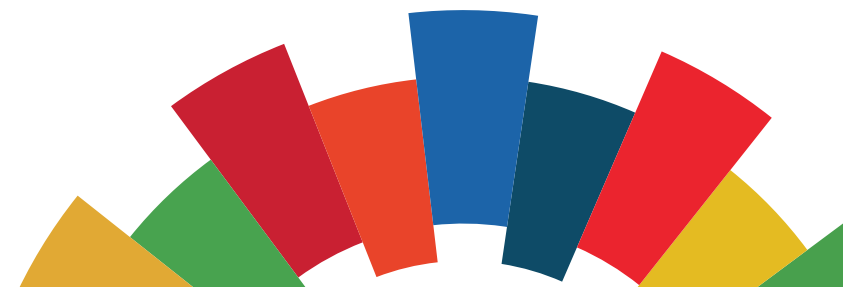




BINA
PROGRAM

BRAND

GUIDELINES



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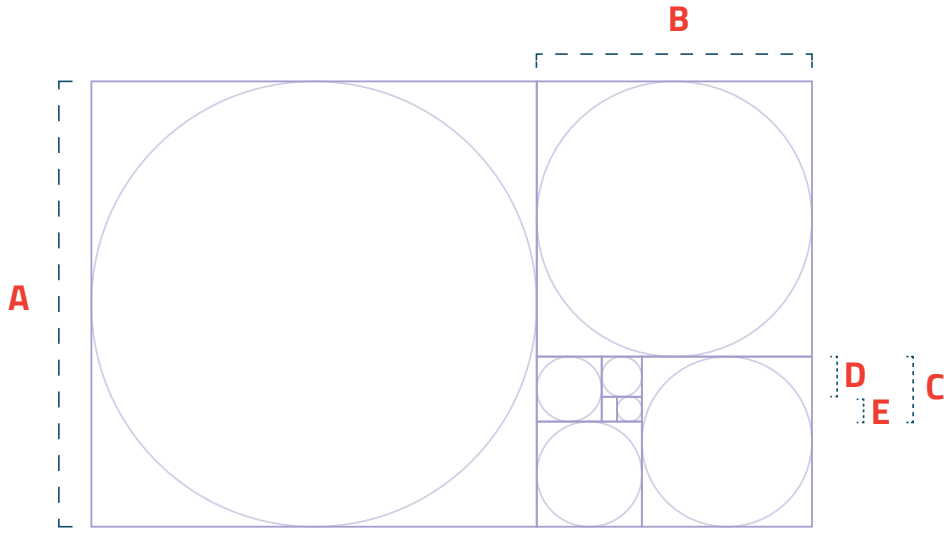
