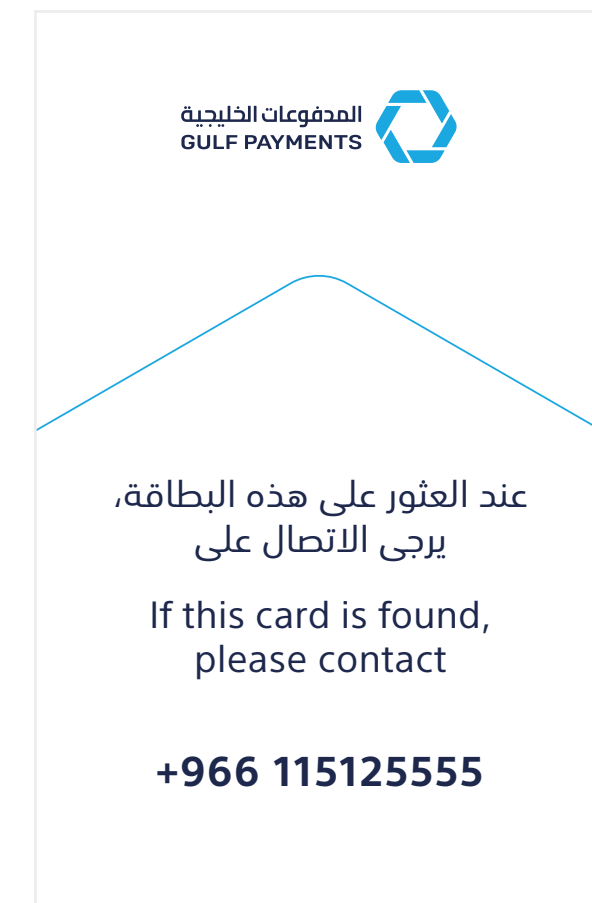
Employee ID Badge

ID Badge Grid / Text Simulation

This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.

Contact information

The information presented is not enclosed as an official source for contact information. You should not use it to contact Gulf Payments Company.



Powerpoint Template - English

English Long Version / Short Version

Can easily be adapted to wide range of needs

Slide 2: Presentation Title and Subtitle. Includes the Gulf Payments logo in the top right corner and a date 'October, 2022 v4' in the bottom left corner.

Slide 31: Slide Title and Slide Subtitle. Features four numbered paragraphs of placeholder text arranged in a 2x2 grid.

Slide 7: Divider: Section 1. A dark blue slide with a light blue wave graphic on the right side.

Slide 32: Slide Title and Slide Subtitle. A central infographic with a dark blue hexagon and six surrounding icons, each with a 'LOREM IPSUM' placeholder.

Slide 25: Slide Title and Slide Subtitle. An organizational chart showing a hierarchy starting with 'JOHN DOE' at the top, branching into three main roles: 'RILEY RUSSELL', 'JOE CLARK', and 'LOUIS JOHNSTON', each with their own sub-roles.

Slide 22: Stacked bar chart showing data for years 2018, 2019, and 2020. Below the chart are four titled sections (TITLE 01-04) with placeholder text and icons.

Slide 58: Slide Title and Slide Subtitle. A table with 4 columns and 6 rows of financial data, including items like 'Web design services and consultancy' and 'Hosting services / 24 months'.

Web design services and consultancy	\$13,000.00	\$13,000.00	\$13,000.00
Hosting services / 24 months	\$13,000.00	\$13,000.00	\$13,000.00
Template services	\$13,000.00	\$13,000.00	\$13,000.00
Hosting services / 24 months	\$13,000.00	\$13,000.00	\$13,000.00
Web design services and consultancy	\$13,000.00	\$13,000.00	\$13,000.00
TOTAL	\$13,000.00	\$13,000.00	\$13,000.00

Slide 78: Slide Title and Slide Subtitle. An 'Overview' slide featuring a large blue graphic and a background image of a server room.

Powerpoint Template - Arabic

Arabic Long Version / Short Version
Can easily be adapted to wide range of needs

العنوان الفرعي

عنوان الفقرة 1
لوريم إيسوم هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر

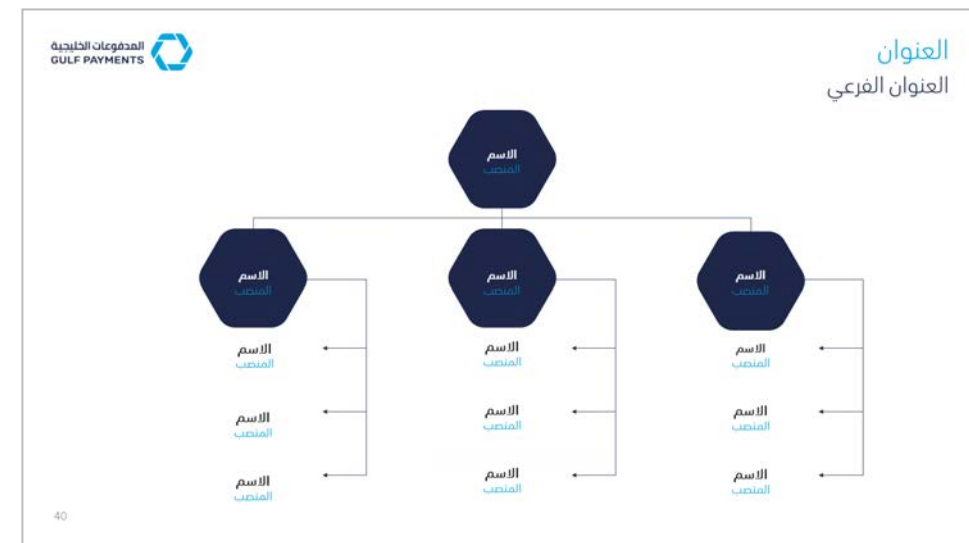
عنوان الفقرة 2
لوريم إيسوم هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر

عنوان الفقرة 3
لوريم إيسوم هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر

عنوان الفقرة 4
لوريم إيسوم هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر

