

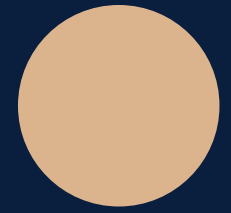
VERSION 2.2  
– JAN 2023

الأمانة العامة  
لمجلس المناقصات  
General Secretariat of the Tender Board



# Brand Identity Guidelines

# Color — Palettes



## Primary — Color Palette

Deep  
Blue

Open Spaces  
Freedom  
Intuition  
Imagination  
Inspiration

0A1E3D

R 10  
G 31  
B 61

C 100  
M 85  
Y 43  
K 53

Fern  
Green

Growth  
Energy  
Prosperity  
Encourage  
Stability

8EAE9B

R 142  
G 174  
B 155

C 51  
M 18  
Y 44  
K 0

Sand  
Brown

Modernism  
Inviting  
Adaptable  
Warmth  
Dedicated

D4B492

R 212  
G 180  
B 146

C 14  
M 30  
Y 46  
K 0

## Secondary — Color Palette

Navy  
Blue

21303A

R 33  
G 48  
B 58

C 86  
M 67  
Y 55  
K 55

Sea  
Green

4C7F62

R 76  
G 127  
B 98

C 72  
M 30  
Y 66  
K 15

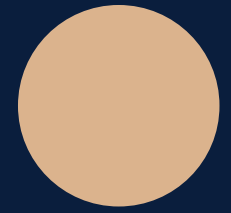
Mountain  
Brown

71695D

R 113  
G 105  
B 93

C 52  
M 50  
Y 60  
K 21

# Typography



## Primary Typeface — English

Typography is an important aspect of our brand identity. Our typographic style is our visual voice straight forward, bold and modern bringing a sense of clarity and transparency.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$%&!?-+=~

Kufam Regular  
**Kufam Regular**

Kufam Medium  
**Kufam Medium**

Kufam SemiBold  
**Kufam SemiBold**

Kufam Bold  
**Kufam Bold**

Kufam ExtraBold  
**Kufam ExtraBold**

## Primary Typeface — Arabic

Typography is an important aspect of our brand identity. Our typographic style is our visual voice straight forward, bold and modern bringing a sense of clarity and transparency.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$%&!?-+=~

Kufam Regular

**Kufam Regular**

Kufam Medium

**Kufam Medium**

Kufam SemiBold

**Kufam SemiBold**

Kufam Bold

**Kufam Bold**

Kufam ExtraBold

**Kufam ExtraBold**

## Secondary Typeface — English

Typography is an important aspect of our brand identity. Our typographic style is our visual voice straight forward, bold and modern bringing a sense of clarity and transparency.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&!?-+=~

Suisse Int'l Light  
**Suisse Int'l Light**

Suisse Int'l Regular  
**Suisse Int'l Regular**

Suisse Int'l Book  
**Suisse Int'l Book**

Suisse Int'l Medium  
**Suisse Int'l Medium**

Suisse Int'l Bold  
**Suisse Int'l Bold**



## Secondary Typeface — English

Typography is an important aspect of our brand identity. Our typographic style is our visual voice straight forward, bold and modern bringing a sense of clarity and transparency.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&!?-+=~

Suisse Int'l Light  
**Suisse Int'l Light**

Suisse Int'l Regular  
**Suisse Int'l Regular**

Suisse Int'l Book  
**Suisse Int'l Book**

Suisse Int'l Medium  
**Suisse Int'l Medium**

Suisse Int'l Bold  
**Suisse Int'l Bold**