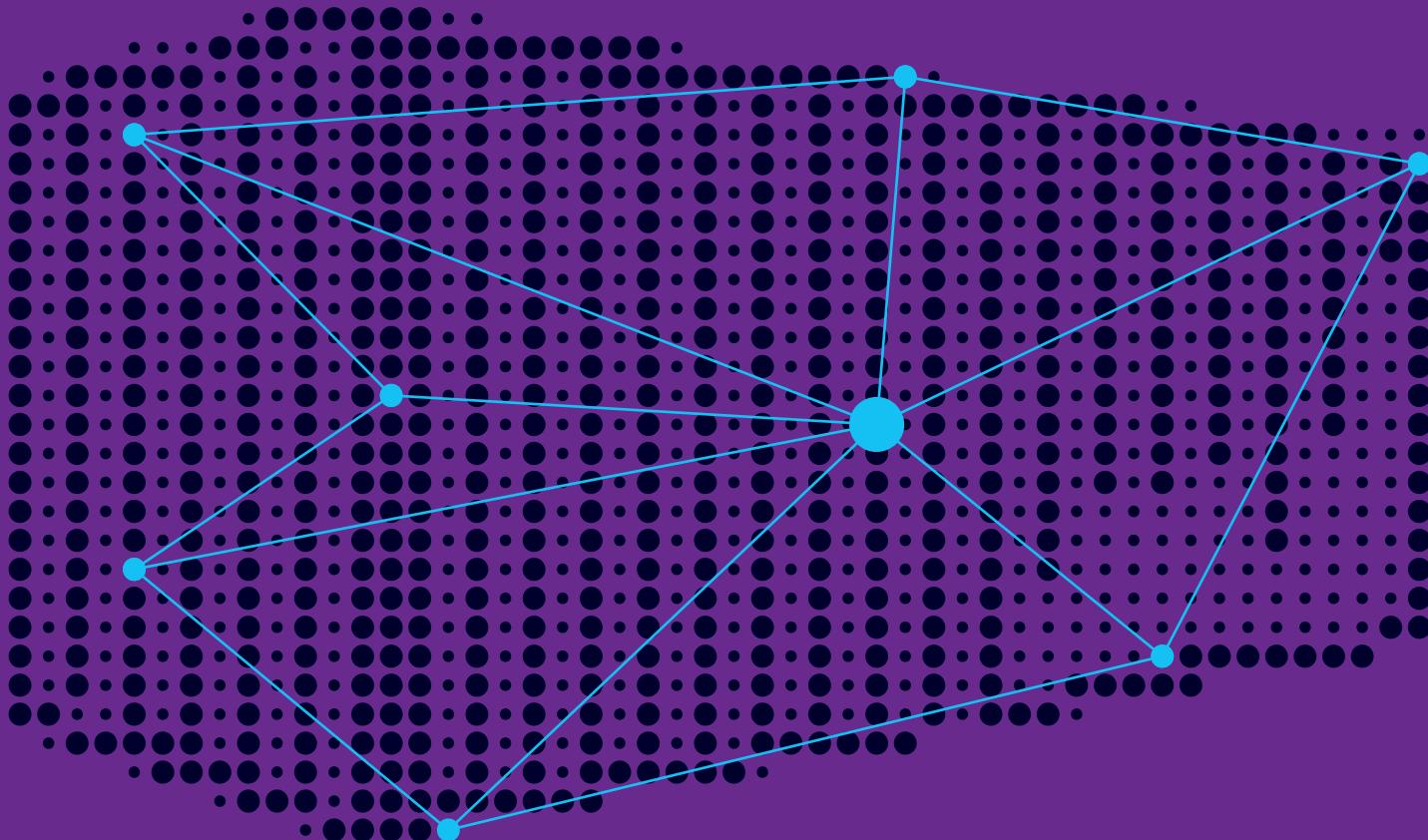

**BRAND
GUIDELINES**
2017



BRAND OVERVIEW

1.00

BRAND OVERVIEW

BRAND ASPIRATION / BRAND STORY

OUR BRAND STRATEGY COVERS ALL AREAS OF OUR BUSINESS AND DRIVES US TO ACTION.

WE ARE ASYAD, THE MASTERS OF NAVIGATION.

TO CREATE A VISUAL KEY TO EVERYTHING THAT ASYAD STANDS FOR, WE INTRODUCE 'GUIDING STAR'. THE "GUIDING STAR" IS MORE THAN A GRAPHIC DEVICE, IT'S A LEGACY TO OUR PROUD HERITAGE AND A BELIEF IN THE GREAT POTENTIAL OF OMAN AND THE EXPERTISE OF OUR COMPANIES AND OUR PEOPLE.

WE'VE CREATED A NEW BRAND WITH FUTURISTIC, BOLD, DYNAMIC COLOURS WHICH REINFORCES ASYAD'S VISION OF ALIGNING THE STARS.

TO REINFORCE OUR COMMITMENT TO THIS BRAND IDEA, WE'VE CAREFULLY EMBEDDED THE GUIDING STAR INTO OUR BRAND NAME, SO THAT IT WILL BE LASTING VISUAL REMINDER OF OUR PAST, PRESENT AND FUTURE.

THE CENTRAL LETTER OF THE WORKMARK, THE Y, HAS BEEN SPECIFICALLY CRAFTED TO GRAPHICALLY PORTRAY: UPWARD MOVEMENT, SYNCRONICITY AND HARMONY.

THIS IS WHO WE ARE AND WHAT WE REPRESENT.

ALIGNING THE STARS

WE EXIST

To optimise and transform
the Omani logistics sector.

WE BELIEVE

- In the great **potential** of Oman and the expertise of our companies and our people.
- That cultivating **talent** is the way to a strong and sustainable economy.
- In bringing about **synchronicity and harmony** through innovation and technology.
- In the power of **collaboration**.

The following platform represents Asyad's brand strategy. It articulates in a succinct manner the brand purpose – what the Asyad brand stands for.

