

Jewellery Arabia

Brand Guidelines

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1.0

Logo

1.1 Logo

Primary Logo

Our brandmark is a valiant and graphic expression of luxurious fashion jewellery. It is an embodiment of the magnificence of the brand and it reflects the stateliness of it.

It is the most visible element of the brand’s identity and a consistent signature across all materials and communications. There are some rules in the way to apply it, within a flexible framework that allows a level of freedom and adaptability.

Type-A



Type-B



Type-C



1.2 Logo

Primary Logo - Arabic

Type-A



Type-B



Type-C



1.3 Logo

Logo Matrix

There are two colour variations of the Logo brandmark: gold & grey and 100 % white. The preferred colour is gold & grey and should be used whenever possible.

Backgrounds

On black or dark coloured backgrounds the brandmark is reproduced in white. Jewellery Arabia brandmark should not be reproduced in any other colours.



1.4 Logo Usage

Clear Space

To ensure the distinction and legibility of the brandmark, and to convey the scale of the brandmark, it is preferable to surround it by a maximum area of clear space.

The minimum amount of clear space to be applied to the logo is indicated by ‘X’. The ‘X’ is based on the element from the logo. This clear space should be used for all printed collaterals.



Print

For print applications, the minimum width is 30mm.

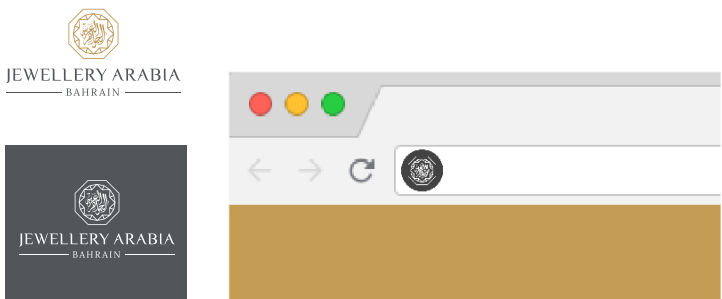


Digital

For mobile and desktop screen applications, the minimum width is 60 pixels.



Favicon

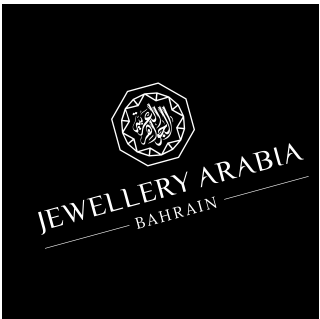


1.5 Logo Misuse

Please use the official logos supplied.
All elements should not be manipulated.
Here are a few examples of things you should not do when using the logo.



Do not place the logo on any colour background that is not mentioned in the primary colour guide.



Do not tilt or angle the logo.



Do not place the logo over an image.



Do not use offset gradients.



Do not stretch, or distort the logo in any way.



Do not use wordmark without the 'monogram' element.

2.0

Colour

2.1 Colour

Primary Colour Palette

Jewellery Arabia colour palette consists of two primary colours: gold and grey. A dominance should be shown to the rich gold – as it acts as the base of the art direction for the brand. It improves the contrast of the overall colour palette, while maintaining a sense of harmony.

Gold is also the choice of colour for the typography and graphic details.

Note: The colour values of the approved pantone for this guideline are based on the official values found in the Pantone Book (Solid coated).

<p>PANTONE 7407</p> <p>CMYK 21 36 73 9</p> <p>RGB 188 149 87</p> <p>HTML/HEX BC9557</p>	<p>PANTONE 11C</p> <p>CMYK 60 49 46 38</p> <p>RGB 82 86 89</p> <p>HTML/HEX 525659</p>
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2.2 Colour

Secondary Colour Palette

While the primary colour scheme is designed to contrast the colour palette of the brand, the secondary palette works seamlessly with it. It is recommended for both external & internal communication to convey the overall colour profile.

The secondary color colour palette creates a harmonious balance between the primary and secondary colours to give it a more fresh and vibrant look.

Note: The color values of the approved pantone for this guideline are based on the official values found in the Pantone Book (Solid coated).

