



أسرة الأدباء والكتاب
BAHRAIN WRITERS ASSOCIATION

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CORPORATE IDENTITY STANDARDS

OCTOBER 2015

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LOGO TYPES

Primary Logo Type



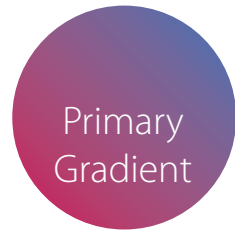
Horizontal Logo Type



Secondary Logo Type



CORPORATE COLOURS



C	45° Angle Gradient from Primary to Secondary Couloir	45° Angle Gradient from Primary to Tertiary colour	0	85	43	0
M			100	50	75	0
Y			41	0	20	0
K			13	0	6	50
R			209	28	148	147
G			9	117	88	149
B			88	188	134	152
Pantone			7426 C	2935 C	Cool Gray 9	5125 C
HKS			#d00056	#2475ba	# 945886	#939598

LOGO COLOURS

Gradient is the Primary Logo Colour



Logo in Primary Mono Colour



Logo in Secondary Mono Colour



Logo Gray Shade



Logo In White



Logo In Gradient



Logo on Black Background

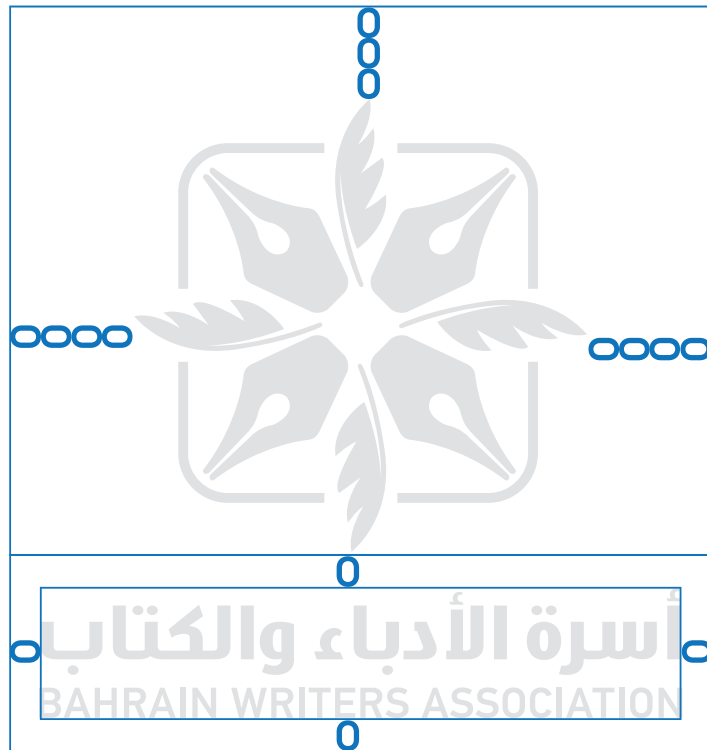


PUBLISHING COLOURS

	DESCRIPTION	SCREEN USE			OFFSET PRINTING USE				PANTONE	HKS			
		R	G	B	C	M	Y	K					
	Novel رواية	75	56	53		68	76	76	39	5195 C	#4B3835		
		49	21	20		57	79	73	74				
		194	181	155		25	25	40	0				
	Story قصة	81	87	85		60	47	50	39			446 C	#515755
		44	48	49		69	58	57	65				
		197	204	196		23	13	21	0				
	Poetry شعر	0	115	189		100	49	0	0	2935 C	#0073BD		
		0	67	121		100	70	11	29				
		162	222	249		33	0	0	0				
	Theatre مسرح	234	55	105		0	93	40	0			7425 C	#EA3769
		140	20	61		27	100	60	30				
		248	191	216		0	31	0	0				
	Translation ترجمة	169	134	44	26	39	96	16	730 C	#A9862C			
		112	85	27	37	52	100	41					
		255	234	185	0	7	31	0					
	Studies دراسات	99	155	153	64	25	40	1			7475 C	#639B99	
		54	120	127	82	42	47	5					
		183	226	227	27	0	11	0					