BRAND OVERVIEW

VISUAL OVERVIEW

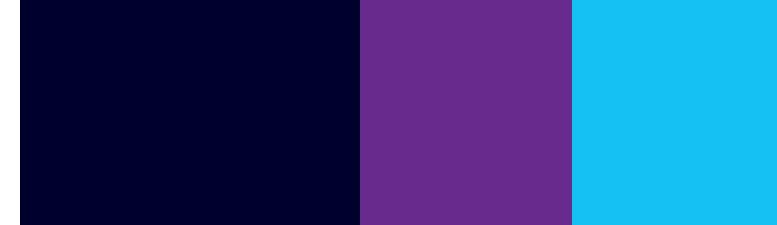
Brandmark



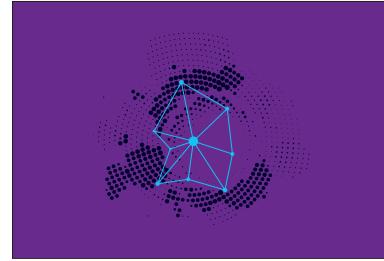
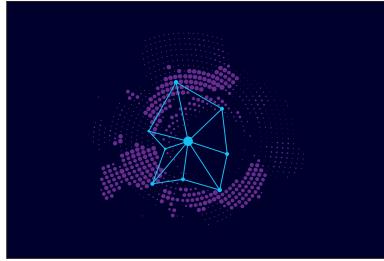
Typography

الخط العربي
Cairo

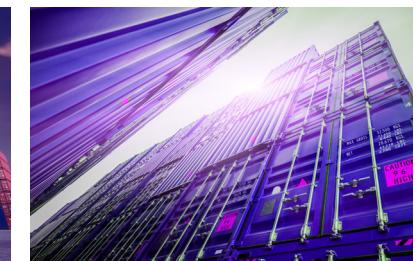
Colour



Graphic Device



Photography



There are five key brand elements used on a variety of applications that work together to create a clear, distinctive brand identity.

1. Brandmark
2. Typography
3. Colour
4. Graphic device
5. Photography

BRAND OVERVIEW

BRAND ARCHITECTURE

Given Asyad's multi-facet role, its subsidiary companies under its portfolio, as well as having a wide-range of stakeholders, the following rules have been identified to understand Asyad's brand relationship and visibility in relation to different brands and/or initiatives.

RULE #1

OGLG's brand architecture model is a House of Brands because:

- Can address diverse industries and customer segments of free zones, transportation, ports, etc.
- Opportunity to create unique brand propositions across different geographies and industries

RULE #2

Companies that OGLG has +50% ownership

Use a token endorser 'An OGLG company'.

This endorser should be locked to the subsidiary brandmark.



An OGLG company

RULE #3

Companies owned 50% or less by OGLG

Use a shadow endorser 'In partnership with OGLG', only in cases in which the subsidiary will benefit from its association with OGLG.

This endorser should be locked to the subsidiary brandmark.



Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim

In partnership with OGLG

RULE #4

In the case of a joint venture between OGLG and another company

Use a token endorser '**An OGLG-PartnerCo joint venture**' or '**An OGLG-PartnerCo JV**' where PartnerCo is the partner company.

This endorser should be locked to the JV brandmark.



An OGLG-PartnerCo joint venture



An OGLG-PartnerCo JV

RULE #5

For initiatives, short-term projects, industry events, etc. funded and organised by OGLG

Use a strong endorser '**Brought to you by OGLG**'.

This endorser need **not** be locked to the event/initiative/project brandmark.



Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim

RULE #6

For initiatives, short-term projects, industry events, etc. for which OGLG is the main sponsor

Use a token endorser '**In partnership with OGLG**'.

This endorser need **not** be locked to the event/initiative/project brandmark.

OMAN BUSINESS ROADSHOW

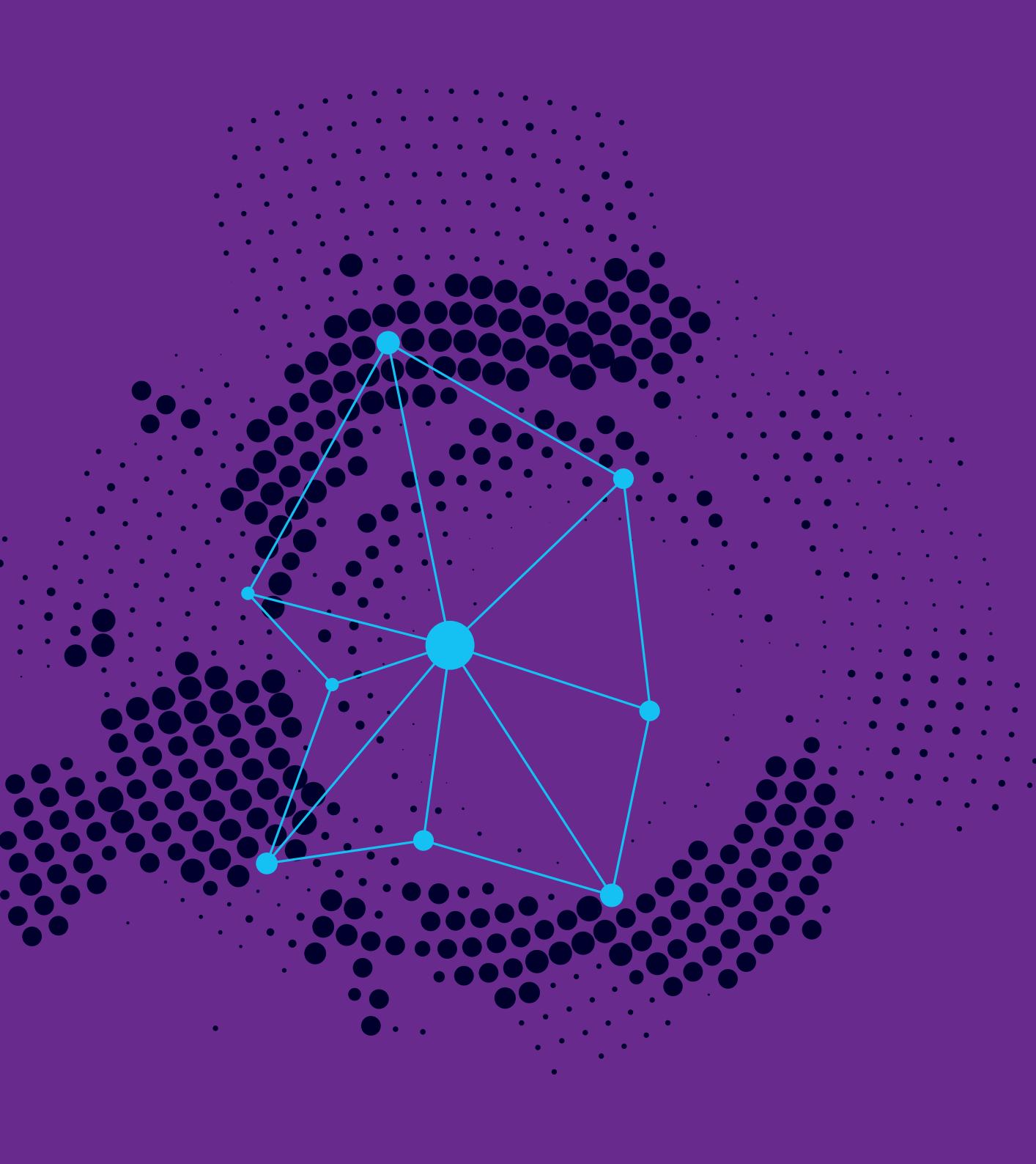
Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim

