



NESMA
INFRASTRUCTURE
& TECHNOLOGY

▶ NIT BRAND GUIDELINES

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LOGO GUIDELINES

LOGO GUIDELINES

▶ NIT PRIMARY ENGLISH LOGO

- Primary Brand Logo



Primary Logo Orientation



Minimum Clear Space

▶ Logo Do's

- This is the primary logo orientations.
- The spacing of the logo is fixed.
- The logo will be used in two colours.

LOGO GUIDELINES

▶ NIT PRIMARY ENGLISH LOGO

■ Logo Rules



(1) Do Not Rotate



(2) Do Not Distort



(3) No 3d Effect



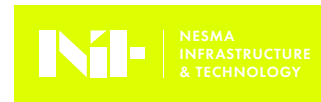
(4) No Gradient



(5) Don't Separate Logo Colors



(6) Don't Change Text Orientation



(7) Don't Use Unflattering And Hard To See Colors

▶ Logo Don'ts

- The logo must not be rotated or stretched.
- The logo must be flat and not 3d.
- The logo must not be a gradient.
- Do not use colors that won't show the logo.
- Logo color cannot be changed to textures or non-brand colors.
- Do not use unflattering color combinations.
- Don't change the orientations of the logo icon and text.

LOGO GUIDELINES

▶ NIT SECONDARY ENGLISH LOGO

■ Brand Logo Variations



▶ Logo Do's

- The secondary logo in english comes in any variations, for adaptability.
- The spacing of the logo versions are fixed.

LOGO GUIDELINES

▶ NIT PRIMARY ENGLISH & ARABIC LOGO

- Primary Brand Logo



▶ Logo Do's

- This is the primary logo in english and arabic orientations.
- The spacing of the logo is fixed.
- The logo will be used in two colours.

LOGO GUIDELINES

▶ NIT SECONDARY ENGLISH & ARABIC LOGO

- Brand Logo Bilingual



▶ Logo Do's

- The secondary logo comes in any variations, for adaptability.
- The spacing of the logo versions are fixed.

LOGO GUIDELINES

▶ NIT PRIMARY ARABIC LOGO

- Primary Brand Logo



Primary Logo Orientation



Minimum Clear Space

▶ Logo Do's

- This is the primary logo orientations.
- The spacing of the logo is fixed.
- The logo will be used in two colours.

LOGO GUIDELINES

▶ NIT SECONDARY ARABIC LOGO

■ Brand Logo Variations



▶ Logo Do's

- The secondary logo in arabic comes in any variations, for adaptability.
- The spacing of the logo versions are fixed.

TYPOGRAPHY

TYPOGRAPHY

▶ NIT ENGLISH TYPOGRAPHY

- Main Brand Headline Typeface

Futura PT Demi

Lorem Ipsum Dolor Sit Amet

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Senectus et netus et malesuada. Aliquam ut porttitor leo a diam sollicitudin tempor id eu. Libero id faucibus nisl tincidunt eget. Non tellus orci ac auctor augue mauris augue neque. Orci phasellus egestas tellus rutrum tellus pellentesque eu. Felis imperdiet proin fermentum leo vel orci porta non pulvinar. Lobortis mattis aliquam faucibus purus. Gravidia rutrum quisque non tellulorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua senectus.

Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+ -=,.<>/?[]{}:;'"\|

▶ Typography Rules

- Futura PT font is to be used only for the brand headline. Including print, advertising and promotional material, etc.
- Only use in Demi font style.

TYPOGRAPHY

▀ NIT ARABIC TYPOGRAPHY

- ▀ Main Brand Headline Typeface

DIN Next LT W23 Medium

أبجد هوز حطي كلمن

Medium

هنالك العديد من الأنواع المتوفرة لنصوص لوريم إيبسوم، ولكن الغالبية تم تعديلها بشكل ما عبر إدخال بعض النواذر أو الكلمات العشوائية إلى النص. إن كنت تريد أن تستخدم نص لوريم إيبسوم ما، عليك أن تتحقق أولاً أن ليس هناك أي كلمات أو عبارات محرجة أو غير لائقة مخبأة في هذا النص. بينما تعمل جميع مولّدات نصوص لوريم إيبسوم على الإنترنت على إعادة تكرار مقاطع من نص

