The brandmark is inspired by the spirit of partnership. It aims to capture through its design Rawabi Holding’s unique ability to bring together marketing intelligence with innovative product and services.

The Rawabi Holding brandmark consists of our symbol—which evokes the intersection created by overlapping circles, and points vertically and horizontally—and the typographic rendering of the words “Rawabi Holding” in English and Arabic.
The approved arrangement of these elements is fixed and should not be altered in any way.

The primary lockup version of the brandmark is the preferred usage. The horizontal lockup is intended for limited use, only when necessary for marketing or legal purposes. Please contact the corporate communication department for further information and approval.

ARTWORK SHOULD BE USED IN ALL CASES. NEVER ATTEMPT TO RECREATE THE BRANDMARK.
The full-color brandmark should always be the primary option. All basic file format options are available in the master artwork files.
The grayscale option of the brandmark is used when color printing is not possible.

The grayscale version of the brandmark is mainly used for black-and-white ads and newspapers.
The one-color (black) option of the brandmark is used when full-color printing is not possible.

This version of the brandmark is mainly used for fax forms.
The reversed option of the brandmark is used when a black background is the only option.

The brandmark can be used in reverse (as white) on dark, bold or bright colors.

When choosing a background color, please choose from the primary or secondary color families. If a choice is not available, such as for hard hats, uniforms, vehicles or machinery, make sure the background color is strong enough to set the brandmark apart.
The brandmark can be used on a very light background as long as there is enough contrast and legibility with all the colors in the symbol. Always make sure the brandmark does not harmonize in color value with the background.

When possible, choose a color from the primary or secondary family to be the background color.

If the brandmark is to be placed on a background color other than a primary color, such as a photo, only place the brandmark in the light areas of the image.
Always maintain the minimum clear space around the brandmark to preserve its integrity. To maintain visual clarity and to provide maximum impact, the brandmark must never appear to be linked to, or crowded by copy, photographs or other graphic elements.

The minimum clear space must never differ proportionally from the diagram demonstrated on this page.

X/2 is the minimum clear space around the signature (X being the width of the third leaf).
To protect the legibility and impact of the Rawabi Holding brandmark, it must never be reproduced in a size smaller than the one shown on this page. Please respect the minimum size rules established in this manual. There are no maximum size restrictions as long as the clear space requirements are met.

In print, the minimum size of the primary lockup is set to 25 mm in length. The secondary horizontal lockup is set to 35 mm. The length starts at the edge of the left-side logo type and continues to the tips of the right and third leaf.

(Please note that the actual sizes of the two brandmark versions on this page are accurate only when printing this manual on A3 paper.)

In the digital environment, the minimum size of the primary lockup is set to 35 mm in length. The secondary horizontal lockup is set to 45 mm. The length starts at the edge of the left-side logo type and continues to the tips of the right and third leaf.
The brandmark should under NO circumstances be used in the situations described on this page. Never use Photoshop or Illustrator filters or effects on the signature, type or symbol.

ARTWORK SHOULD BE USED IN ALL CASES. NEVER ATTEMPT TO RECREATE THE BRANDMARK.
The brandmark should under NO circumstances be used in the situations described on this page. The background on which the brandmark is placed should never conflict in color, value or form with the Rawabi brandmark.

Never use a background color from the primary family with a full-color brandmark.

Never use the brandmark on a background that does not offer sufficient contrast.

Never use the brandmark on a gray background other than primary grays.

Never use the brandmark on a blue background other than primary blue.

Never use a background that harmonizes in color value with the brandmark colors.

Never use the brandmark on a textural background that does not offer enough contrast.