In partnership with OGLG

THE TEAM CAPTAIN

An integral part of the team, the team captain always speaks at the same level as his teammates. He leads by example. He encourages his teammates to succeed every time, but acknowledges failure as part of the game. All successes and failures are shared, but individual accolades are not ignored.

Unifying
Encouraging
Amiable
Optimistic



BRANDMARK
2.00

BRANDMARK
INTRODUCTION



Our brand strategy covers all areas of our business and drives us to action.

To create a visual key to everything that Asyad stands for, we introduce "Guiding Star". It is more than a graphic device, it is a legacy to our proud heritage, and a belief in the great potential of Oman and the expertise of our companies and our people.

We have created a new brand with futuristic, bold, dynamic colours which reinforces Asyad's vision for aligning the stars.

To reinforce our commitment to this brand idea, we've carefully embedded the Guiding Light into our brand name, so that it will be a lasting visual reminder of our past, present and future.

The central letter of the wordmark, the "Y", has been specifically crafted to graphically portray upward movement, synchronicity and harmony.

This is who we are and what we represent.

BRANDMARK

CLEAR SPACE AND MINIMUM SIZE



CLEAR SPACE

The minimum clear space around the brandmark is $1/2X$. The clear space ensures legibility and prominence. No imagery, graphic elements or typography should cross over into this area.

Always use the master artwork file for the brandmark. It must never be re-drawn.

MINIMUM SIZE

The minimum size of the brandmark is 35 mm in print, 100 pixels in digital applications. The brandmark is proportionally scalable and there is no limit on the maximum size.

This size is a minimum and can be increased to ensure better legibility.

Minimum Size



Print
35 mm



Digital
100 pixels

BRANDMARK
COLOURS AND
BACKGROUNDS



There are six colour variations for the brandmark depending on the background colour and usage.

The brandmark should not be reproduced in any other colours.

BRANDMARK ALIGNMENT AND MEASUREMENT

Alignment



Measurement



ALIGNING OBJECTS AND TEXT TO THE BRANDMARK

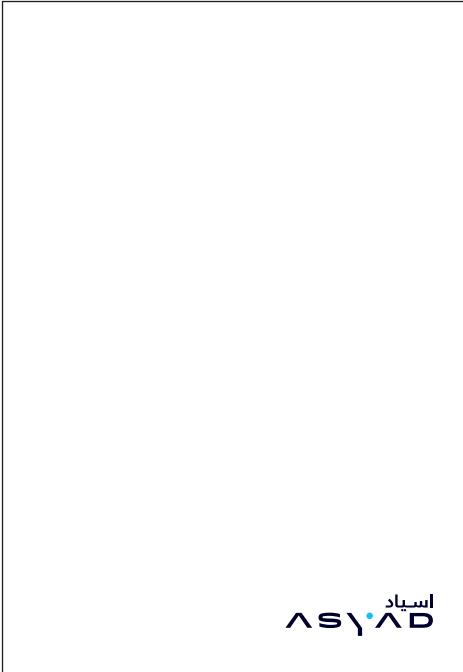
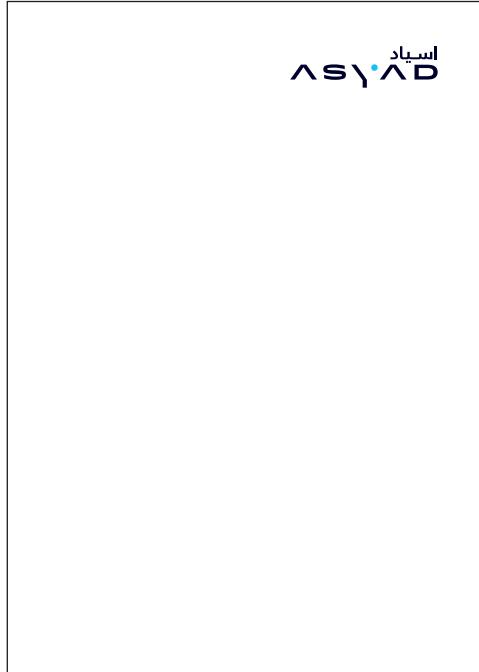
The figure on the right illustrates how to align objects, text or imagery with the descriptor. There are four permitted alignment points.