هنالك العديد من الأنواع المتوفرة لنصوص لوريم إيبسوم، ولكن الغالبية تم تعديلها بشكل ما عبر إدخال بعض النواذر أو الكلمات العشوائية إلى النص. إن كنت تريد أن تستخدم نص لوريم إيبسوم ما، عليك أن تتحقق أولاً أن ليس هناك أي كلمات أو عبارات محرجة أو غير لائقة مخبأة في هذا النص. بينما تعمل جميع مولّدات نصوص لوريم إيبسوم على الإنترنت على إعادة تكرار مقاطع من نص لوريم إيبسوم نفسه عدة مرات بما تتطلبه الحاجة، يقوم مولّدنا هذا باستخدام كلمات من قاموس يحوي على أكثر من 200 كلمة لا تينية، مضاف إليها مجموعة من الجمل النموذجية، لتكوين نص لوريم إيبسوم ذو شكل منطقي قريب إلى النص الحقيقي. وبالتالي يكون النص

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غ ف ق ك ل م ن ه و ي

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▀ Typography Rules

- ▀ DIN Next LT W23 font is to be used only for arabic main brand headline counterpart of Futura PT Demi. Including print, advertising and promotional material, etc.
- ▀ Only use in Medium font style.

BRAND COLOURS

BRAND COLOURS

▶ NIT BRAND COLOURS

- Brand Colours Language



PANTONE: PANTONE REFLEX BLUE U
CMYK: C 100 M 100 Y 0 K 0
RGB: R 46 G 49 B 146
#2E3192



PANTONE: PANTONE 2975 U
CMYK: C 45 M 0 Y 6 K 0
RGB: R 130 G 210 B 233
#82D2E9

▶ Brand Colours Rules

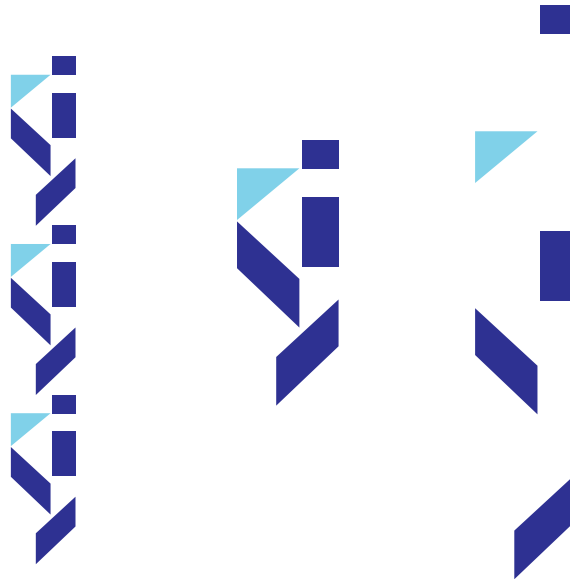
- The main colours on design logo will be used in navy blue and light cyan

