

Brand Guidelines



About US

At Dar Al Qias Consultancy, we specialize in providing comprehensive evaluation services that empower you to make informed decisions, drive growth, and achieve your goals. Our expert team is dedicated to delivering accurate, insightful, and actionable assessments tailored to your specific needs.

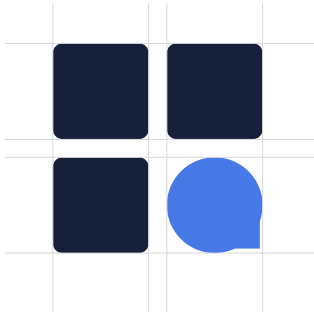


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Logomark

Our logo is the face of Logo Name
the primary visual expression
that we use to identify ourselves.
meaning that we need to be
careful to use it correctly and
to do so consistently.

Primary Logomark



Main Logo

Primary Colors

Our logo is the face of Logo Name
the primary visual expression
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meaning that we need to be
careful to use it correctly and
to do so consistently.



Main Logo Vertical

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CONSULTANCY
Your source of assurance & excellence

Main Logo Mono Colors

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Main Logo

Flat Colors

Our logo is the face of Logo Name
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to do so consistently.



Logo Structure

Our logo is the face of "Dar Al Qias" the
Logo Structure



Typofraphy Structure

Our logo is the face of "Dar Al Qias" the
typography



Exclusion Zone

Make sure that text or other design elements do not encroach on the logo

the marked space should always be given so logo can be free from any distraction



Logo Colors Variations

"Dar Al Qias" logo used on an application will often depend on the background and production method



Full Color



One Color

Logo Variations

Vertical



Horizontal



Logo Background



Logo Usage

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Logomark

Do not move any parts of the logo

Do Not: Logomark

Do not change the distance



Wordmark Logo

Our logo is the face of Logo Name
the primary visual expression
that we use to identify ourselves.



App Icon



Logo color

Colors are as important to our brand as the logos themselves. Just as punctuation and volume set the tone for our verbal and written style, color sets the tone for our visual style.

Bright blue

#4779E6

R71 | G121 | B230

C79 | M52 | Y00 | K00

Gradient

R71 | G121 | B230

C79 | M52 | Y00 | K00

R22 | G32 | B56

C96 | M84 | Y47 | K60

Dark Blue

#162038

R22 | G32 | B56

C96 | M84 | Y47 | K60

Typography

The typeface we use help us to convey personality of our brand. Consistent use of typography will build an immediately recognizable identity for Skipple over time.

Aa

Roboto

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oom Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$\$%^&*()

Segoe UI

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oom Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$\$%^&*()

Weights & Styles

The typeface we use help us to convey personality of our brand. Consistent use of typography will build an immediately recognizable identity for Skipple over time.

Pairing :

Font Bold
Font Regular

Headline Font :

Font Bold

Sub Headline Font :

Font Semi Bold

Paragraph Font :

Font Light

Maintain the font pairing, Tracking, leading and paragraph headlines.

BrandBook

Mock Up

Branding Logo Guidelines







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محتوى دار القياس للاستشارات

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