AREA OF ISOLATION

BAHRAIN WRITERS ASSOCIATION



TYPOGRAPHY

PRIMARY ARABIC & ENGLISH FONT
TYPE for the titles

PF DIN TEXT UNIVERSAL

أسرة الأدباء والكتاب Bahrain Writers Association

SECONDARY ARABIC & ENGLISH
FONT TYPE FOR THE BODY TEXT

ADOBE ARABIC

نموزج لنص مكتوب



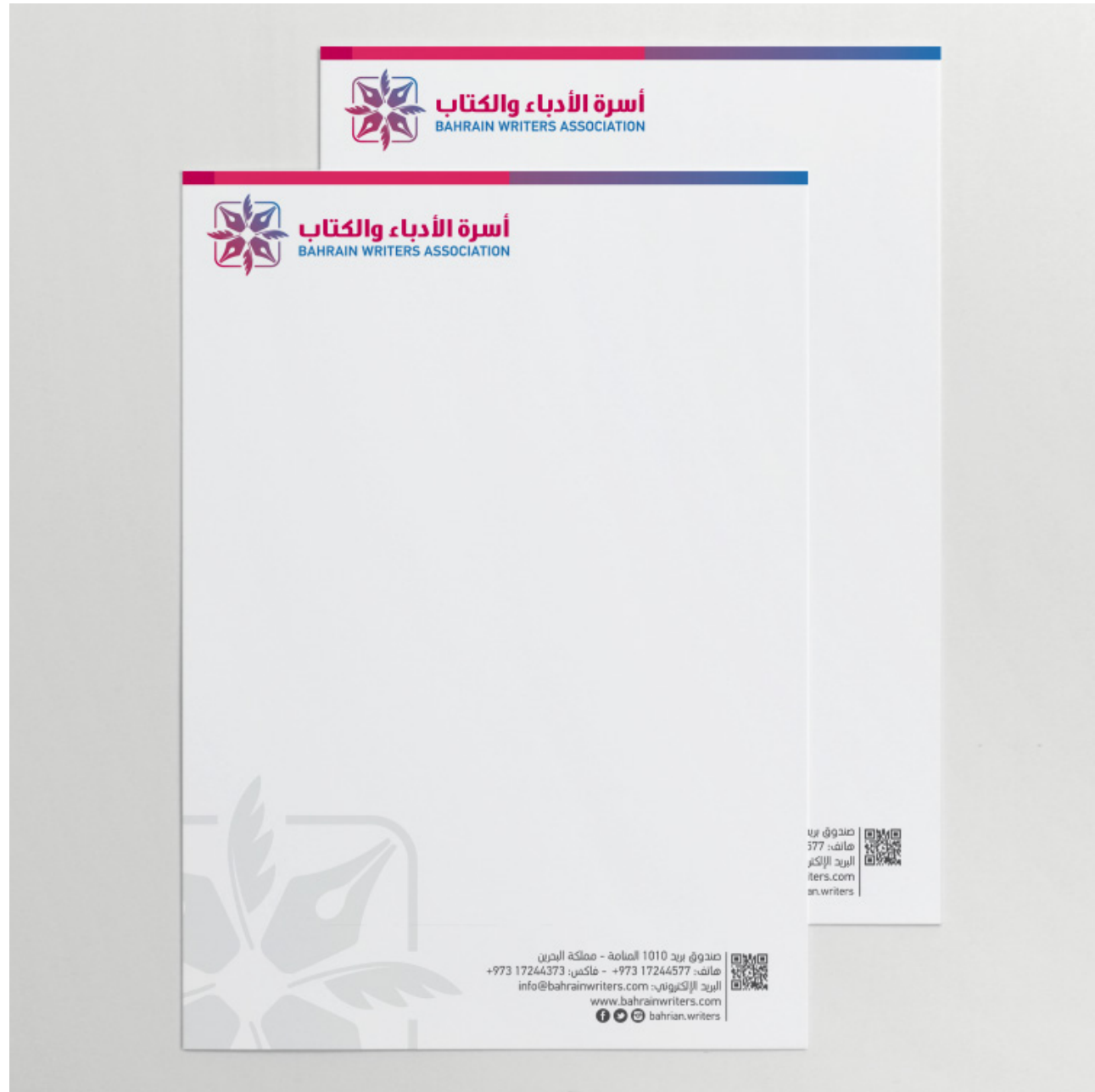
UNACCEPTABLE CONFIGURATIONS



STATIONARY - BUSINESS CARD



STATIONARY - LETTERHEAD



STATIONARY - STAMP





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THANK YOU