العنوان الفرعي

إبريل - 2023 - النسخة الأولى



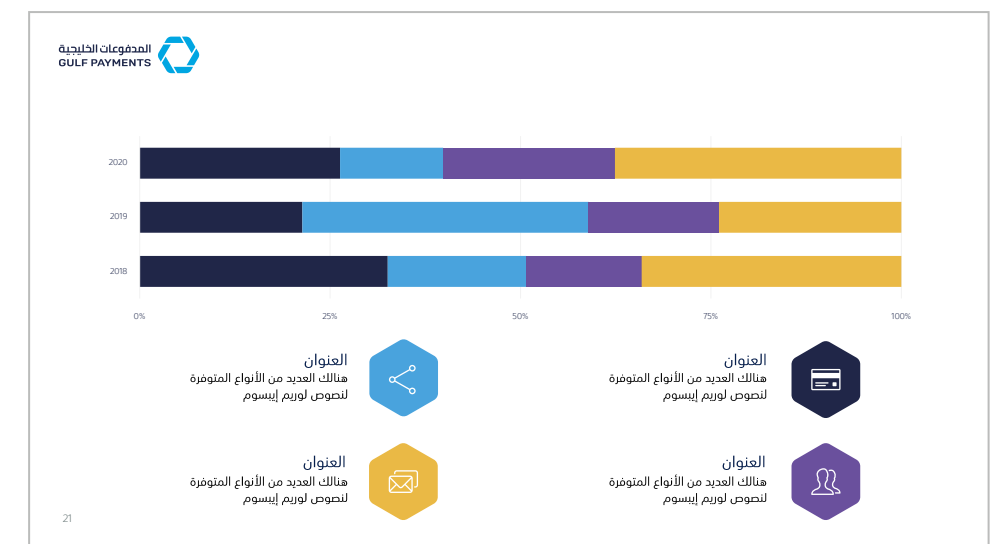
Divider: Section 1

العنوان الفرعي

نظرة عامة
لك العديد من الأنواع المتوفرة
لتحوص لوريم إيسوم

العنوان الفرعي

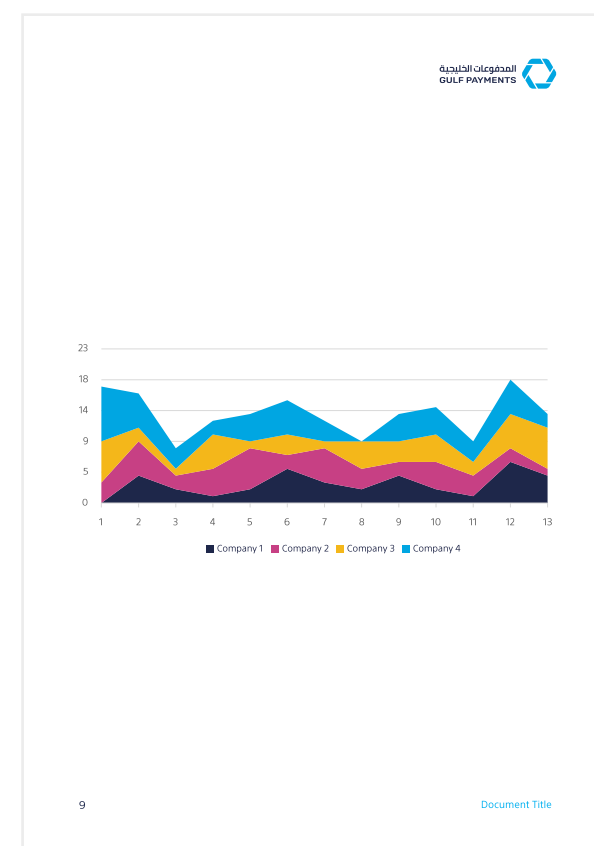
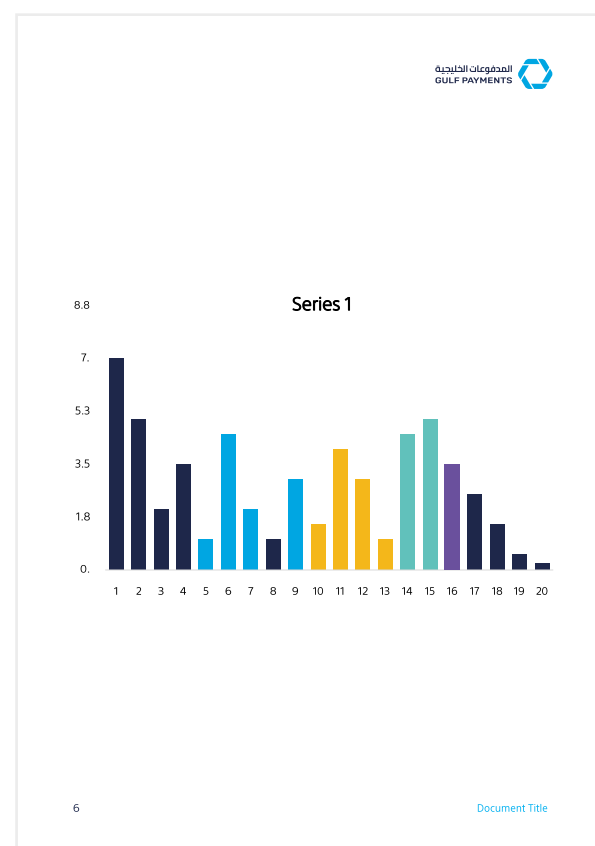
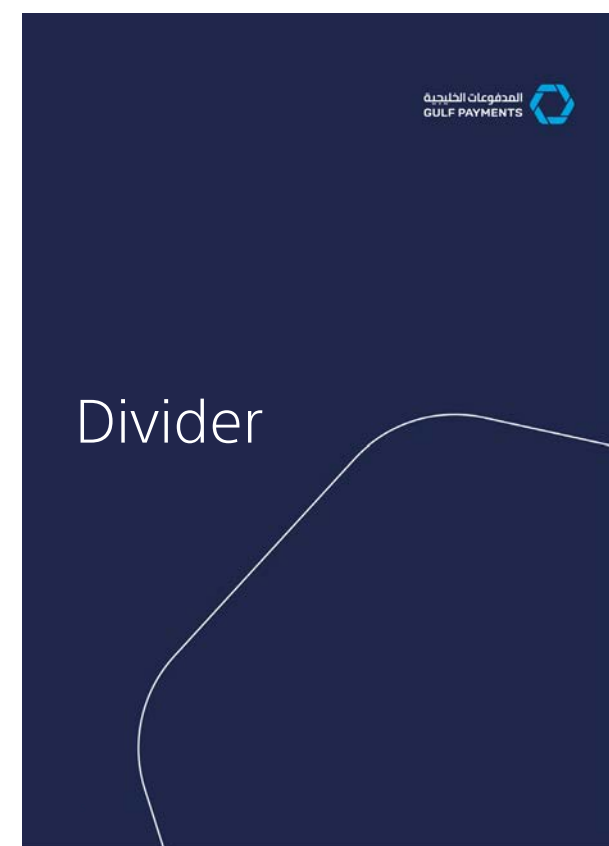
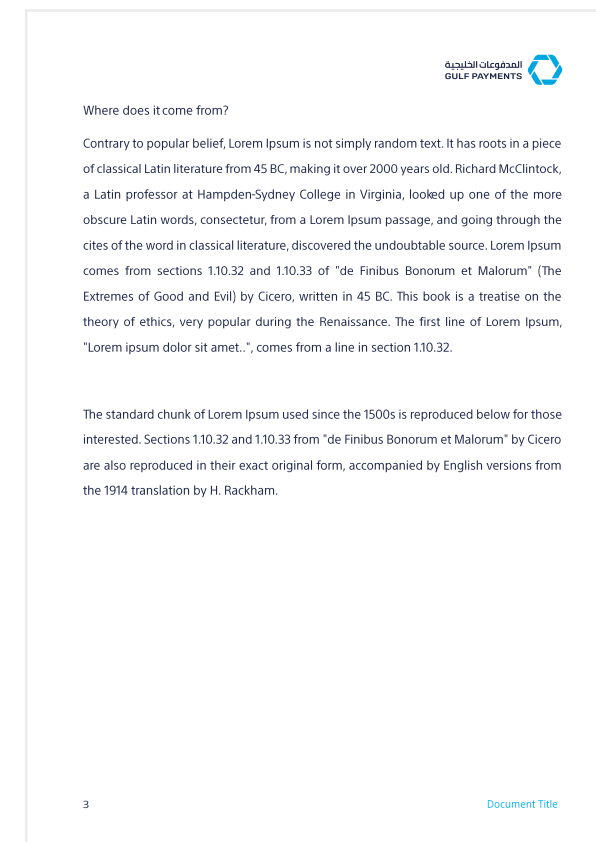
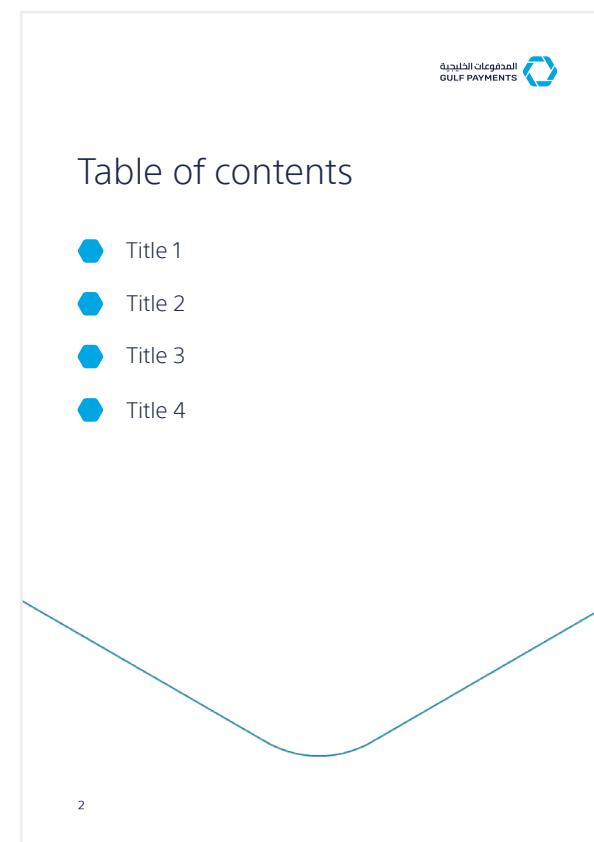
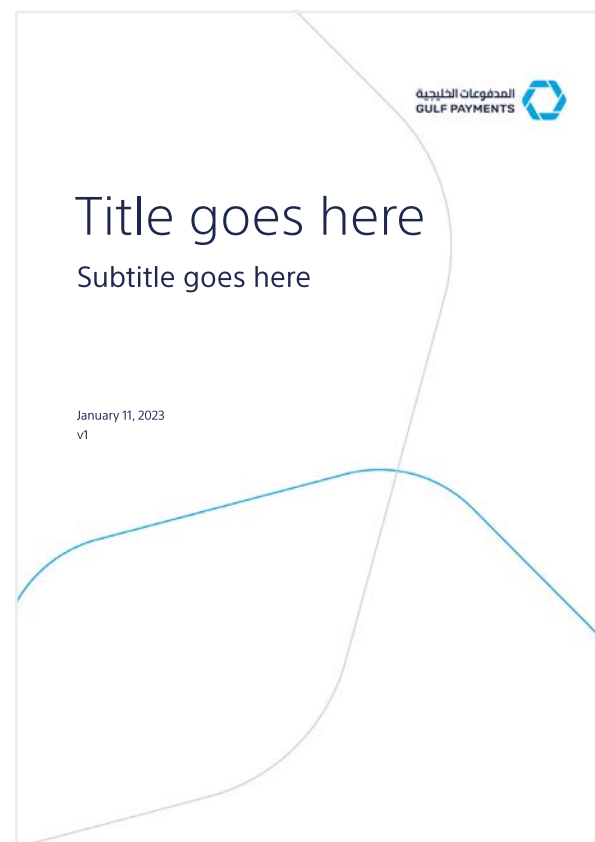
\$13,000.00	\$13,000.00	\$13,000.00	خدمات واستشارات تصميم المواقع الإلكترونية
\$13,000.00	\$13,000.00	\$13,000.00	خدمات الاستضافة / 24 شهر
\$13,000.00	\$13,000.00	\$13,000.00	خدمات الفوائد
\$13,000.00	\$13,000.00	\$13,000.00	خدمات الاستضافة / 24 شهر
\$13,000.00	\$13,000.00	\$13,000.00	خدمات واستشارات تصميم المواقع الإلكترونية
\$13,000.00	\$13,000.00	\$13,000.00	الإجمالي