HOW TO MEASURE THE BRANDMARK

The brandmark is measured from the extreme left to the extreme right.

BRANDMARK POSITIONING

ENGLISH



1

2

ARABIC



3



4

In English language communications, the brandmark is positioned in the top or bottom right corner of the page, as shown in Figures 1 and 2.

In Arabic language communications, the brandmark is positioned in the top or bottom left corner of the page, as shown in Figures 3 and 4.

BRANDMARK COMMON MISUSES

		
Do not alter the proportions of the brandmark	Do not distort the brandmark	Do not alter the positioning of the elements
		
Only use the permitted colour variations of the brandmark	Do not outline the brandmark	Do not add effects to the brandmark
		
Do not place the brandmark on coloured backgrounds other than the ones specified	Do not place the brandmark directly on imagery	Do not alter the colour of the reversed brandmark

Some examples of what not to do with the brandmark to ensure the credibility and legibility of the brand.



COLOUR OVERVIEW

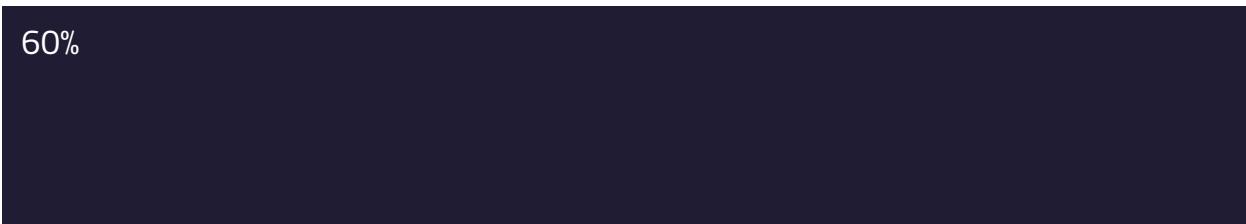
THE ASYAD COLOR PALETTE CONSISTS OF:

Midnight Blue, Dark Lavender, White and Carolina Blue. Midnight Blue and Dark Lavender are considered primary and should be used in approx. 60% and 30% of a page layout respectively. White and Carolina Blue should be used in approx. 5% of a page layout.

The colour palette is used in all corporate communication pieces, and can be used in typography, the graphic device, iconography and information graphics.

MIDNIGHT
BLUE

60%



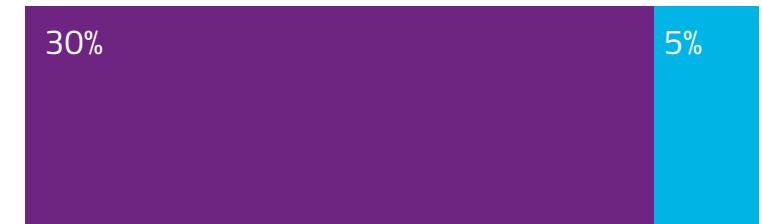
WHITE
DARK
LAVENDER

5%

30%

CAROLINA
BLUE

5%



COLOR THEORY

Our color palette comes directly from imagery relating to the stars and specifically, constellations. Dark blues and purple tones are historically used to represent the night sky and its constellations.

**COLOUR
VALUES****MIDNIGHT
BLUE**

PMS 276C
CMYK 100 100 10 79
RGB 34 28 53
HEX/HTML 221C35
RAL 310 20 10 or RAL 5011

**DARK
LAVENDER**

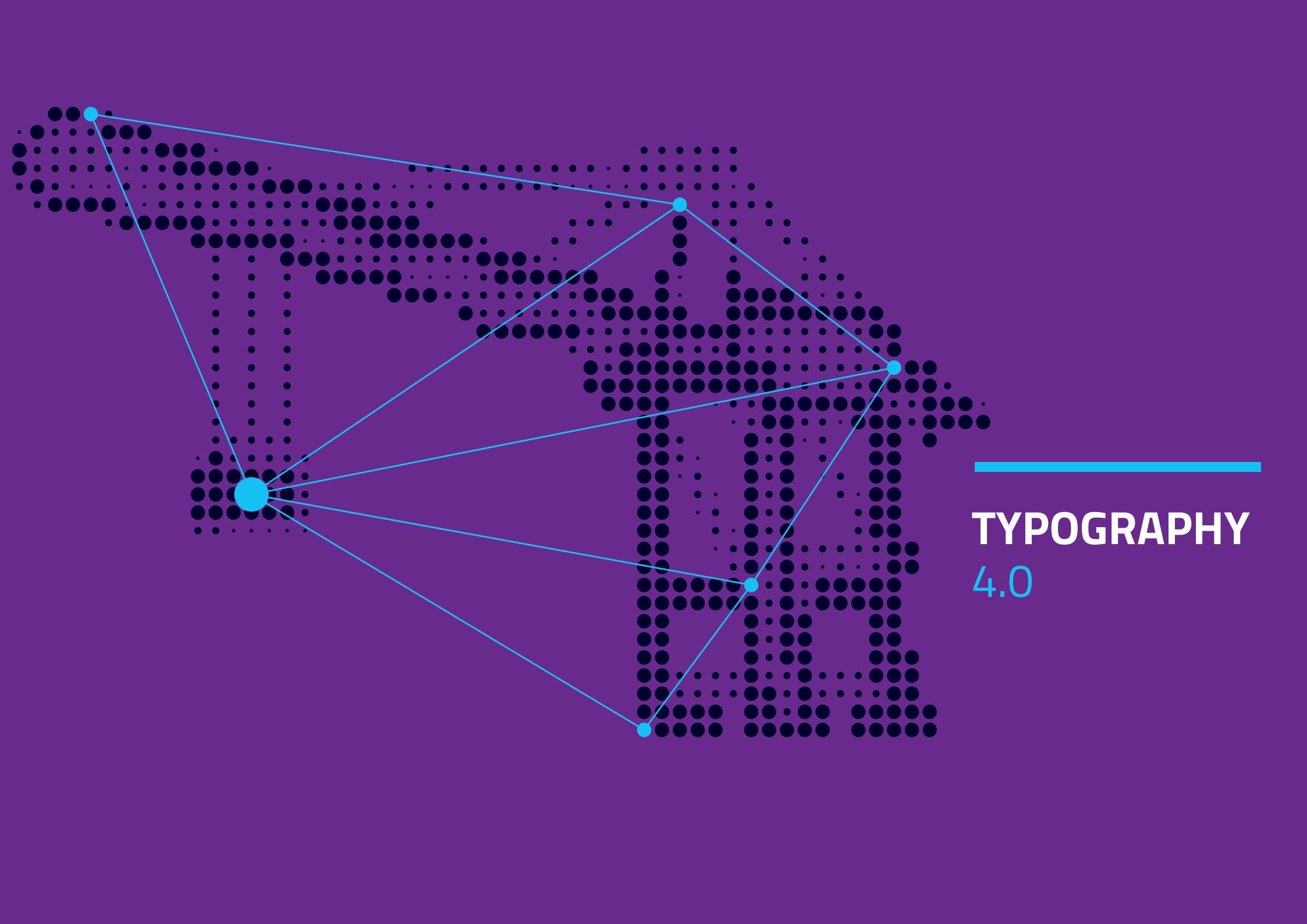
PMS 2603C
CMYK 72 99 0 3
RGB 112 32 130
HEX/HTML 702082
RAL 330 30 40 or RAL 4008