<p>PANTONE 2597</p> <p>CMYK 83 100 9 5</p> <p>RGB 82 10 135</p> <p>HTML/HEX 520A87</p>	<p>PANTONE 300 C</p> <p>CMYK 88 61 0 0</p> <p>RGB 29 102 181</p> <p>HTML/HEX 1D66B5</p>	<p>PANTONE 225 C</p> <p>CMYK 2 11 4 0</p> <p>RGB 234 54 143</p> <p>HTML/HEX EA368F</p>	<p>PANTONE 225 C</p> <p>CMYK 0 98 60 9</p> <p>RGB 92 0 69</p> <p>HTML/HEX EB0045</p>
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2.3 Colour

Gradient

There are 3 types of gradient effect used for Jewellery Arabia branding. Type A is mainly used with the hero lady image however type B and C are recommended to use for all types of collateral as per the design requirements.

For all Jewellery Arabia logos general background colour usage rules are:

- Place logos on backgrounds in a way that doesn't affect the legibility.
- Try keeping the Jewellery Arabia logo in white on coloured backgrounds.



Type-A



Type-B



Type-C

3.0

Typography

3.1 Typography

Primary Font - English

Jewellery Arabia primary font is Latin Modern Roman 10 Bold This font is used mainly for Headers / Titles. For body copy it is recommended to use Latin Modern Roman 10 font.

Note: Always use Latin Modern Roman 10 Bold as a primary font for headers and Abril Fatface as a secondary font for subtitles.

Titles - English
Latin Modern Roman 10 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body copy - English
Latin Modern Roman 10 Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Latin Modern Roman 10 Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Latin Modern Roman 10 Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

3.2 Typography

Secondary Font - English

Jewellery Arabia secondary font is Abril Fatface. It is recommended to use the same font for subheadings. This font is available only in two weights which is Regular and Italic. It is recommended to use Abril Fatface Regular as a secondary font.

Note: Always use Latin Modern Roman 10 Bold as a primary font for headers and Abril Fatface as a secondary font for subtitles.

Sub titles - English
Abril Fatface Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Abril Fatface Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

3.3 Typography

Primary Font - Arabic

GE Hili Light font is used mainly for Headers / Titles as a primary font.

Titles - Arabic
GE Hili Light

ا ب ت ث ح خ د ذ ر ز س ش ع غ ف ك ل م ن ه و ط ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Secondary Font - Arabic

GE Hili Bold font is recommended to use for Sub Headings and Janna LT Regular font is for body copy.

Sub titles - Arabic
GE Hili Book

ا ب ت ث ح خ د ذ ر ز س ش ع غ ف ك ل م ن ه و ط ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Janna LT font is available in two weights, Regular & Bold but is recommended to use Janna LT font Regular for body copy.

Body copy - Arabic
Janna LT Regular

ا ب ت ث ح خ د ذ ر ز س ش ع غ ف ك ل م ن ه و ط ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Note: Always use GE Hili Regular font as a primary font for headers and GE Hili Bold as a secondary font for subtitles.

Janna LT Bold

ا ب ت ث ح خ د ذ ر ز س ش ع غ ف ك ل م ن ه و ط ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

3.4 Typography

System Font

In cases where it’s not suitable or possible to use our fonts, the recommended default system fonts are “Garamond ” for English and “Times New Roman” for Arabic.

These fonts were chosen because they work across a variety of common software applications, including Microsoft Office and Apple Productivity apps.

Fallback Font

Fallback fonts can be used when the current font isn’t available. Didot is used for English version and Arial regular is used for Arabic.

Garamond

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman - Regular

ا ب ت ث خ د ر ر س س ع ع ف ك ل م ن ه و ط ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Didot

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial - Regular

ا ب ت ث خ د ر ر س س ع ع ف ك ل م ن ه و ط ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

3.5 Typography

Web / Digital Font

Primary Font:

Playfair Display font family is used for our web and digital communications. This font is used mainly for Headers / Titles. This font is available in 5 different weights but Playfair Display Regular is mainly used for Subheadings.

Secondary Font:

Playfair Display Extra Bold is used for sub titles.

Note: Always use Playfair Display as a primary font for headers and Playfair Display Extra Bold as a secondary font for subtitles.