Word Template - English

English Word Template Grid / Text Simulation

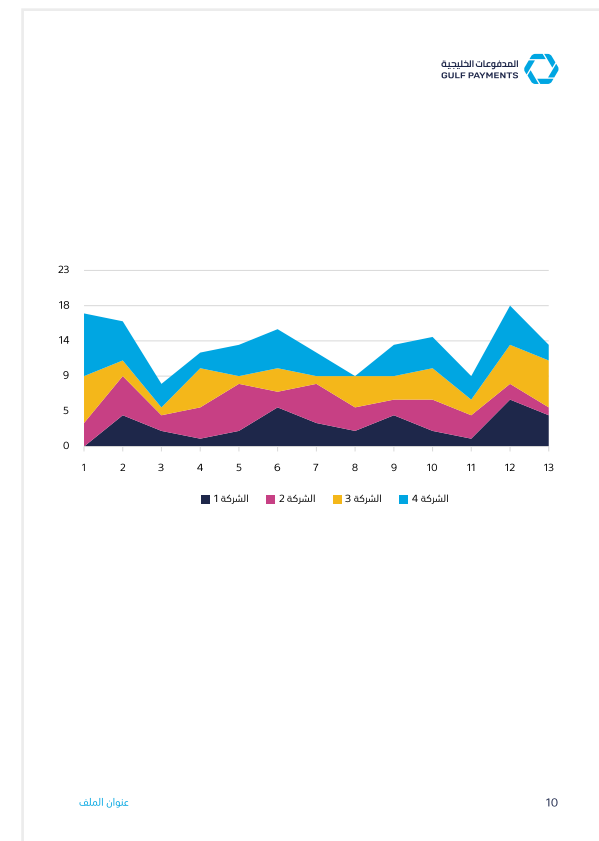
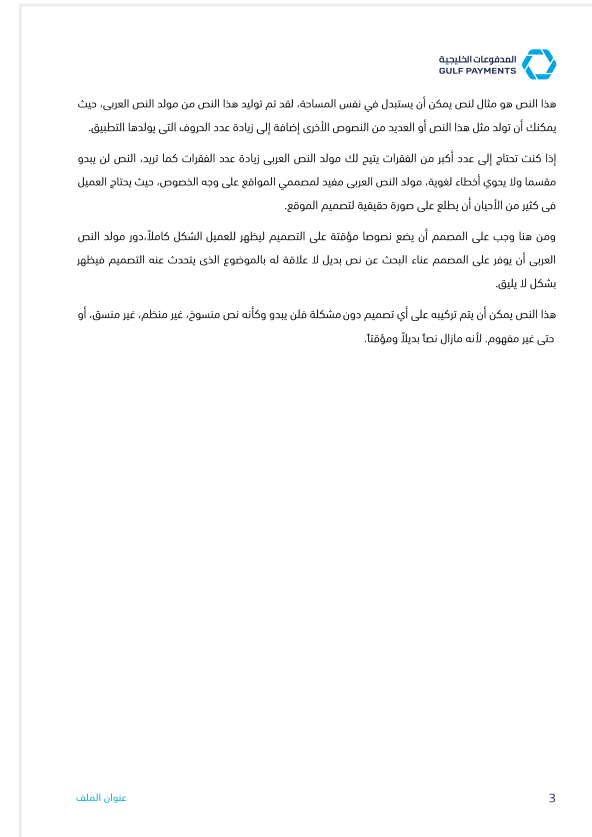
This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.



