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BRANDMARK

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BRANDMARK:
THE BRANDMARK & EXCLUSION ZONES

Brandmark

Our brandmark consists of the Arcapita symbol – an abstraction reminiscent of a bridge – along with the typographic rendition of our name in English. Visually, the Arcapita brandmark complements the concept behind our unique brand name, in which the words ‘Arc’ and ‘Capital’ join to form a proprietary expression equating progress, success and opportunity.

The arching bridge symbol evokes Arcapita’s strength, reach and role in bringing together opportunity and ambition. The subtle separation between the two elements forming the symbol suggests the Bank’s role as a catalyst, and our mission to affect a course of action.

Do not alter the elements within the brandmark or the approved configurations in any way. Always use approved electronic artwork.

Exclusion zone

The Arcapita brandmark is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, based on the height of the last letter “A” in the logotype, must surround the brandmark in all situations (see example left).
BRANDMARK: SIZES

Minimum size
To ensure visibility and legibility, the Arcapita brandmark should never be presented in a size smaller than the minimum shown on this page.
Size for A4 items
To ensure consistency across similarly sized items this width of brandmark should be used. This width is also used across all envelope formats.

Consistent presentation of our brandmark is essential across all identity applications. If format or production constraints for your specific application cannot accommodate the requirements (such as web, silkscreening, or embroidery), the brandmark may need to be presented at a larger size.

Maximum size
Certain applications will require a larger size of brandmark, e.g. signage. The current brandmark has only been created for application on A4 items and smaller, larger sizes may require different letterspacing. In these instances guidance should be requested from the brand team.
BRANDMARK: COLOR VARIATIONS

Color reproduction
Where possible the preferred presentation of the Arcapita brandmark is in two color on a white background. Acceptable alternatives, for use when production constraints cannot accommodate the full-color brandmark, are shown to the left.
BRANDMARK: INCORRECT USAGE

Incorrect Usage
Correct and consistent use of the Arcapita brandmark is an essential part of building brand equity. Each element has been carefully designed and positioned in specific proportions. Do not alter or redraw the brandmark in any way. Always use approved electronic artwork.

Example of miss use on letterhead

Do not reposition the elements of the brandmark

Do not place other logos, graphics or text within the minimum clear space

Do not change the color of the brandmark

Do not use the brand with a shadow

Do not separate the arc from the word Arcapita

Do not place the brandmark within a graphic shape or box

Do not place the brandmark on a background that is visually distracting or that impedes legibility

To ensure the gap between arcs remains visible on a light background, the graduating tint in the bottom arc should go light to dark. On the dark background it should go dark to light.
**Positioning**

Where possible the preferred position of the brandmark is in the top left of materials. This corresponds with how Western cultures read, i.e. left to right and top to bottom, please avoid centering the brandmark.

Where possible, please allow at least 2 x ‘A’ space from the left and top sides when positioning the logo.
02

BRANDMARK

Primary fonts
secondary, Correspondence and system fonts
arabic fonts
basic TYPE sizes
Primary font

The Foundry Form Sans and Foundry Form Serif typeface families are recommended for use with the Arcapita brand identity system. These fonts are available in a wide variety of styles and weights, and were selected for their legibility, versatility, and compatibility with the Arcapita brandmark. Both Foundry Form Sans and Foundry Form Serif may be used in headlines and titles or in text.
**TYPOGRAPHY: SECONDARY, CORRESPONDENCE AND SYSTEM FONTS**

**Secondary/display font**

Within top-level items such as the annual report the additional font of Trajan can be used for display text only.

**Correspondence font**

The correct typeface for use on all correspondence generated in-house, e.g. body text of letters, is Times New Roman Regular and Bold.

**System default and PPT font**

The correct typeface for use as a system default and for PPT is Verdana.
TYPOGRAPHY: ARABIC FONTS

Printed materials

The correct Arabic typeface for use on all printing and correspondence for Arcapita is AXT Manal.