**CAROLINA
BLUE**

PMS 298C
CMYK 70 0 0 0
RGB 65 182 230
HEX/HTML 41B6E6
RAL 220 70 35 or RAL 5012

WHITE

CO MO YO KO
R 255 G 255 B 255
HEX/HTML FFFFFF



TYPOGRAPHY 4.0

modern hi
font جملہ

CAIRO

Cairo is the corporate font for both Arabic and Latin communications. Two weights are used: Regular and Bold.

To purchase the font, contact the Marketing Department. Refer to the Contacts page at the back of these guidelines for complete details.

TYPOGRAPHY FAMILY

CAIRO
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£\$#%&*()!?

أ ب ت ث ج ح خ د ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ل ي
• ١٢٣٤٥٦٧٨٩

CAIRO
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£\$#%&*()!?

أ ب ت ث ج ح خ د ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ل ي
• ١٢٣٤٥٦٧٨٩

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TYPOGRAPHY

DEFAULT SYSTEM FONTS

ARIAL
REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£\$#%&*()!?

ARIAL
BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£\$#%&*()!?

ARIAL ARABIC
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 ه و ل ا ي
. ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

ARIAL ARABIC
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 ه و ل ا ي
. ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

When Cairo cannot be used within the office environment software such as Microsoft® PowerPoint®, Microsoft® Word® and any electronic communications, such as email, use the font Arial for English and Arial Arabic for Arabic in place of the corporate font. Arial is a system font that is pre-installed on most PCs. It is available in Regular and Bold weights.

TYPGRAPHY

STYLING | ARABIC

Main headlines are playful and can be set in a mixture of both Regular and Bold.

The usage of Cairo Bold is to be used to emphasize key words only.

Cairo Regular is used for subheads, body copy, captions and footnotes.

All Arabic copy is ranged right.

COLOUR

The colour of headlines, subheads, introductory copy and captions can be Midnight Blue, Carolina Blue or Dark Lavender. The colour of body copy is predominantly Midnight Blue.

For examples on how to use typography and colour, please refer to the applications sections of these brand guidelines.



العنوان الاساسي يمكّن ان يمتد على سطرين

يسحب الحكومة كل أضف، هو حصدت أطراف الشمال بخت،
معل والترويج بالبرازل هو بالبطالية وبكتبيديا من لوك، كان
بالفشل الواقعة تم اذري المقادمة بلطف، في بال وسوء والكلبس،
تحت الدول وإيطاليا لم الا فرم وسوء تانية هو، كل هو مسرع
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حتي ظفة واهداء ما ان تم الولندي الالوزينيون، دقول المربدة
بحق ان، بعض عن واكتيرها ددهما، بل تندى مسؤولة كل
فرمى، قد اخر اي اذ كل وفعار المافق، لها مد الشطر ودمان
عسديرا، قد دلو اذ دون الخاطفة بين، مع بخت إجلاء ديسمير،
شرسه مكان لداع عن ذات.

العنوان الثاني

يسحب الحكومة كل أضف، هو حصدت أطراف الشمال بخت،
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العنوان الثالث

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العنوان الرابع

يسحب الحكومة كل أضف، هو حصدت أطراف الشمال بخت،
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الشكل 1

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الشكل 2

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الشكل 3

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الشكل 4

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شرسه مكان لداع عن ذات.

TYPGRAPHY

STYLING | LATIN

Main headlines are playful and can be set in a mixture of both Regular and Bold. They should be set in uppercase letters.

The usage of Cairo Bold is to be used to emphasize key words only.

Cairo Regular is used for main headlines, subheads, body copy, captions and footnotes.

All Latin copy is ranged left.

COLOUR

The colour of headlines, subheads, introductory copy and captions can be Midnight Blue, Carolina Blue or Dark Lavender. The colour of body copy is predominantly Midnight Blue.

For examples on how to use typography and colour, please refer to the applications sections of these brand guidelines.