Titles - English
Playfair Display Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sub titles - English
Playfair Display Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

3.6 Typography

Web / Digital Font

Body copy:

Cardo font has similar characteristics to Latin Modern Roman and is available as a Google font. Cardo font is available in 3 weights & style but Cardo Regular font is mainly used for body copy.

Note: Always use Playfair Display as a primary font for headers and Playfair Display Extra Bold as a secondary font for subtitles.

Body text - English
Cardo Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Cardo Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Cardo Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

4.0

Hierarchy and Refinement

4.1 Typography

The top sentence of the header as a primary font is always thinner and the second line sentence as a secondary font is always thicker.

الشرق الأوسط التاسع والعشرون معرض المجوهرات والساعات

هذا نص وهمي. لا تستخدم هذا في أي اتصال خارجي أو داخلي.
المعلومات المكتوبة على هذا النص هي فقط لشرح نمط الطباعة للخط.
يرجى عدم استخدام هذه المعلومات لأي أغراض أخرى. هذا النص هو
نص وهمي. تمت كتابة هذا النص لإظهار نمط الخط. أطلب من فضلك لا
تستخدم هذا الخط. تجنب استخدام هذا النص كلما أمكن ذلك.

The 29th Middle East Jewellery & Watch Exhibition

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua. Ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex ea commodo
consequat. aute irure dolor in reprehenderit int.
eu fugiat nulla pariatur. Excepteur sint occaecat.

5.0

Photography

5.1 Photography

The big idea behind the photography for Jewellery Arabia is it gives balance to all visuals, is fundamental in all arabesque & modern design.

This concept of proportion serves as the core inspiration behind the photography style of the brand.

Visually

Visually our photography style is majestic, striking and bold. Our visual language is expressive and should show the grand scale of the brand. We are regal and our imagery should reflect that.



