



وكالة تنمية المنشآت
الصغيرة و الأَصغر
Small & Micro Enterprise
Promotion Service

التابعة للصندوق الاجتماعي للتنمية
Subsidiary of the Social Fund for Development

SMEPS CORPORATE MANUAL



smepps

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INTRODUCTION

This manual has been developed in order to ensure that the graphic elements which make up the visual identity of SMEPS: the logo, the colors, the type font and design architecture are used correctly and consistently in all our Projects.

The guidelines contained in this manual indicate how to use and combine the various elements so as to maintain Visual consistency in the world. This tool helps to convey the idea, values and personality of SMEPS, and so it is very important to digest and apply its content.

Simple for our professionals, better for the brand

With your collaboration, this manual will be an essential tool in maintaining the strength and persistence of SMEPS's identity over time.

Who is this manual for?

It is for you, as a part of SMEPS, as a SMEPSers or as a Partner. It is aimed at graphic designers, printers and any external consultant with responsibility for the design, creation or production of any element owned by SMEPS.

What is this manual for?

This interactive manual is an aid to presenting ourselves as a brand in a specific, predetermined manner:

Professional: all material produced by SMEPS reflects the Agency's philosophy of Creativity & Diversification.

Convincing: the communication of our brand must be easily to recognize.

LOGO

①

Original Logo

②

Black version

③

White Version

①



②



①



②



①



②



③



③



③



Color Scheme

The formal logo will be implemented in formal use such as, Stationary, formal papers, Annual reports, reports, and formal occasions, only.

①

Landscape With SFD

This is the original logo of SMEPS agency, and it'll be use in all official and formal use.

①



Logo Use

Formal Use

①

Portrait

This is the original logo of SMEPS agency, and it'll be use in all official and formal use.

②



②

Landscape

The landscape logo is an alternative use of the original logo, and it'll be use in some occasions, when the portrait logo is not fit in the deign

③



Logo Use

Formal Use

①

UNFORMAL USE

The Un formal logo or “Ad logo” this logo will be implemented in advertisements and social media.

①



Logo Use

Unformal Use

①

Reserved space

In order to maintain the logo's visual impact, its reserved space must always be observed.

②

Minimum sizes (overall width)

Formal Use: 30x30 mm

Un Formal Use: 20x20 mm

①

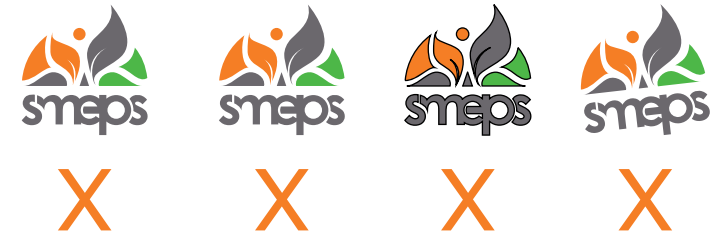


②



Reserved space

The incorrect use of the SMEPS logo adversely affects the impact of our communication, as it conveys an inconsistent message.



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Transformation & Restrections

In these case we can use the black and white logo version.

Dark backgrounds we use the white version
Light backgrounds we use the black version



Logo Over Backgrounds:

Solid Colors

In these case we can use the black and white logo version.

In dark backgrounds photography we use the white version
Light backgrounds photography we use the black version



Logo Over Backgrounds:
Photography

COLORS

①

PANTONE P 151-8 U

CMYK: 71% | 0% | 100% | 0%

RGB: 78 | 173 | 51

#4EAD33

②

PANTONE P 172-10 U

CMYK: 60% | 54% | 48% | 15%

RGB: 113 | 106 | 110

#716A6E

③

PANTONE P 27-8 C

CMYK: 0% | 62% | 97% | 0%

RGB: 239 | 121 | 17

EF7911

①



②



③



Identity Color

Primary