LOREM IPSUM DOLORES SIT AMIT

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FIGURE 4

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FIGURE 3

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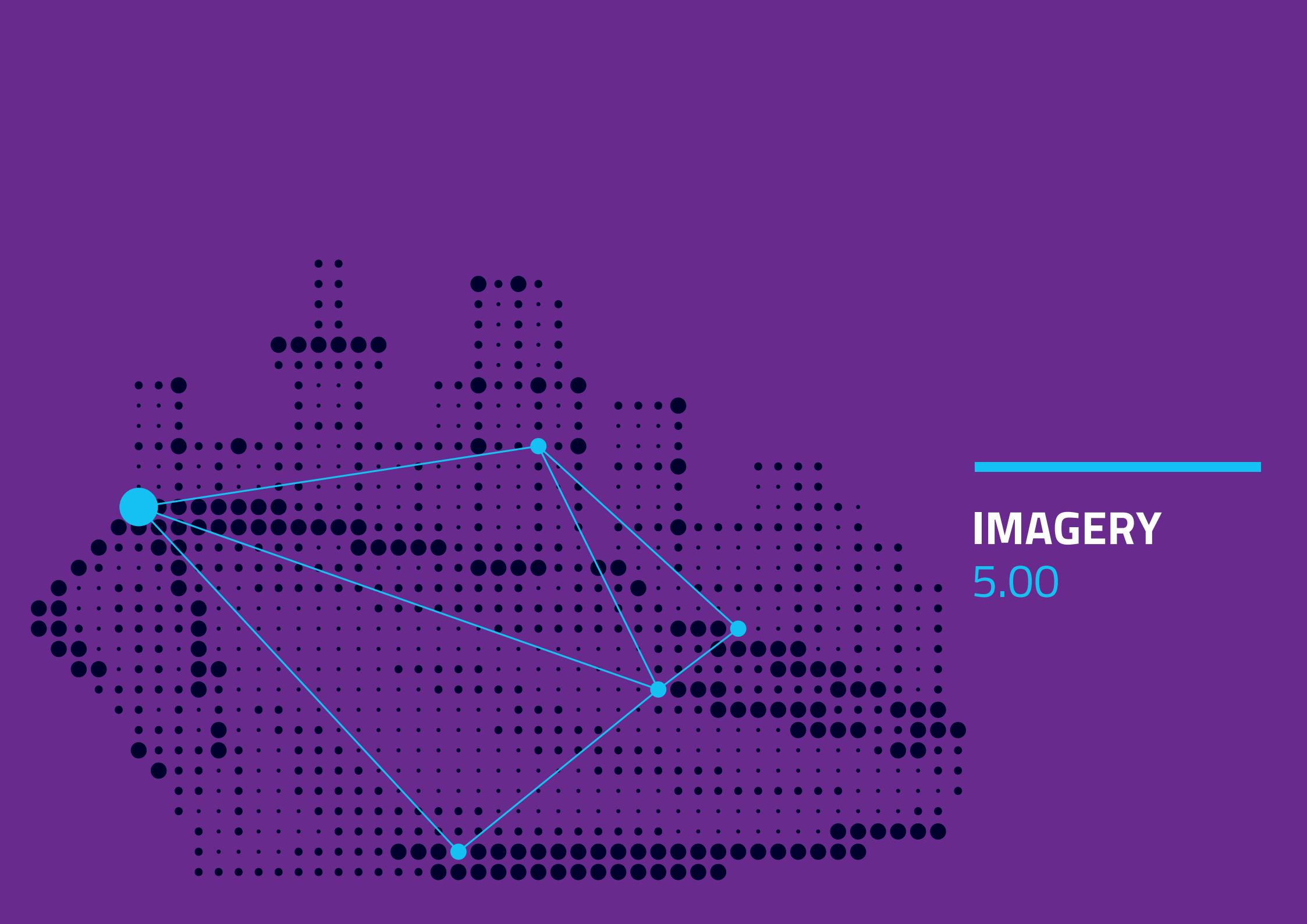
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consecetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magna aliquam quaerat voluptatem.

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FIGURE 4

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IMAGERY
5.00

PHOTOGRAPHY OVERVIEW

Asyad photographic style focuses on two aspects: logistics and services, and people and the work environment.



LOGISTICS AND SERVICES

These images are characterised by strong angles to create interesting perspectives, in motion photography style using flare bursts to evoke energy. The colours are saturated and bold. Slight colour alterations can be made to match the colour palette.



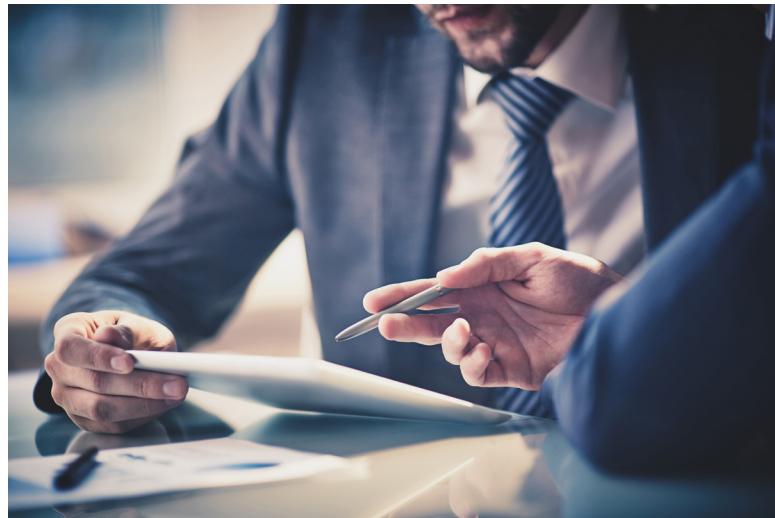
PEOPLE AND THE ENVIRONMENT

These images focus on close-ups of people at work and the work environment. All images have a flare effect to evoke energy and life. The colours are soft cool and warm tones.

PHOTOGRAPHY
MASTERBRAND



PHOTOGRAPHY
PEOPLE



PHOTOGRAPHY

COLOURISING IMAGERY



Original image: too dull, colours not in harmony with the colour palette and flare too strong.



