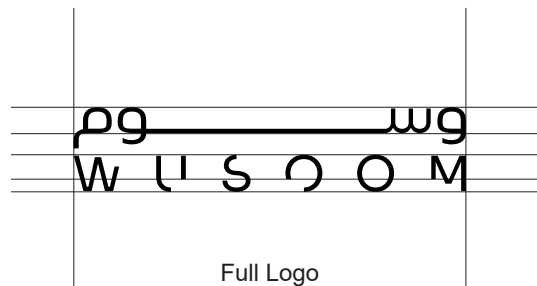


Mini Brand Guidelines

Company Logotype

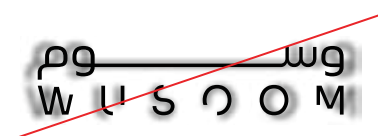
Wusoom takes its name from the Arabic word - **The First Rain** - a quiet yet powerful force that signals renewal and growth.



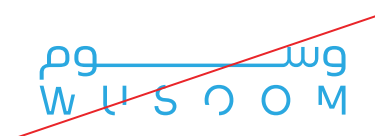
Master Identity on Colour Backgrounds



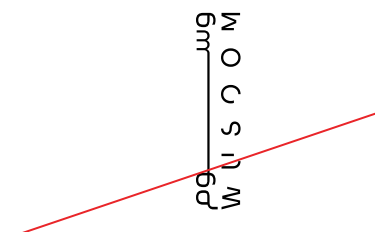
Logo misuse



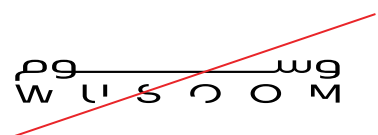
Do not add effects to the logo.



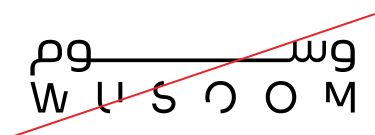
Do not change the color of the logo.



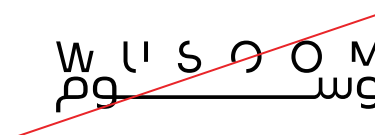
Do not rotate the logo.



Do not stretch the logo.



Do not use the logo with non brand colors.

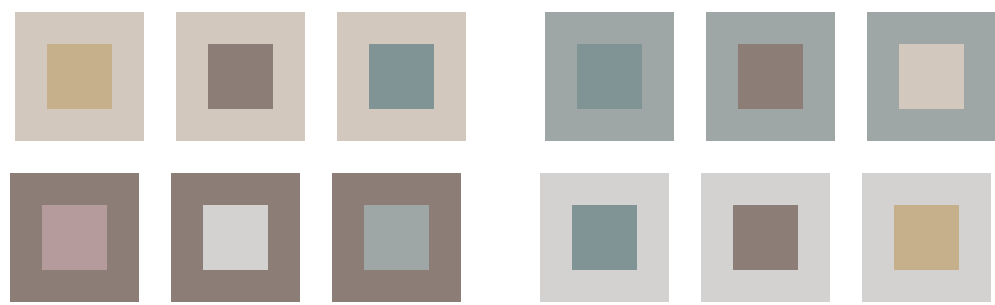


Do not rearrange the logo.

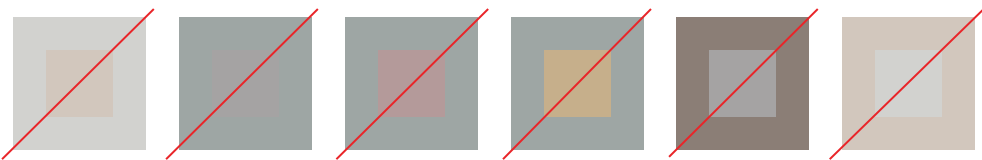
Colors Palette

RGB 199,175,135 CMYK 23,28,51,0	RGB 174,145,136 CMYK 33,42,42,2	RGB 163,165,167 CMYK 38,30,30,0	RGB 126,134,137 CMYK 53,40,40,5
RGB 222,199,183 CMYK 13,21,25,0	RGB 139,127,121 CMYK 46,45,47,8	RGB 202,202,199 CMYK 20,16,18,0	RGB 162,172,171 CMYK 38,25,29,0