BRAND GRAPHICS

BRAND GRAPHICS

▸ NIT BRAND GRAPHICS

▀ Brand Patterns



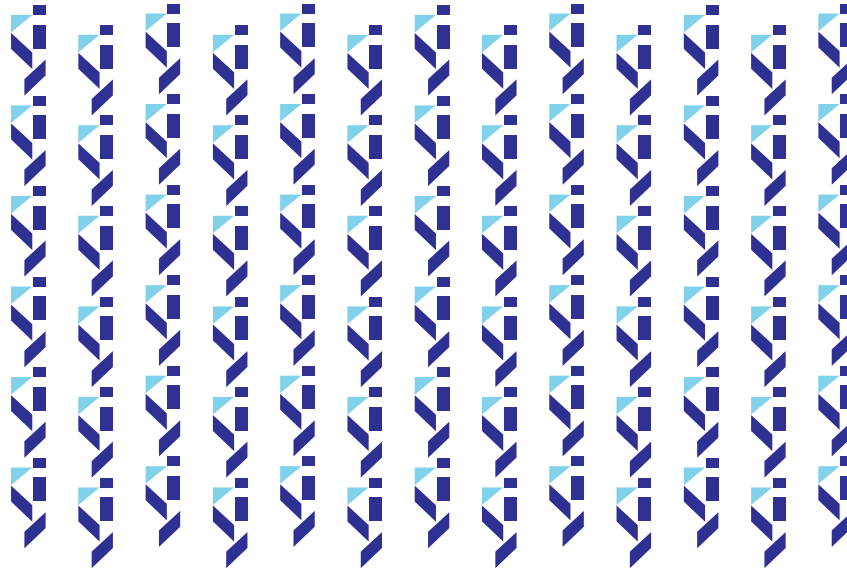
▸ Pattern Use

- ▀ Brand Patterns to be used throughout the identity to enforce the Nit brand.

BRAND GRAPHICS

▣ NIT BRAND GRAPHICS

▣ Brand Patterns



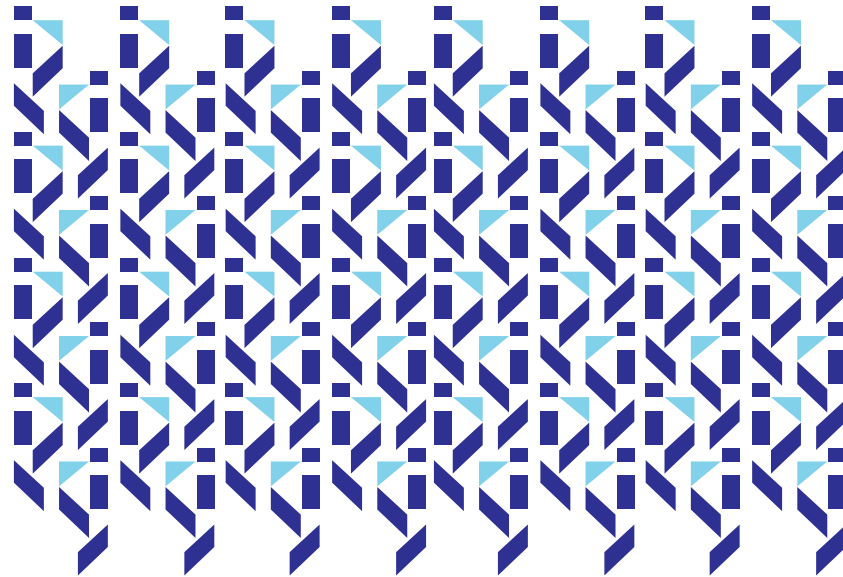
▣ Pattern Use

- ▣ Brand Patterns to be used throughout the identity to enforce the Nit brand.

BRAND GRAPHICS

▣ NIT BRAND GRAPHICS

▣ Brand Patterns



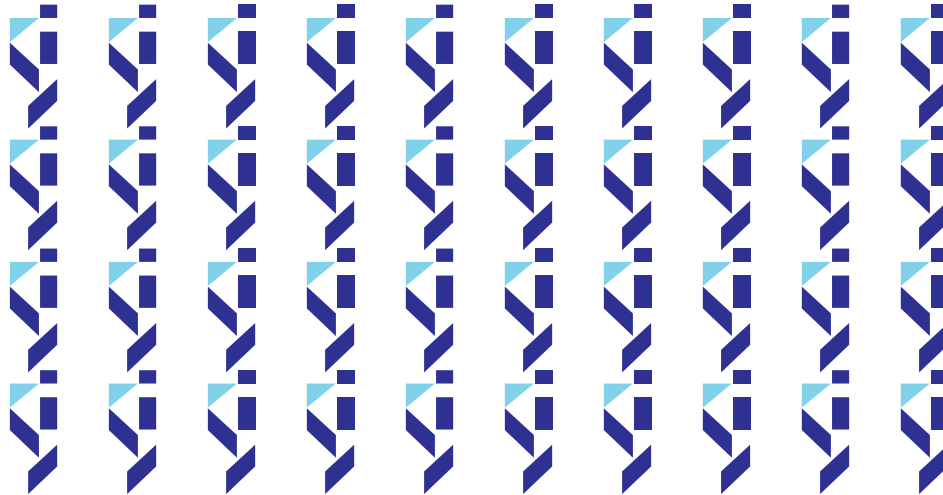
▣ Pattern Use

- ▣ Brand Patterns to be used throughout the identity to enforce the Nit brand.