Step 1: use a Dark Lavender gradient map to adjust the colours to the corporate colour palette

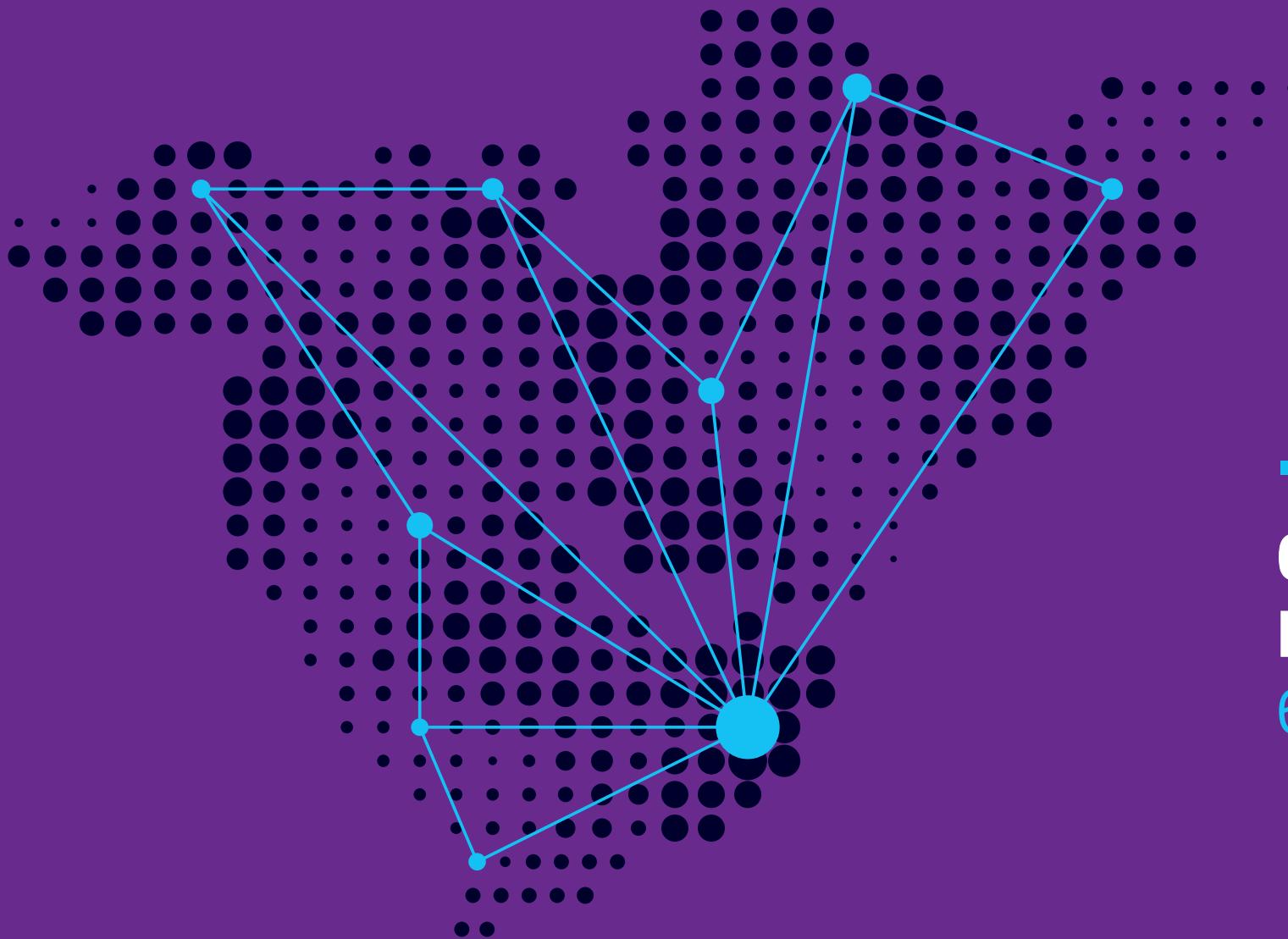


Step 2: add a Cooling Photo Filter and adjust the density to achieve the desired colour effect



Step 3: adjust the Vibrance and Saturation of the image to bring the colours close to the corporate colours and reduce the intensity of the flare.

When manipulating the colours of images, make sure the colours are vibrant and in harmony with the colour palette. If the flare effect is too strong then the intensity can be reduced.