Colors Combinations

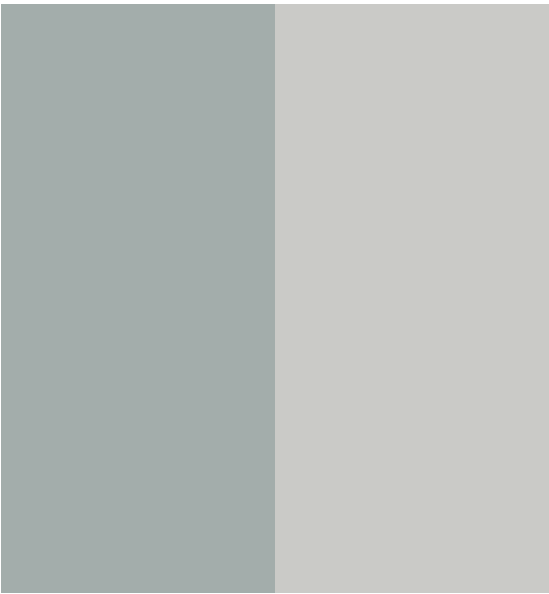


Colors Combinations misuse

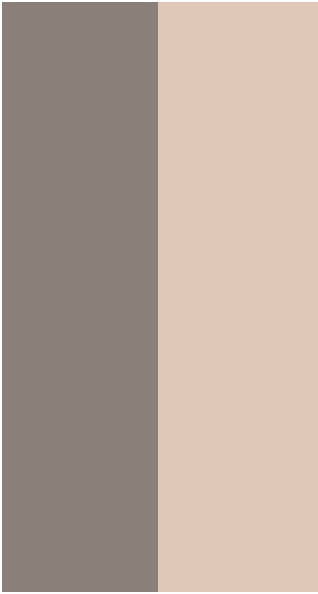


Colors Hierarchy

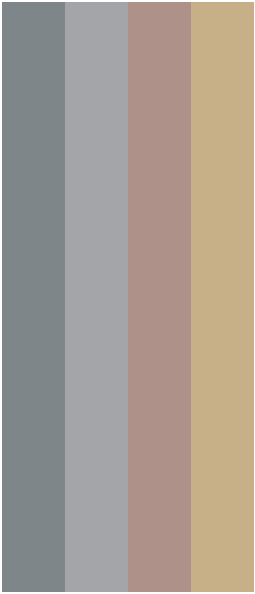
Primary
Colors



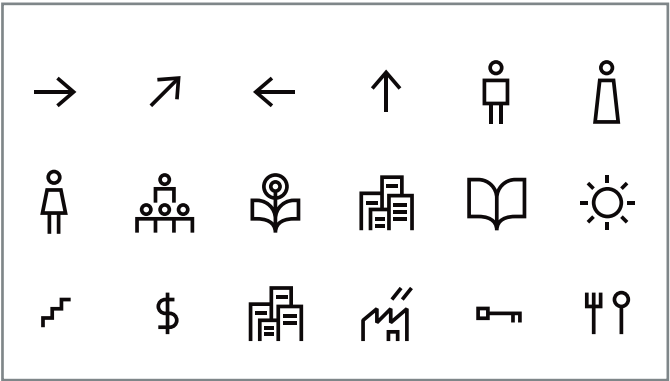
Secondary
Colors



Sub - Secondary
Colors



Iconography



Master Typefaces English/Arabic

English - Digital use (Email Communications, PPT, etc....)

Primary : GEORGIA

abcdefghijklmnopqrstuvwxyz
0123456789
!@#%&^*()=+

Secondary : ARIAL

abcdefghijklmnopqrstuvwxyz
0123456789
!@#%&^*()=+

Arabic

SEGOE UI

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
0123456789
+ = () * & ^ % \$ # @ !

Typesetting

Typography

<p>Digital Font</p> <p>These system fonts are a universal and follow the serif style.</p> <p>Use Georgia for English headline.</p> <p>Use Arial for English body text.</p> <p>Use Segoe UI for Arabic.</p>		
		بناء أسس التأثير. <small>SEGOE UI</small>
	<small>GEORGIA HEADLINE</small>	Strategy and business development. <small>SEGOE UI</small>
	<small>GEORGIA HEADLINE</small>	بناء أسس التأثير.
	<small>GEORGIA HEADLINE</small>	Building the
	<small>GEORGIA HEADLINE</small>	foundations for impact. <small>ARIAL</small>
	<small>SEGOE UI</small>	<small>ARIAL</small> Economics is generally divided into two major branches: microeconomics, which studies individual behavior, and macroeconomics, which studies the aggregate result of various individual behaviors.

Disclaimer

A professional and visually balanced font size guide for presentations using Georgia for headlines/sub-headlines and Arial for body copy. These sizes work well for both on-screen readability and design consistency:

Text	Font	Size
Headline	Georgia (Bold)	36 - 44 pt
Sub-headline	Georgia (Regular)	24 - 30 pt
Body Copy	Arial (Regular)	18 - 22 pt
Footnotes / Notes	Arial (Regular)	12 - 14 pt