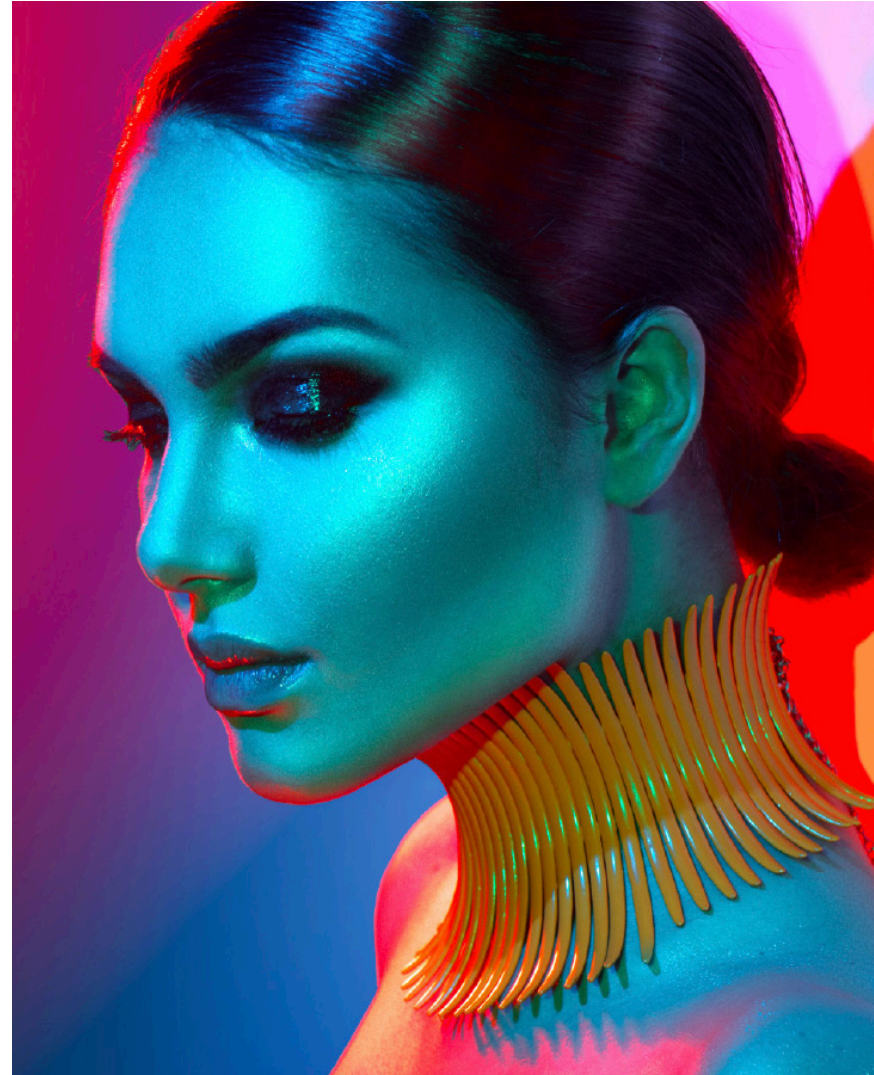
6.0

Graphics

6.1 Graphics

Vibrant Colour Photo Treatment

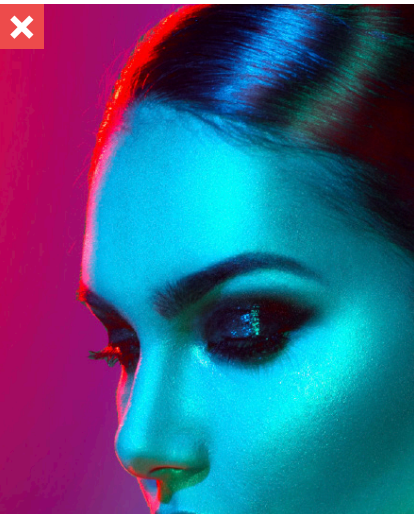
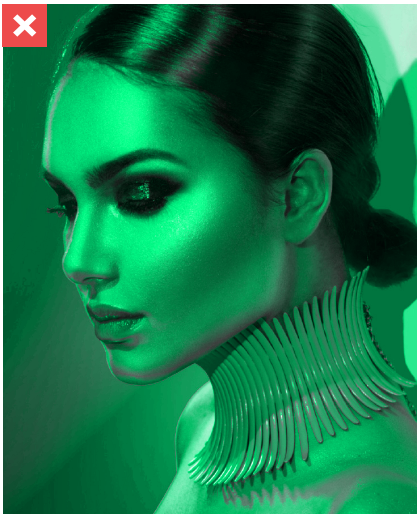
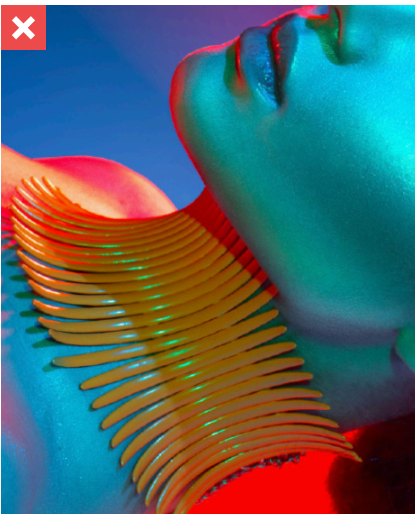
Whenever photos are used as a generic background where they play secondary role, a graphical treatment is recommended. For the purpose of this brand book it's called "JA Vibrant Colour Photo Treatment".



6.2 Graphics

Picture Treatment

DO's and DONT's for all graphics.



