

Jazal Holding

Brand Manual & Identity

Mini version

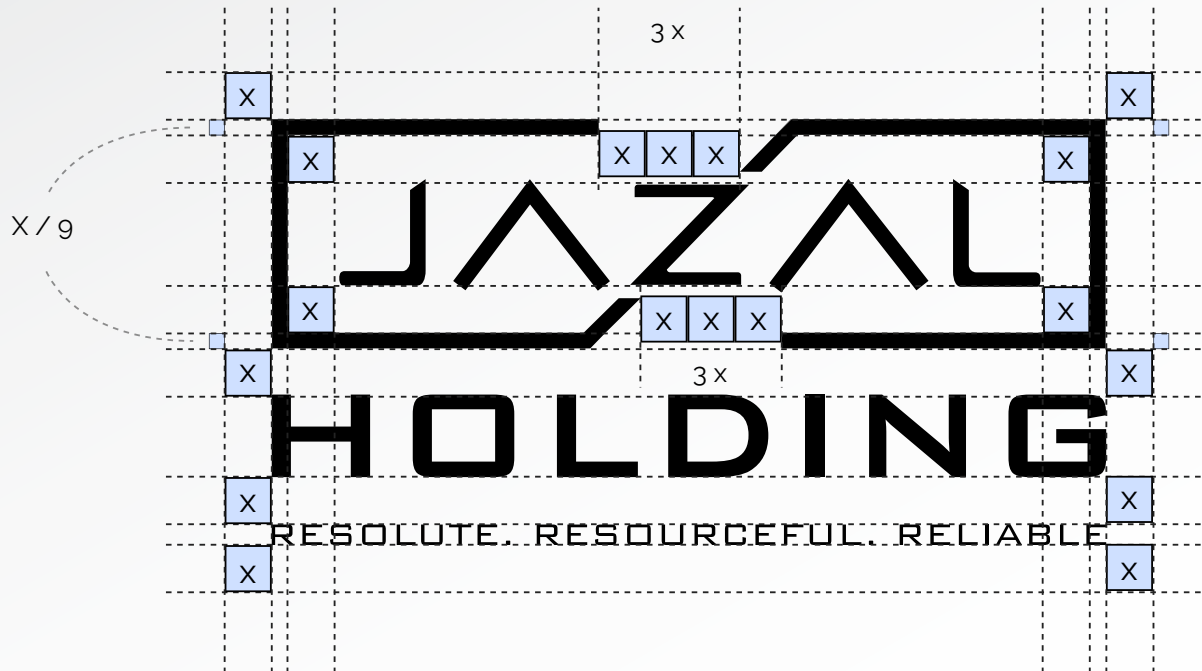


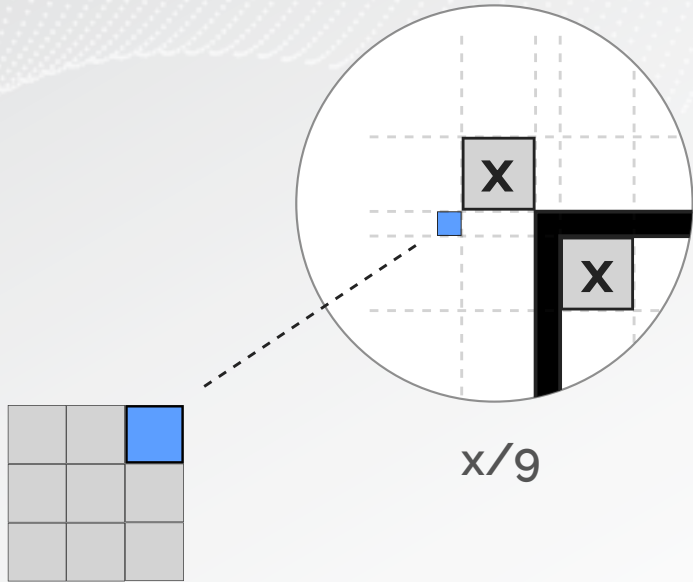
RESOLUTE. RESOURCEFUL. RELIABLE

Logo White Space



Logo white space is equidistant as marked below in.





The infinity outline is proportionate to 'X' by the 9th of the square, i.e by dividing the square into 9 equal parts. The parts being the weight of the design outline unit.

Smallest logo: Digital



30 px



60 px



30 px



60 px

Smallest logo: Print



15 mm



30 mm

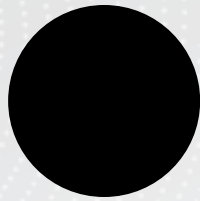


15 mm



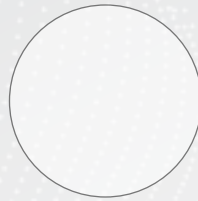
30 mm

Brand Colors



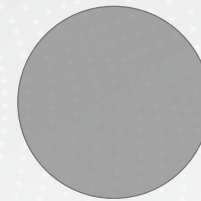
#000000

C : 75
M : 68
Y : 67
K : 90



#FFFFFF

C : 0
M : 0
Y : 0
K : 0



#545454

C : 64
M : 56
Y : 56
K : 32

Typography: Logo



Typography: Guidelines



Clash Display

Montserrat

Headlines

Clash Display /Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678900

Sub-headlines

Montserrat / Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678900

Body

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678900



Thank You