

برمجيات الخليج  
لتقنية المعلومات  
**GULF PROGRAMING**  
**INFORMATION TECHNOLOGY**



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# Brand Guidelines



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# 01 Brand Logo

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## Primary Logo

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# Logo Color Variations



# App Icons



# 02 Logo Usage

Clear Space	2.1
Minimum Size	2.2

# Clear Space



# Minimum Size



# 03 Color Palette

Brand Colors

3.1

# Brand Colors



Color Name	HEX	RGB	CMYK
Klien Blue	#1725A4	(23,37,164)	(86,77,0,36)
Vermilion	#F54038	(245,64,56)	(0,74,77,4)
Russian Violet	#1A133B	(26,19,59)	(56,68,0,77)
French Gray	#D1D0D8	(209,208,216)	(3,4,0,15)

# 04 Typography

Primary Font	4.1
Secondary Font	4.2
Hierarchy	4.3



# Primary Font

Your Brand  
Primary font is  
Ping AR + LT

**Aa**

## Light

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

Aa

## Regular

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

Aa

## Bold

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

Aa

## Black

**AaBbCcDdEeFfGgHhIiJj**  
**KkLlMmNnOoPpQqRrSs**  
**TtUuVvWwXxYyZz**  
**1234567890**

**Aa**

# Secondary Font

**Your Brand  
Secondary font  
is Poppins**

**Aa**

## Light

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

Aa

## Regular

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

Aa

## Bold

**AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890**

**Aa**

## Black

**AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890**

**Aa**

# Hierarchy

**Main Heading**

75px

**Subheading**

46px

Paragraph

28px

**Book Now**

28px



**Thank You!**

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