7.0

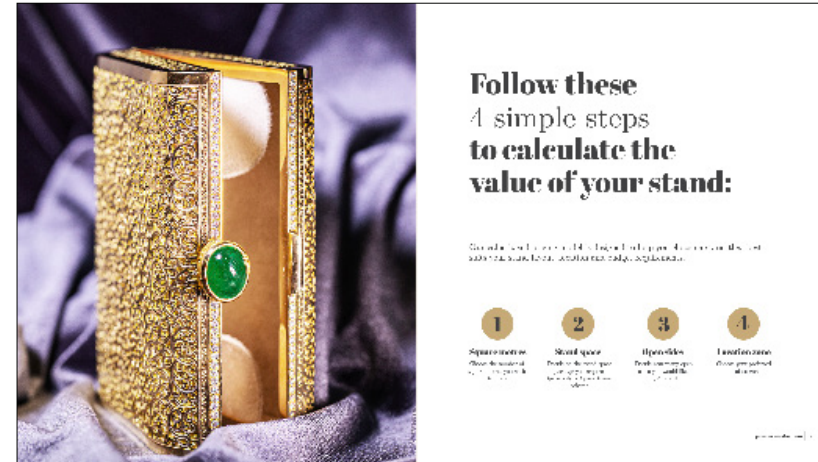
Application

7.1 Application

Brochure



Inner pages