Word Template - Arabic

Arabic Word Template Grid / Text Simulation

This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.



المدفوعات الخليجية
GULF PAYMENTS

خدمات واستشارات تصميم المواقع الإلكترونية	\$13,000.00	\$13,000.00	\$13,000.00
خدمات الاستضافة / 24 شهر	\$13,000.00	\$13,000.00	\$13,000.00
خدمات القوائم	\$13,000.00	\$13,000.00	\$13,000.00
خدمات الاستضافة / 24 شهر	\$13,000.00	\$13,000.00	\$13,000.00
خدمات واستشارات تصميم المواقع الإلكترونية	\$13,000.00	\$13,000.00	\$13,000.00
الإجمالي	\$13,000.00	\$13,000.00	\$13,000.00

عنوان الملف

4

المدفوعات الخليجية
GULF PAYMENTS

الأساسي	الاجترافي	الشامل
20	50	100
03	03	شامل
512	512	شامل
13	13	شامل
394	394	شامل

عنوان الملف

10



Email Template (Portrait)

Vertical Layout

This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.



Email Template (Landscape)

Horizontal Layout

This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.



Email Signature

Email Signature Layout

This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.



Mohamed Ahmed Mohamed
Payments Expert

محمد أحمد محمد
خبير مدفوعات

t. +966 011 555 5555

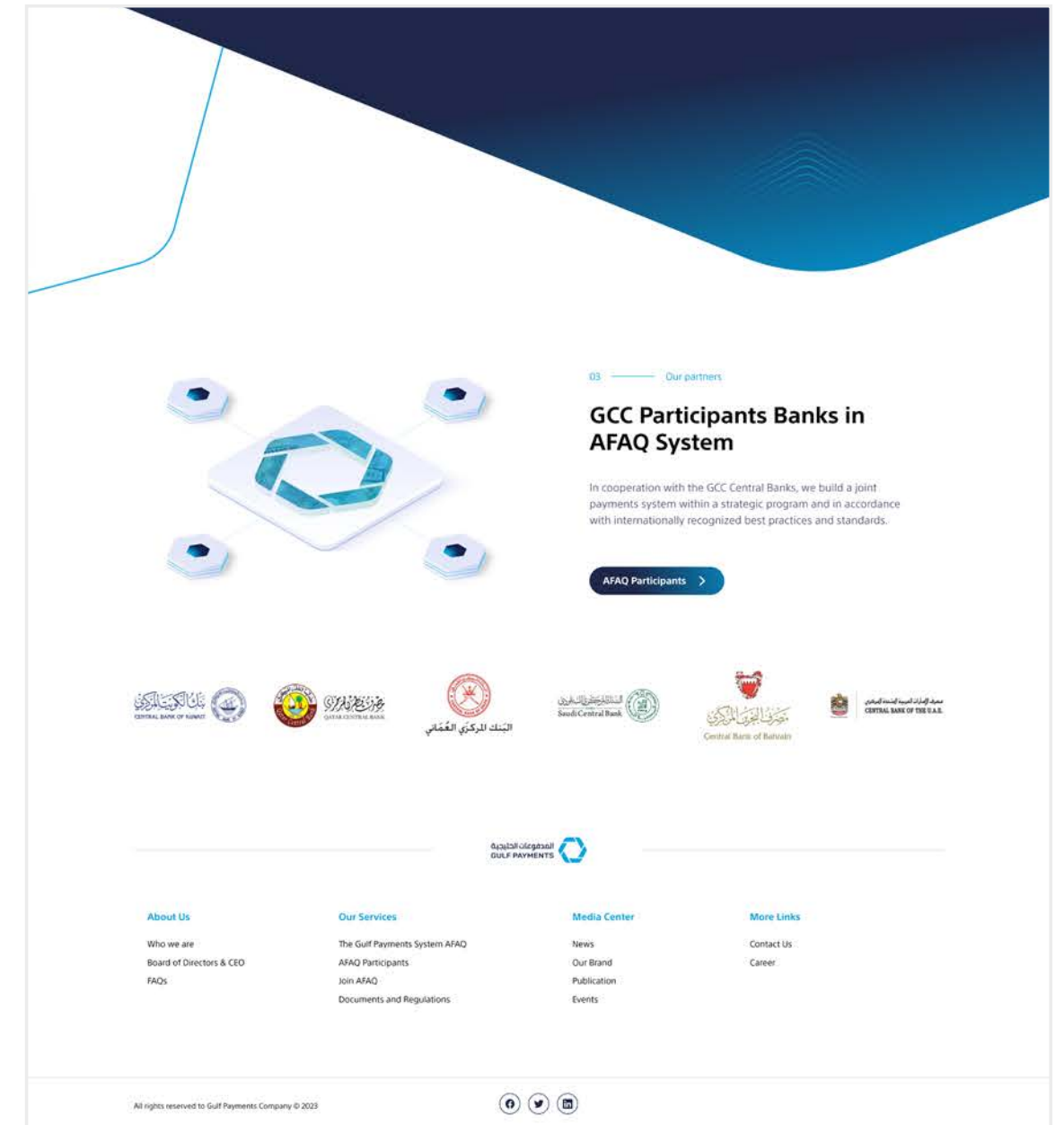
e. m.ahmed@gulf-payments.com

w. www.gulf-payments.com

Website Homepage

Website Layout

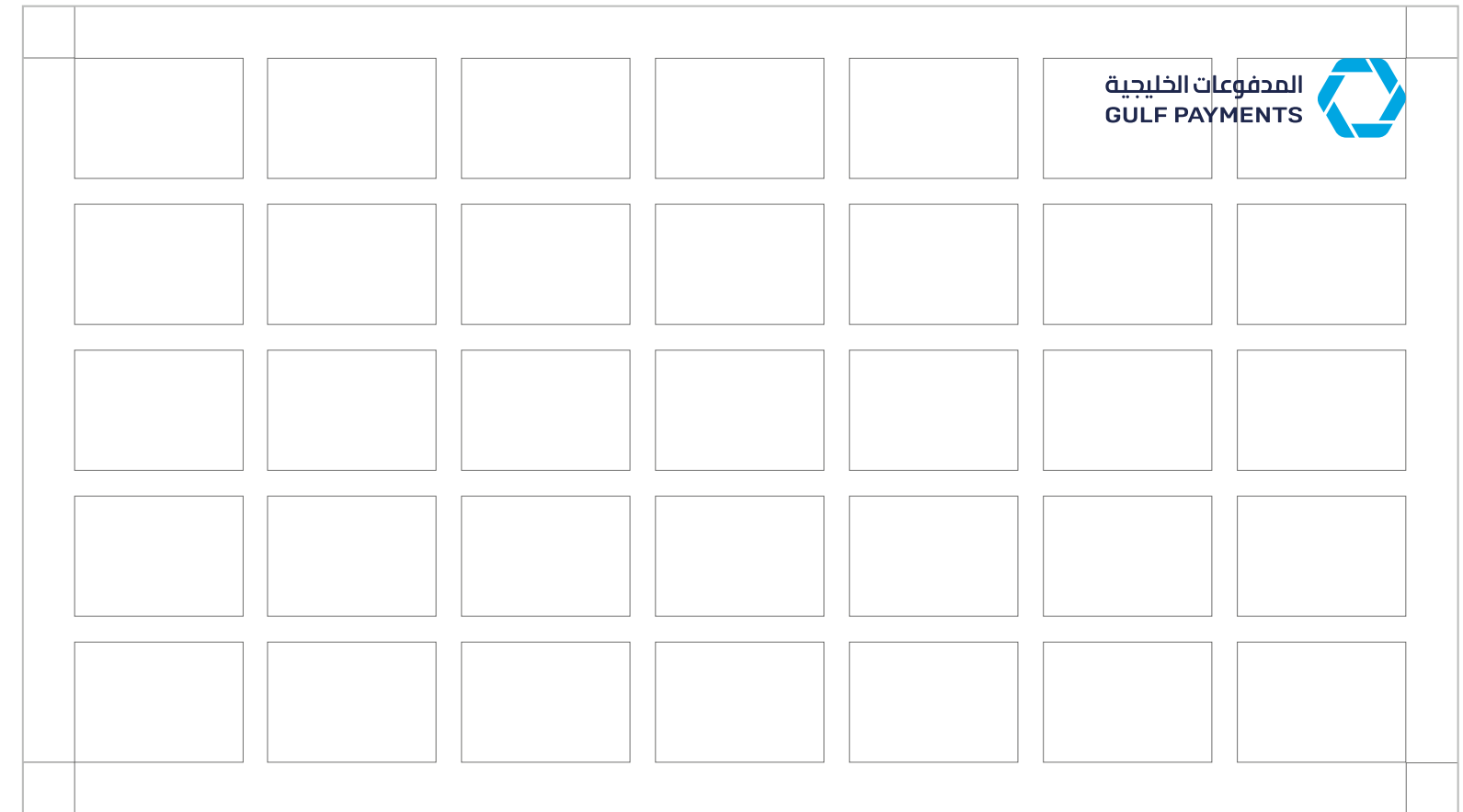
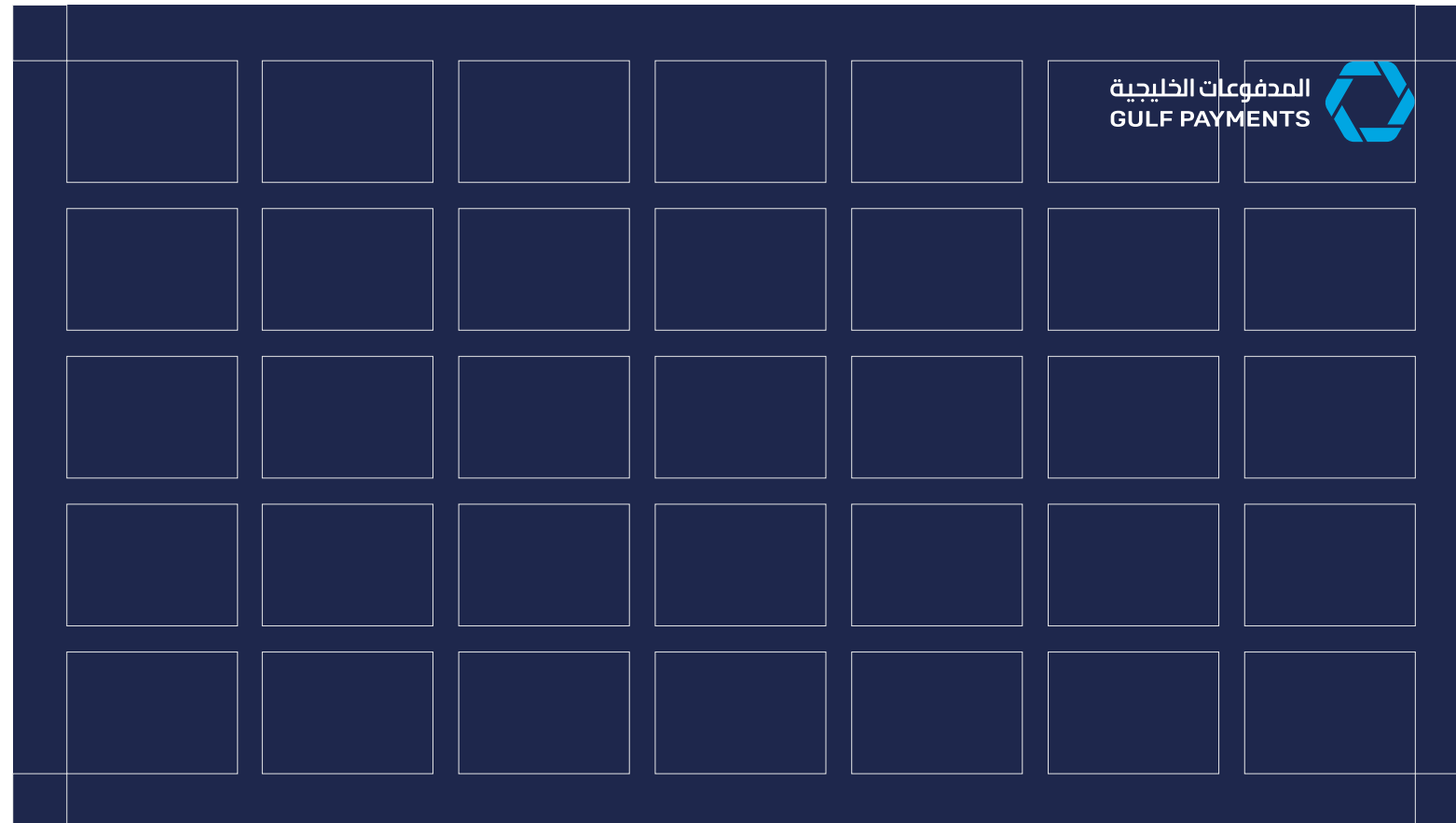
This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.



Social Media Template

Twitter / LinkedIn Size (Landscape)