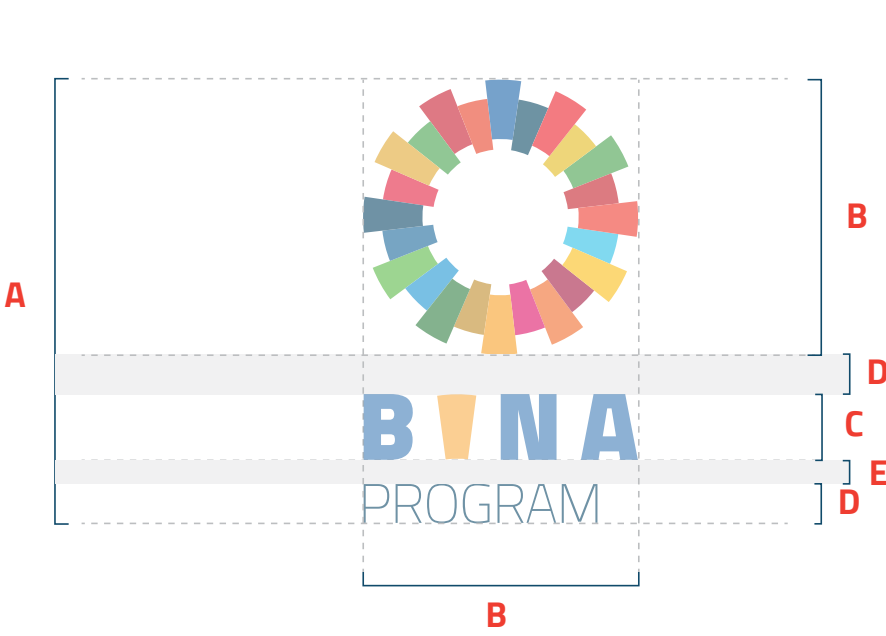
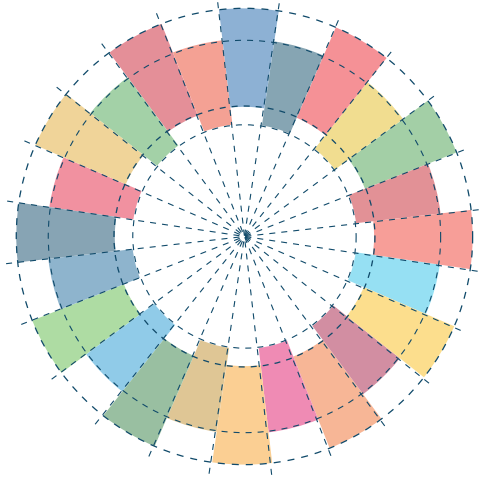
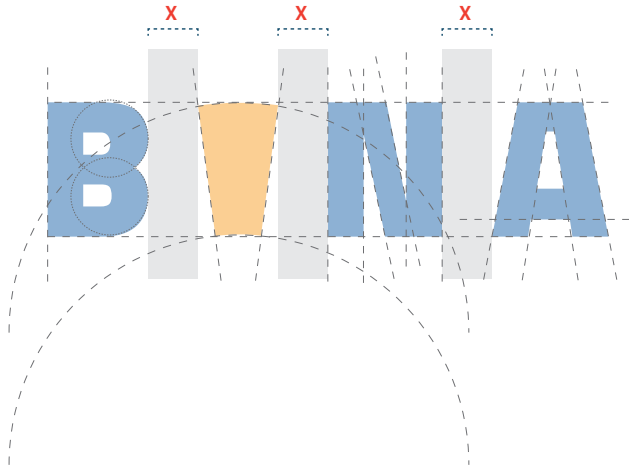
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LOGO CONSTRUCTION