System default and PPT font

The correct Arabic typeface for use as a system default and for PPT is Simplified Arabic.
Please note these are basic font sizes only, if there is any uncertainty about type sizes please contact the brand team for guidance.

**Annual Report**

- **Annual Report: basic text**
  - Foundry Form Serif Book/Demi
  - 8.5/12.5pt

- **Annual Report: subheads**
  - Foundry Form Serif Demi Sc
  - 10/14pt
  - uppercase

- **Annual Report: headings**
  - Trajan Regular
  - 14/16pt
  - uppercase

- **Annual Report: Financial text**
  - Foundry Form Serif Book/Demi
  - 8.5/12.5pt

**Letterhead/Compliments slips**

- **Letterhead/compliments slips: address text**
  - Foundry Form Serif Bold/Book
  - 8pt

**Business cards**

- **Business cards: address/names text**
  - Foundry Form Serif Demi/Book
  - 8pt
Digital font

The Lato and Constantia typeface families are recommended for use with the Arcapita Digital Collaterals. These fonts are available in a wide variety of styles and weights, and were selected for their legibility, versatility, and compatibility with the Arcapita brandmark. Both Lato and Constantia may be used in headlines and titles or in text.

Digital font: Lato typeface family

- **Lato Light**
  - ADCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Lato Regular**
  - ADCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Lato Bold**
  - ADCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Lato Bold Italics**
  - ADCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Lato Black**
  - ADCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Lato Black Italics**
  - ADCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Lato Semibold**
  - ADCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Lato semibold Italics**
  - ADCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

Digital font: Constantia typeface family

- **Constantia**
  - ADCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890

- **Constantia Bold**
  - ADCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890
COLOR PALETTE

Primary & secondary
Additional colors
The Arcapita color palette builds on our cultural heritage and sense of identity, and represents our experience, achievements and unrelenting dedication to success. Consistent use of these colors on both printed and on-screen applications will help in building a distinctive Arcapita brand personality.

Specifications are provided for printing with PANTONE®* inks (spot-color printing) on coated and uncoated paper stock. CMYK equivalents for four-color process printing and RGB equivalents for web and on-screen presentation will be coming shortly. For non-traditional reproduction methods such as embroidery and silkscreen, make a visual match to the PANTONE®* coated specifications.

The colors shown on this page are not intended to match PANTONE® color standards.

Their relevant CMYK and RGB breakdowns and HEX values specified are the standards set by Adobe* InDesign CS3. These values should be used for reference only.

Local printers/suppliers should advise on color matching and conduct the appropriate tests prior to print production (regardless if litho or digital). They may have their own preferred breakdowns to achieve the best possible color match with the specified PANTONE® swatches if not printing with PANTONE® colors.

*PANTONE®, Inc.’s check-standard trademark for color reproduction materials.
COLOR PALETTE: ADDITIONAL COLORS

Occasionally the Arcapita color palette needs to be extended where additional colors are required, e.g. for PPT graphs.

These additional colors have been chosen to compliment both the primary and secondary colors. They should only be used on relevant applications and not become as frequently used as either the primary or secondary palettes.

**Additional Colors**

- **PANTONE® 7537**
  - C: 3 M: 0 Y: 10 K: 20
  - R: 202 G: 206 B: 194
  - HEX: #CACE2

- **PANTONE® 716**
  - C: 0 M: 45 Y: 91 K: 0
  - R: 249 G: 157 B: 49
  - HEX: #F99D31

- **PANTONE® 7474**
  - C: 90 M: 0 Y: 28 K: 22
  - R: 0 G: 146 B: 159
  - HEX: #00929F

- **PANTONE® 1805**
  - C: 0 M: 91 Y: 100 K: 23
  - R: 191 G: 49 B: 26
  - HEX: #BF311A

- **PANTONE® 689**
  - C: 7 M: 77 Y: 0 K: 34
  - R: 160 G: 66 B: 76
  - HEX: #993366