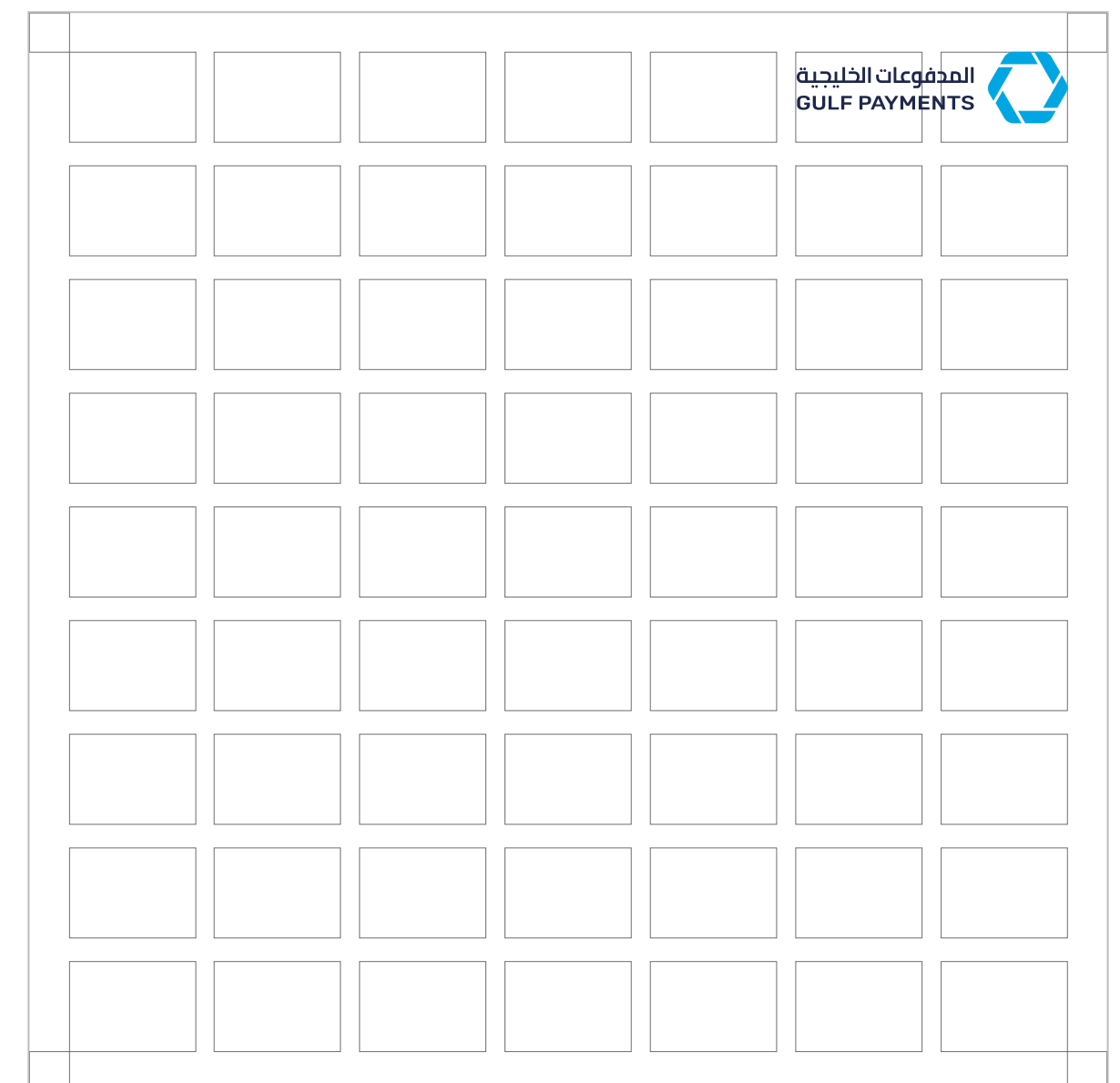
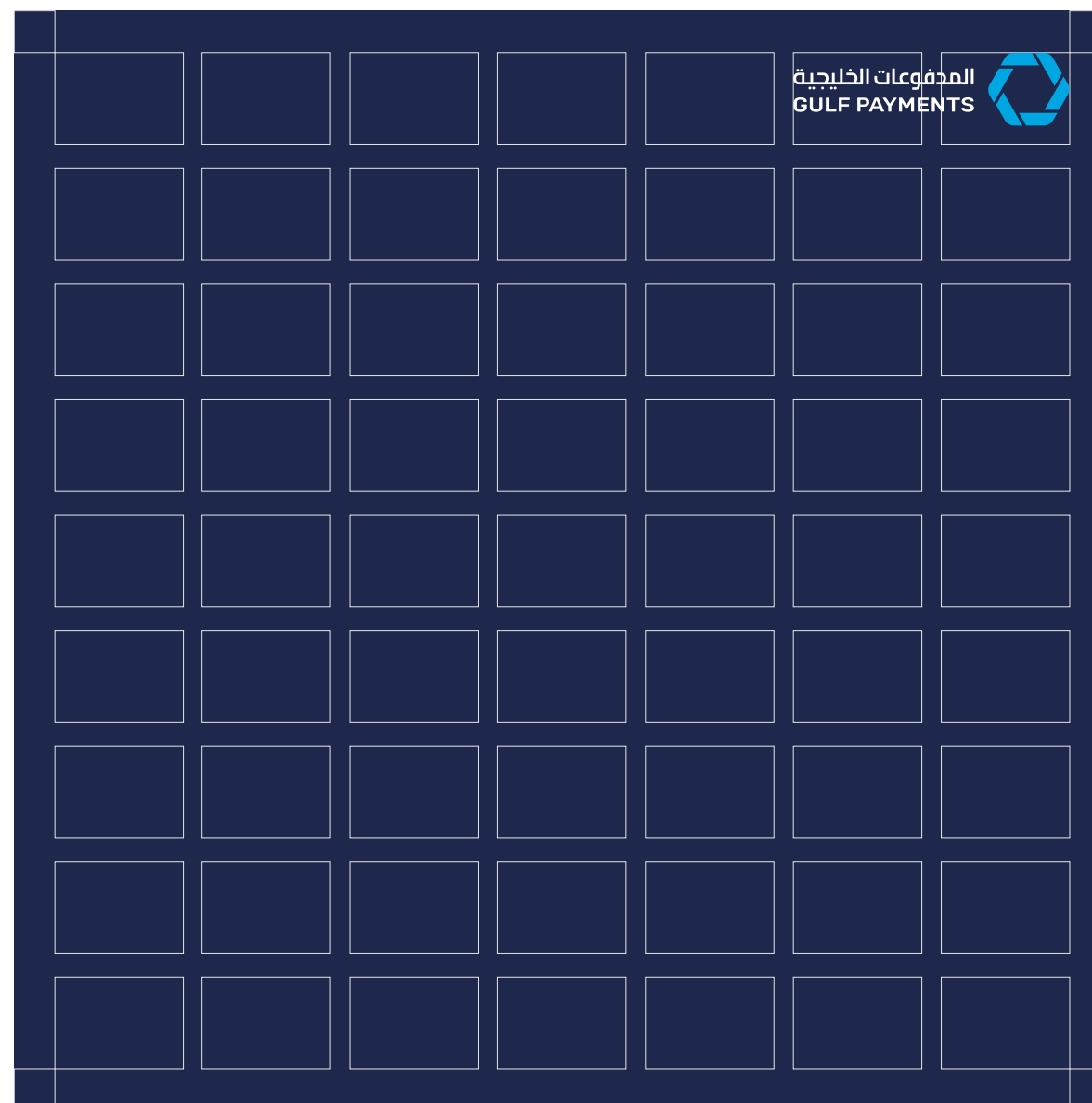
This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.



Social Media Template

Facebook / Instagram Size (Square)

