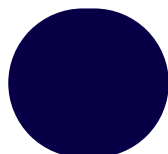


seamless

SAUDI ARABIA

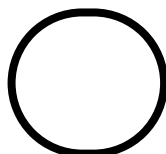
BRAND GUIDELINES

BRAND COLOURS



BACKGROUND & BASE COLOUR

#080046



PREFERRED TEXT COLOUR IF
THERE IS A DARK BACKGROUND

#FFFFFF



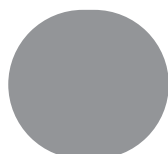
LOGO COLOUR

#ED1C24



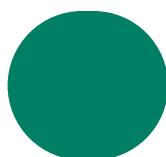
PREFERRED YELLOW TONE IF
NEEDED TO BE USED FOR
BUTTONS

#FCB81E



LOGO GREY COLOUR

#939598



SEAMLESS KSA BRAND COLOUR

#007F64

FONT

Header font (always in Cap)

BLANC BOLD

LIGHT MEIDUM BOLD HEAVY

Sub header font

Asap Bold

Medium SemiBold Bold

Text font

Asap Regular

CONSIDERATIONS

For the innovative graphic (find saved in dropbox file) please:

- Don't overlay small text/graphics when the Innovate colour in 100% opacity.
- if Logo/text placed on top of the Innovate graphic, Innovate graphic opacity should be at 20%.
- Don't use Innovate graphic when the image is too busy.