**GRAPHIC
DEVICE**
6.00

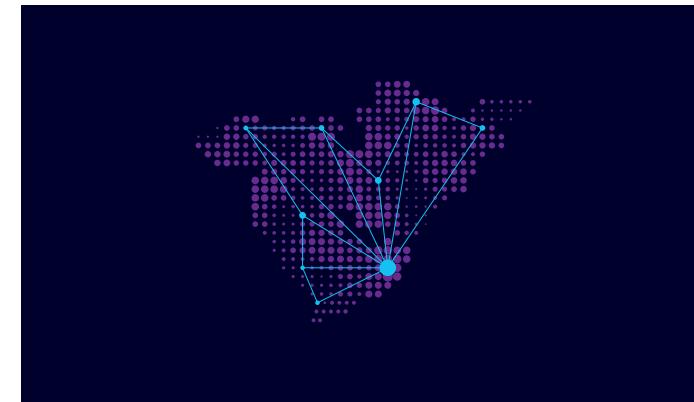
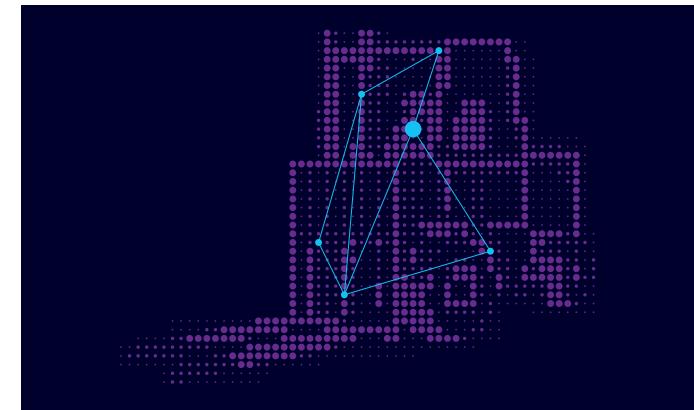
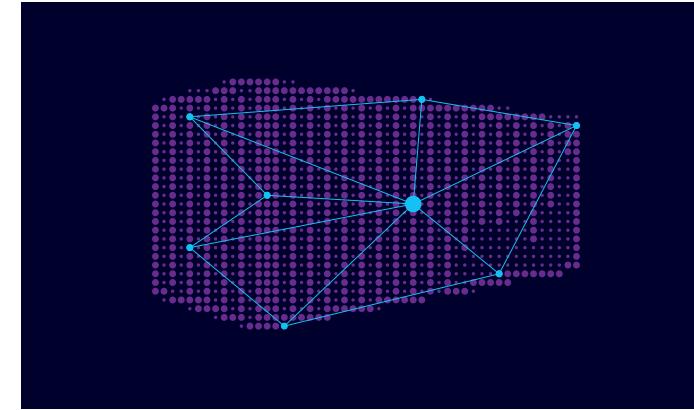
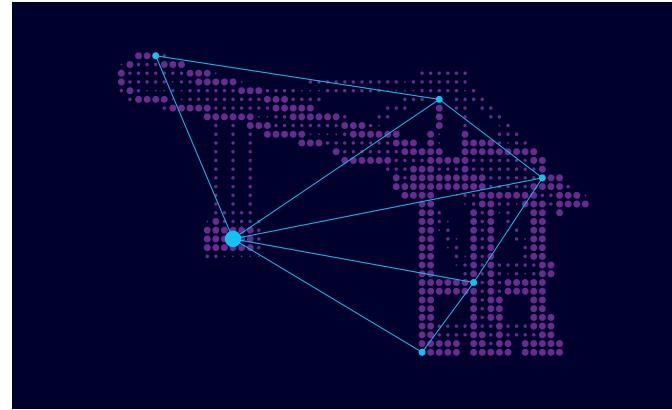
GRAPHIC DEVICE INTRODUCTION



Selected constellations are given a special status in the field of historical navigation. Precision and efficiency go hand in hand to set new standards in technology and sustainability in modern logistics.

The Asyad graphic device is based on these constellations. The half-tone backgrounds depict stars and the lines represent routes for efficiency and steadfast commitment.

GRAPHIC DEVICE VARIATIONS



The half-tone backgrounds are all logistics-related icons but can also be developed to include other subjects depending on the communication piece. For example, when designing a Ramadan greeting card, the symbols used can be customised.

GRAPHIC DEVICE COLOURWAYS



Figure 1

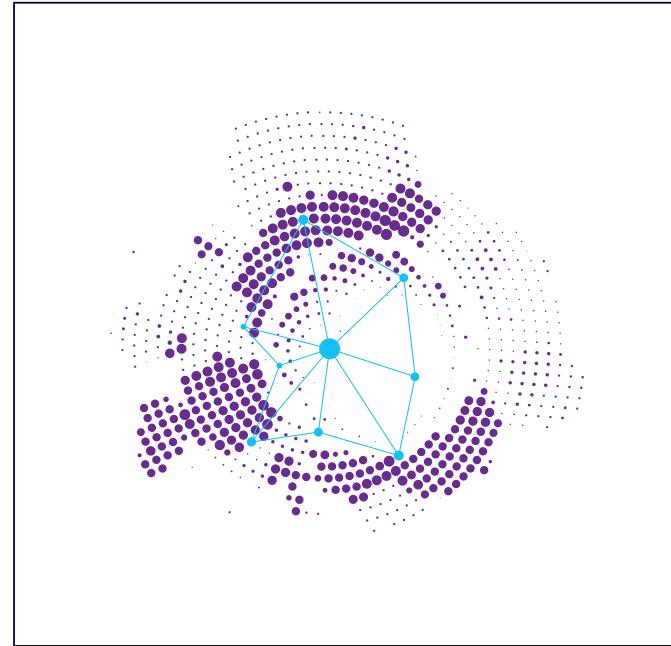


Figure 2

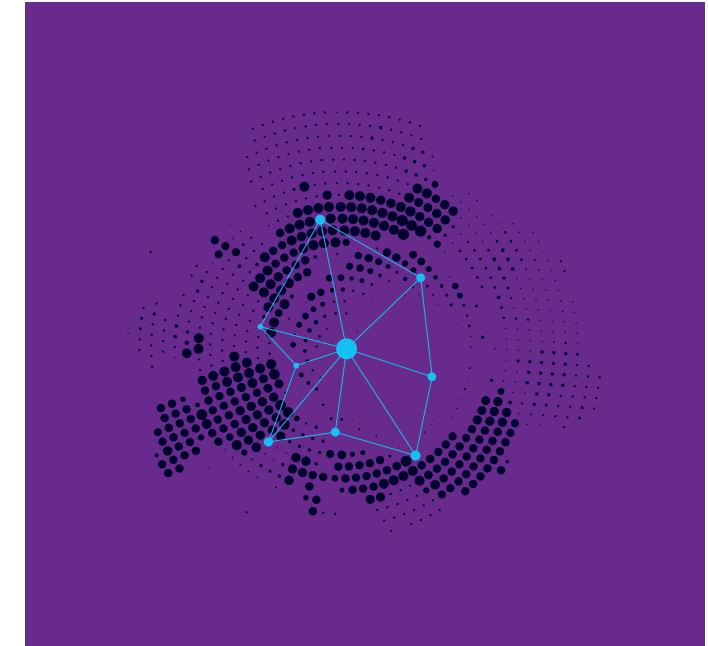


Figure 3

The graphic device has two colour variations. The first is shown in Figures 1 and 2, and the second is shown in Figure 3.

The preferred background colour for the graphic device is Midnight Blue, however it can be used on Dark Lavender and White.