LOGO VERSIONS / EN

MAIN LOGO
LAYOUT DESIGN



SECONDARY LOGO
LAYOUT DESIGN



TYPOGRAPHY



SEAL DESIGN



LOGO VERSIONS / AR

MAIN LOGO
LAYOUT DESIGN

بناء
لريادة الأعمال



SECONDARY LOGO
LAYOUT DESIGN



TYPOGRAPHY

بناء
برنامج

SEAL DESIGN



**POSITIVE
& NEGATIVE**



DON'TS

MOVE ELEMENTS



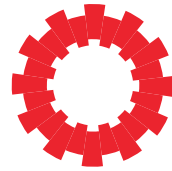
BINA
PROGRAM

STRETCH
OR TRANSFORM



BINA
PROGRAM

CHANGE
COLORS



BINA
PROGRAM

OUTLINE



BINA
PROGRAM

CHANGE THE FONT



BINA
PROGRAM

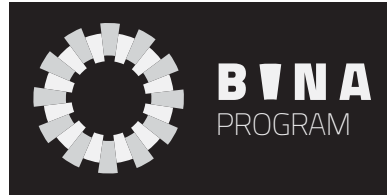
MOVE ELEMENTS



BINA
PROGRAM



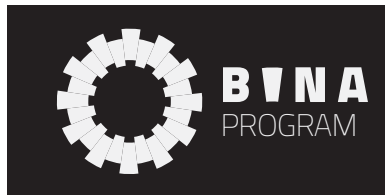
BINA
PROGRAM



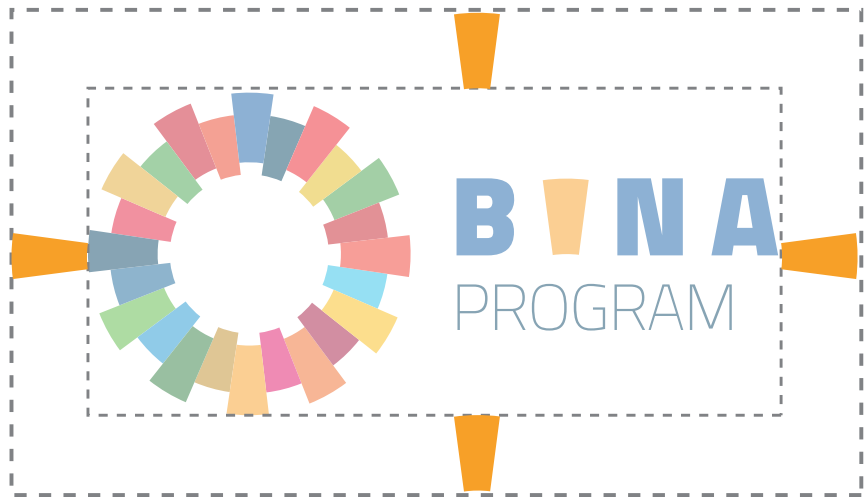
BINA
PROGRAM



BINA
PROGRAM



BINA
PROGRAM





MAIN COLOUR



CMYK 90, 65, 5, 0
RGB 30, 100, 170
HEX 1E64AA
PANTONE 3506 C

SERENITY, STABILITY,
INSPIRATION, WISDOM OR
HEALTH. TRUST, DIGNITY,
INTELLIGENCE, AUTHORITY



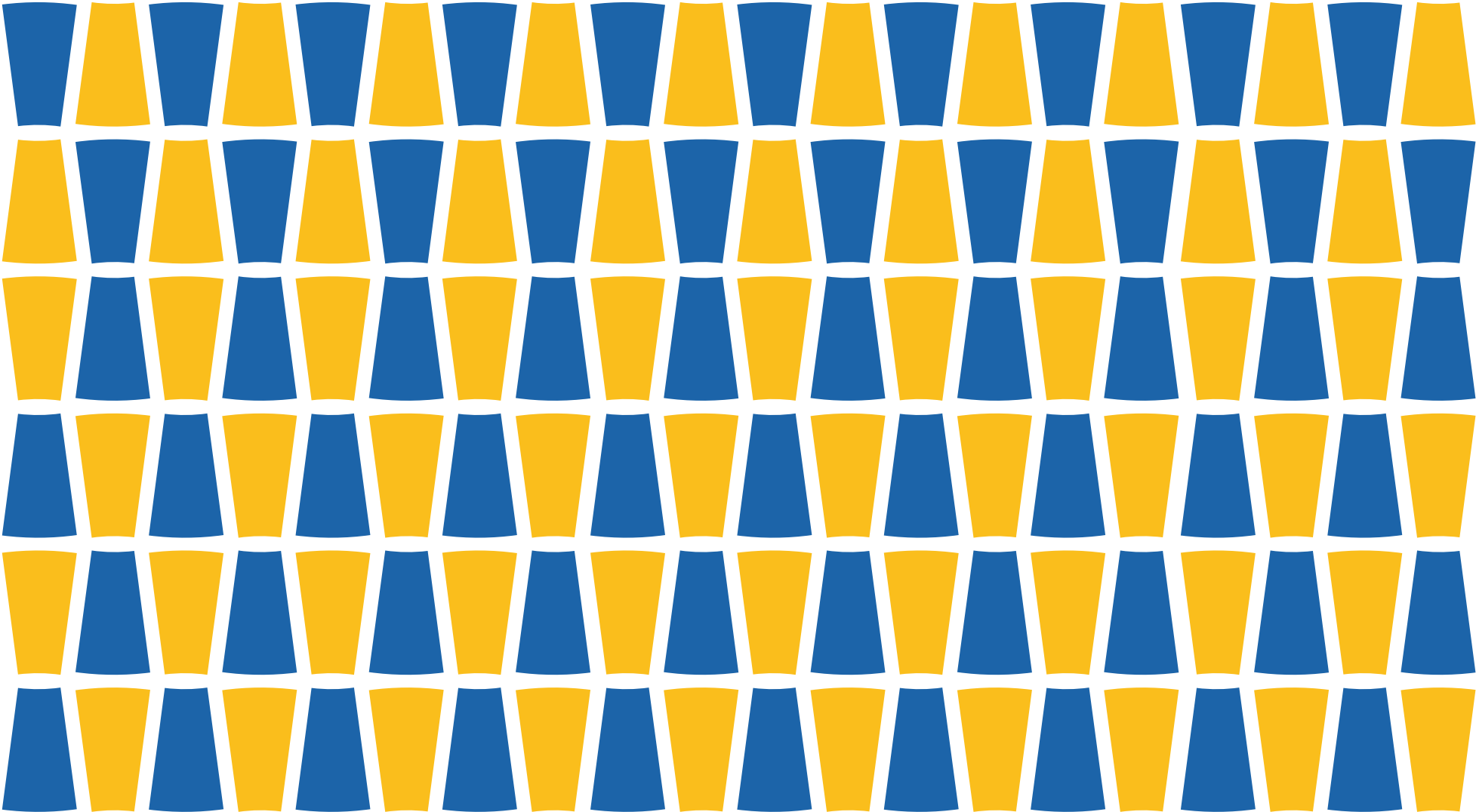
CMYK 0, 25, 100, 0
RGB 255, 195, 15
HEX FFC20E
PANTONE 7548 C