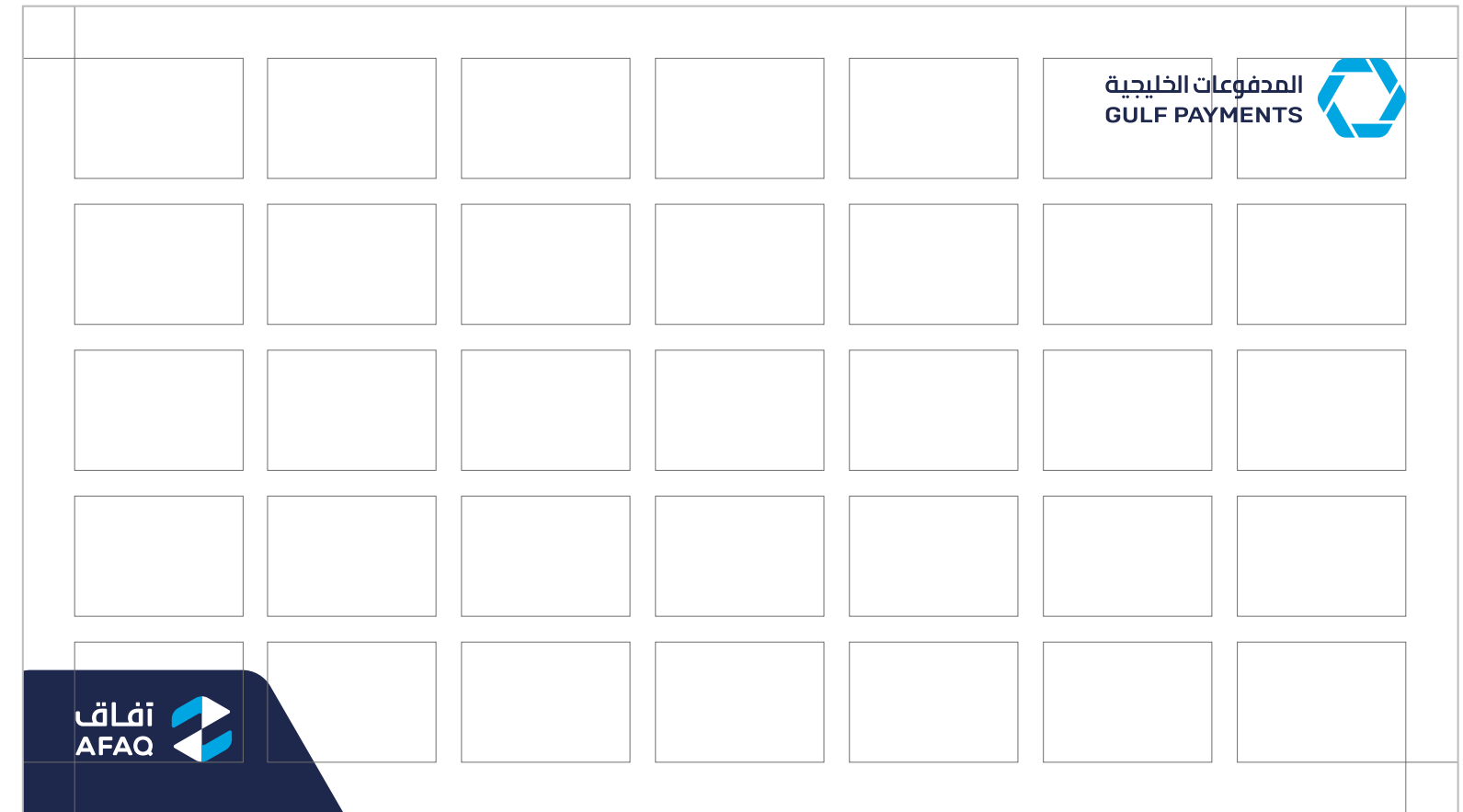
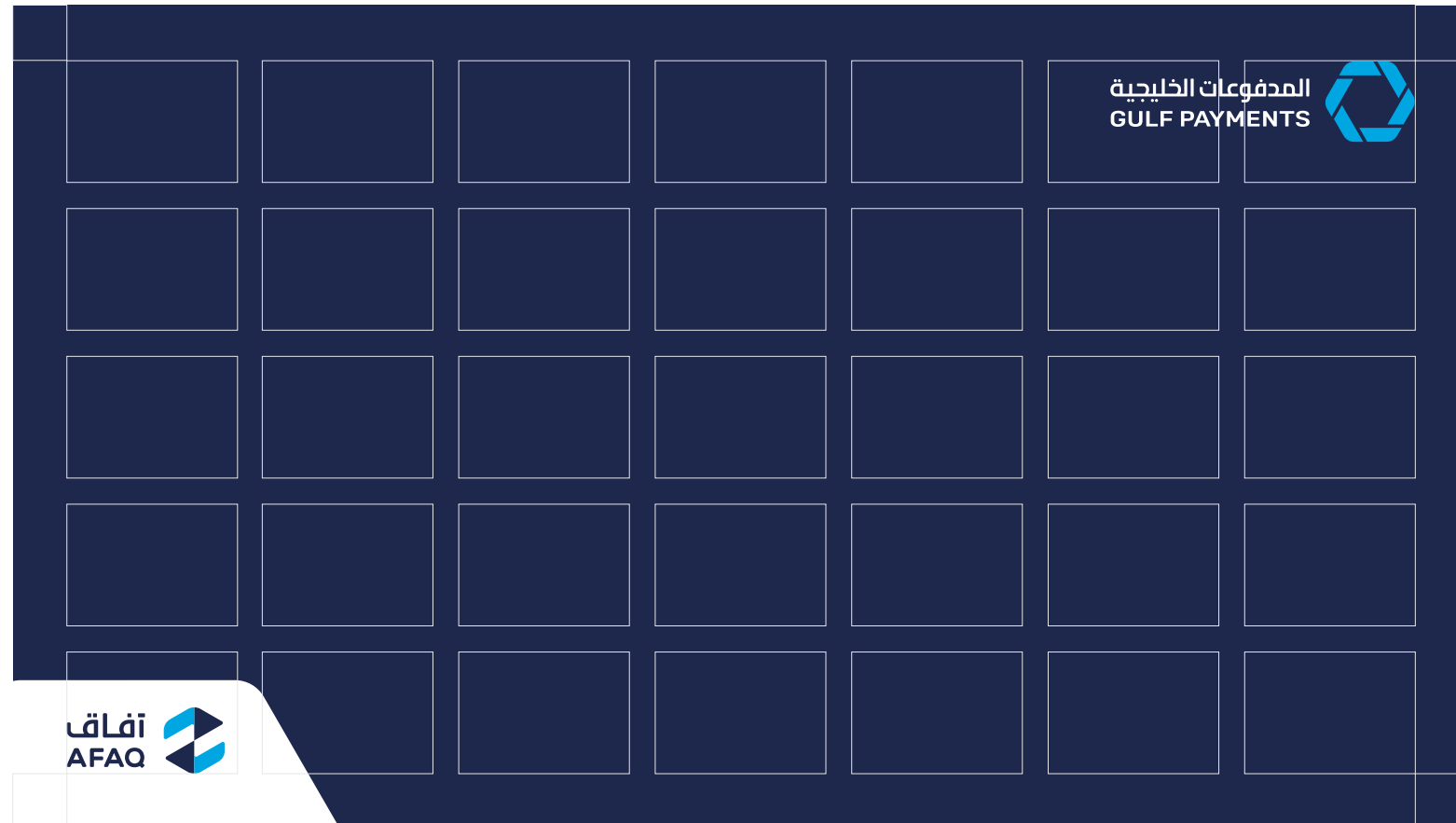
This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.