BRAND GRAPHICS

▣ NIT BRAND GRAPHICS

▣ Brand Patterns



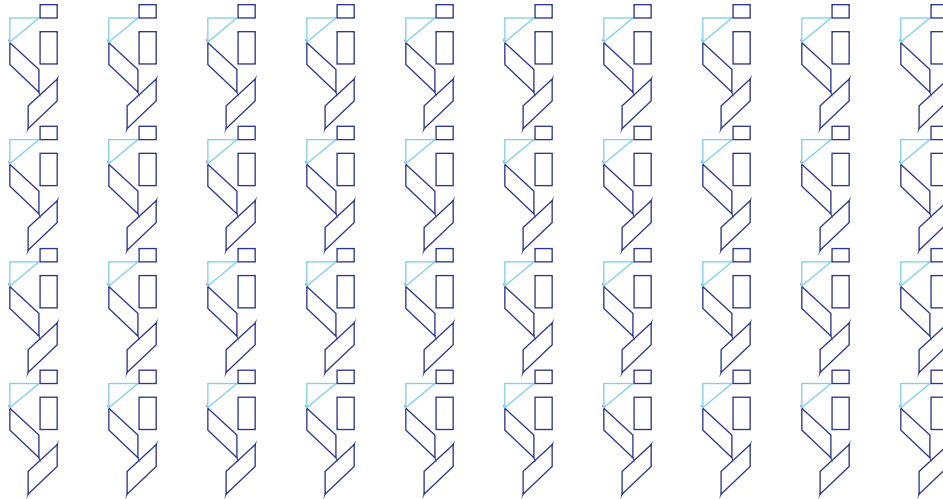
▣ Pattern Use

- ▣ Brand Patterns to be used throughout the identity to enforce the Nit brand.

BRAND GRAPHICS

▀ NIT BRAND GRAPHICS

▀ Brand Patterns



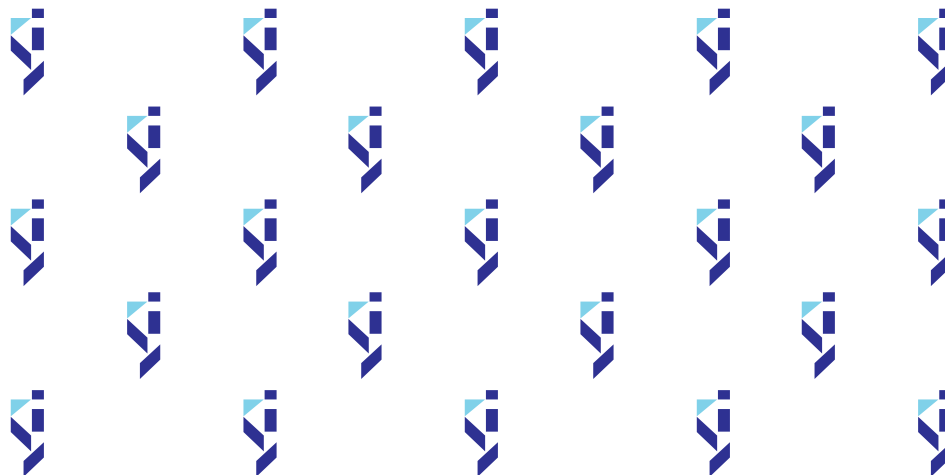
▀ Pattern Use

- ▀ Brand Patterns to be used throughout the identity to enforce the Nit brand.

BRAND GRAPHICS

▸ NIT BRAND GRAPHICS

▀ Brand Patterns



▸ Pattern Use

- ▀ Brand Patterns to be used throughout the identity to enforce the Nit brand.

THANK YOU