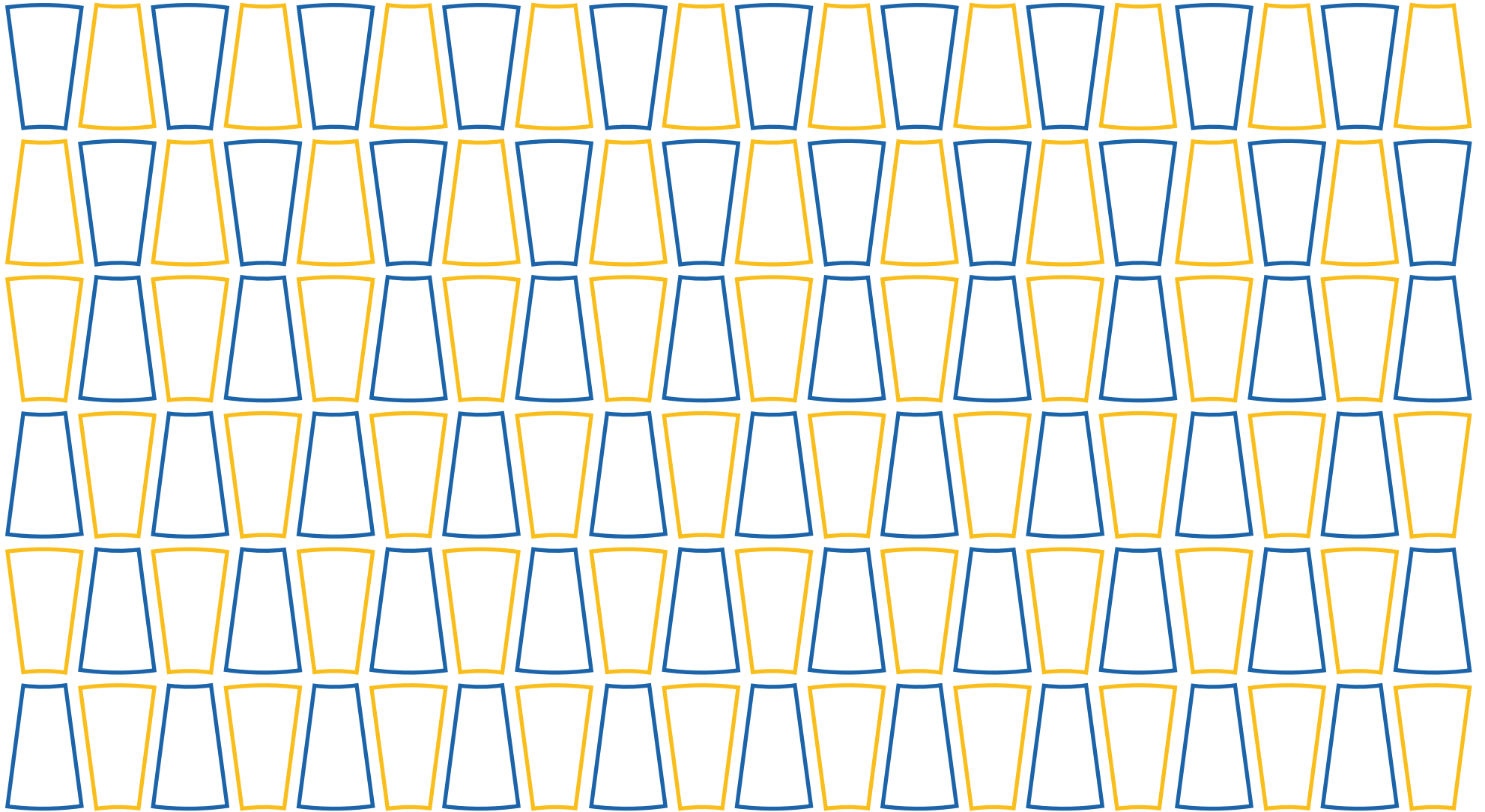
HAPPINESS, POSITIVITY, CLARITY,
ENERGY, OPTIMISM,
ENLIGHTENMENT, REMEMBRANCE,
INTELLECT, HONOR

SECONDARY COLOUR



PATTERN





CAIRO

EXTRALIGHT

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 '?!'(%)#@/ & < - + ÷ × = > \$ € : ; , . *

REGULAR

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 '?!'(%)#@/ & < - + ÷ × = > \$ € : ; , . *

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 '?!'(%)#@/ & < - + ÷ × = > \$ € : ; , . *

LIGHT

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 '?!'(%)#@/ & < - + ÷ × = > \$ € : ; , . *

SEMIBOLD

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 '?!'(%)#@/ & < - + ÷ × = > \$ € : ; , . *

BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 '?!'(%)#@/ & < - + ÷ × = > \$ € : ; , . *

كايرو

EXTRALIGHT

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, هـ, و, ي
 0123456789 '?!'(%)#@ / & < - + ÷ × = > \$ € : ; , . *

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, هـ, و, ي
 0123456789 '?!'("%)#@ / & < - + ÷ × = > \$ € : ; , . *

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, هـ, و, ي
 0123456789 '?!'("%)#@ / & < - + ÷ × = > \$ € : ; , . *

LIGHT

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, هـ, و, ي
 0123456789 '?!'("%)#@ / & < - + ÷ × = > \$ € : ; , . *

SEMIBOLD

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, هـ, و, ي
 0123456789 '?!'("%)#@ / & < - + ÷ × = > \$ € : ; , . *

BLACK

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, هـ, و, ي
 0123456789 '?!'("%)#@ / & < - + ÷ × = > \$ € : ; , . *



THANK YOU