Social Media Template (With AFAQ Logo)

Twitter / LinkedIn Size (Landscape)

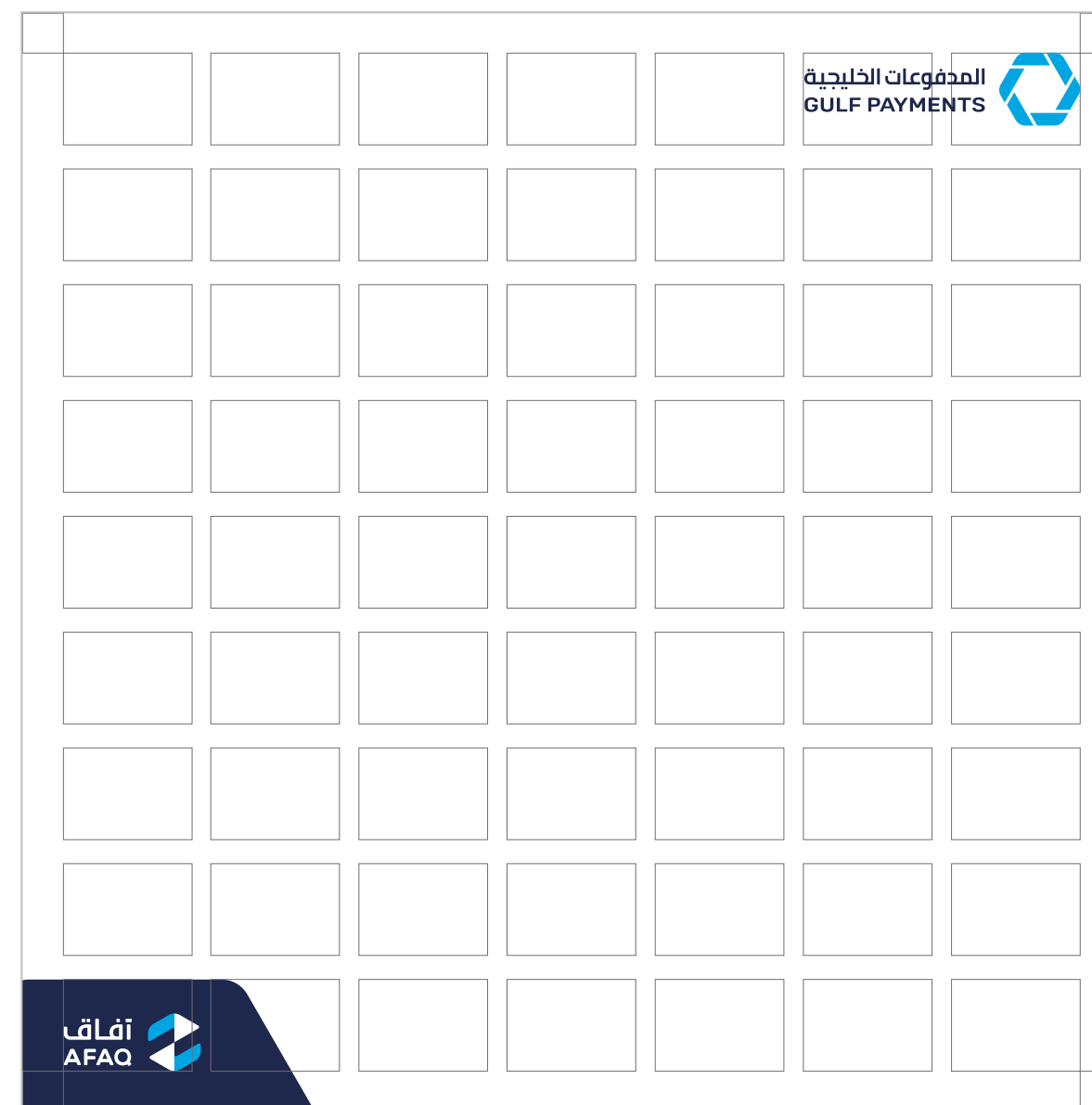
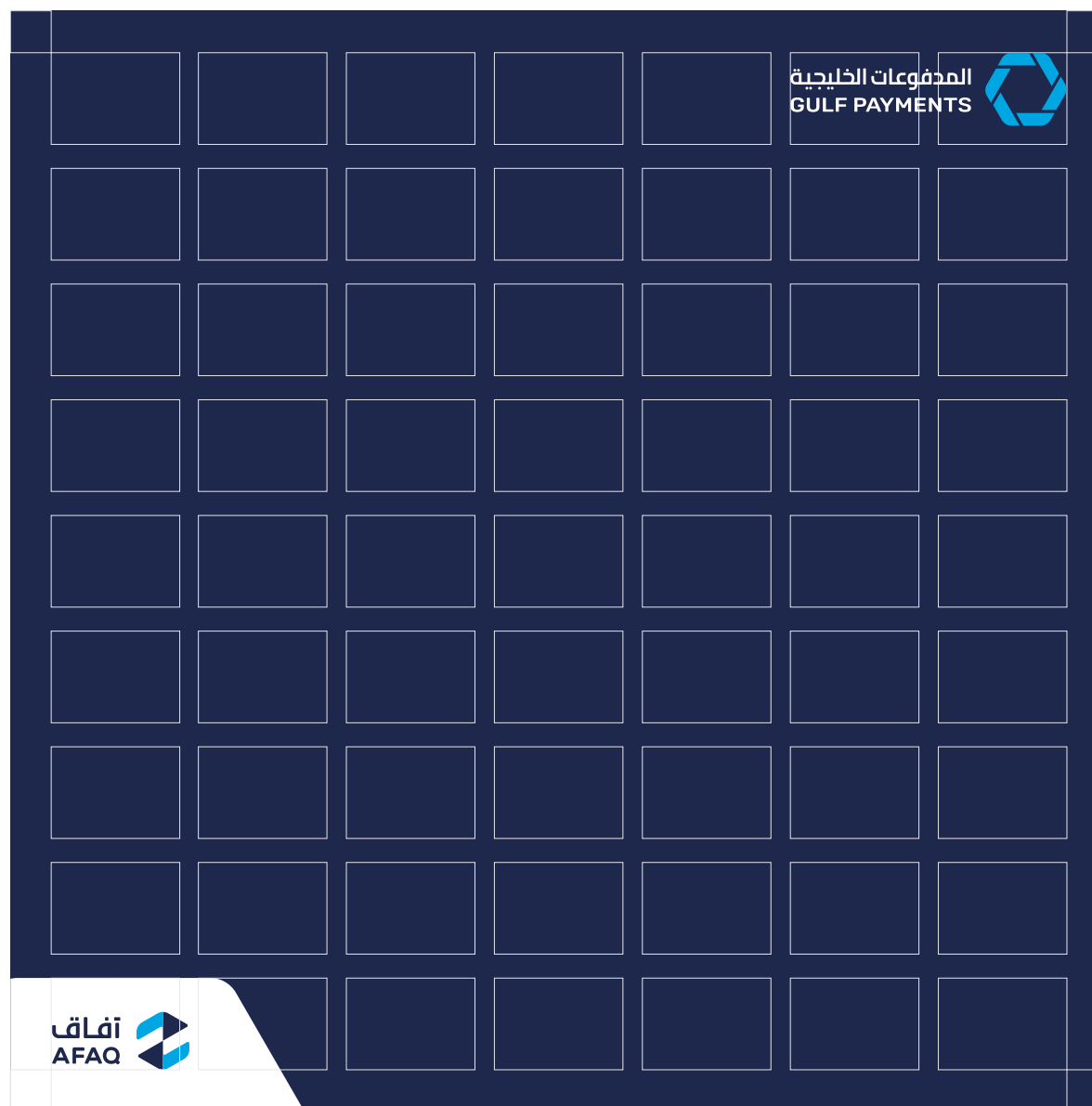
This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.



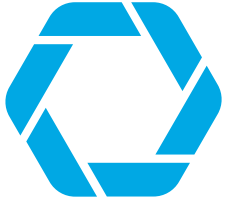
Social Media Template (With AFAQ Logo)

Facebook / Instagram Size (Square)

This shows the approved layouts with the primary elements of the (GPC) Gulf Payments Company.



المدفوعات الخليجية
GULF PAYMENTS



Thank you