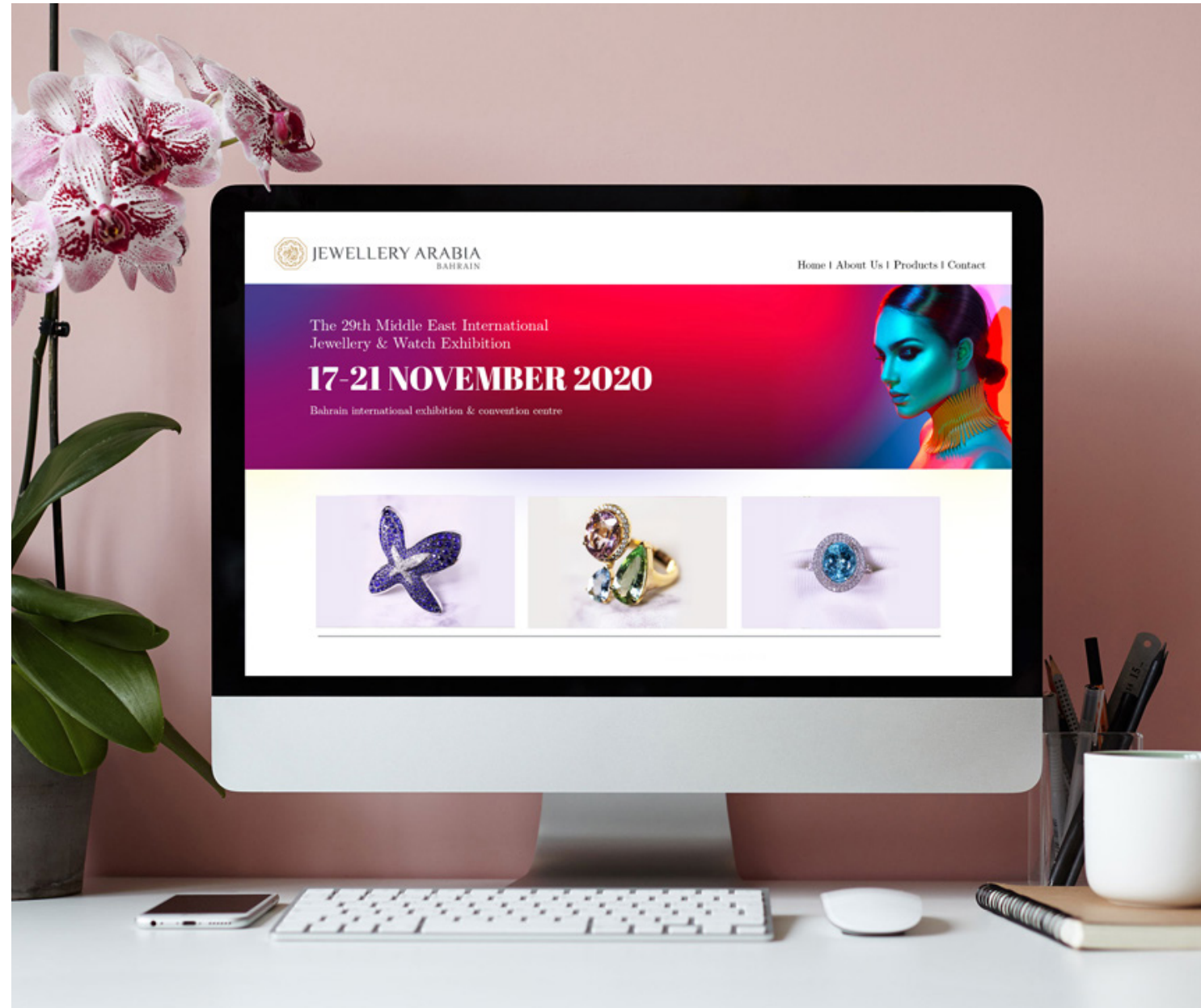
7.2 Application

Signboard



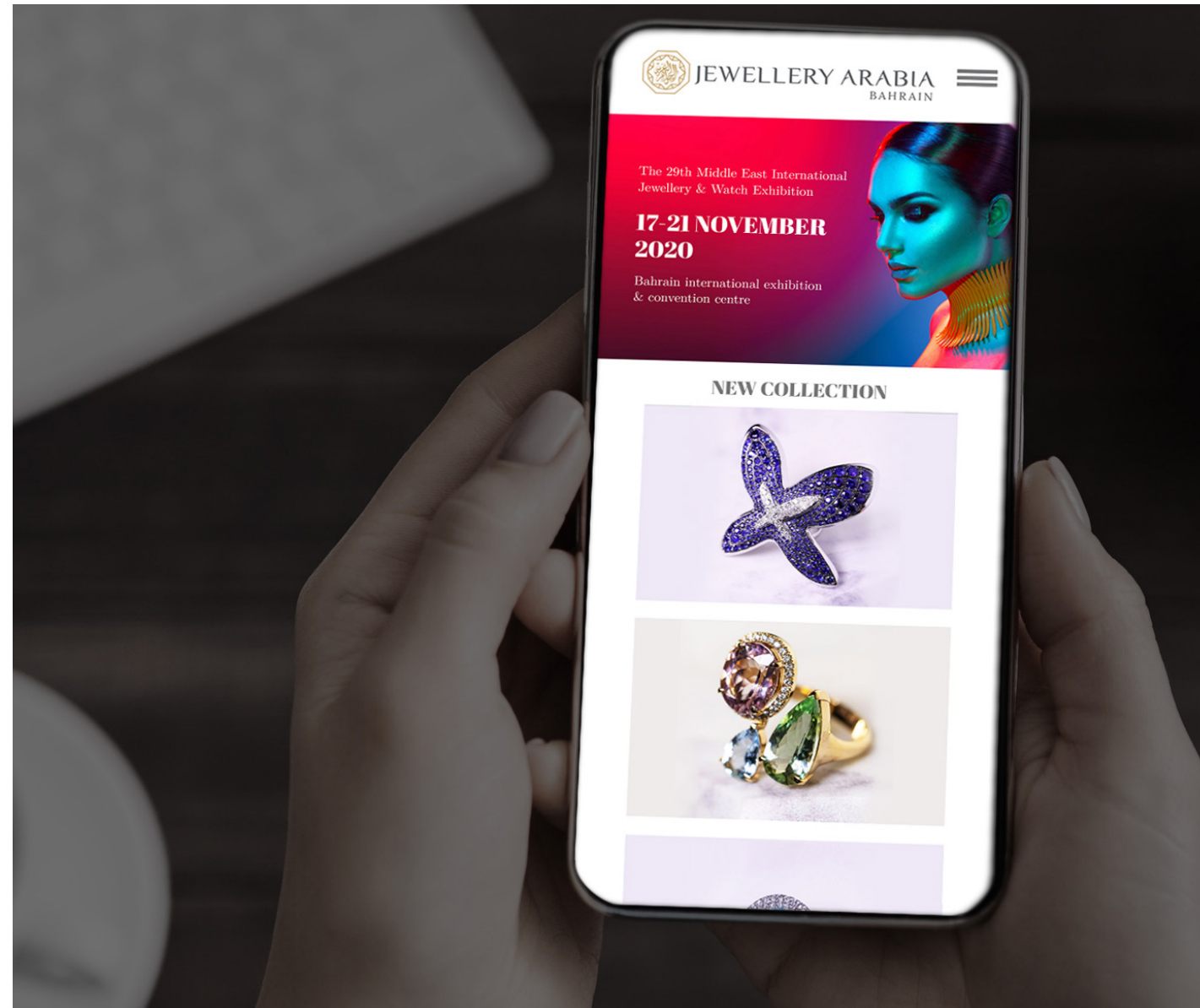
7.3 Application

Website



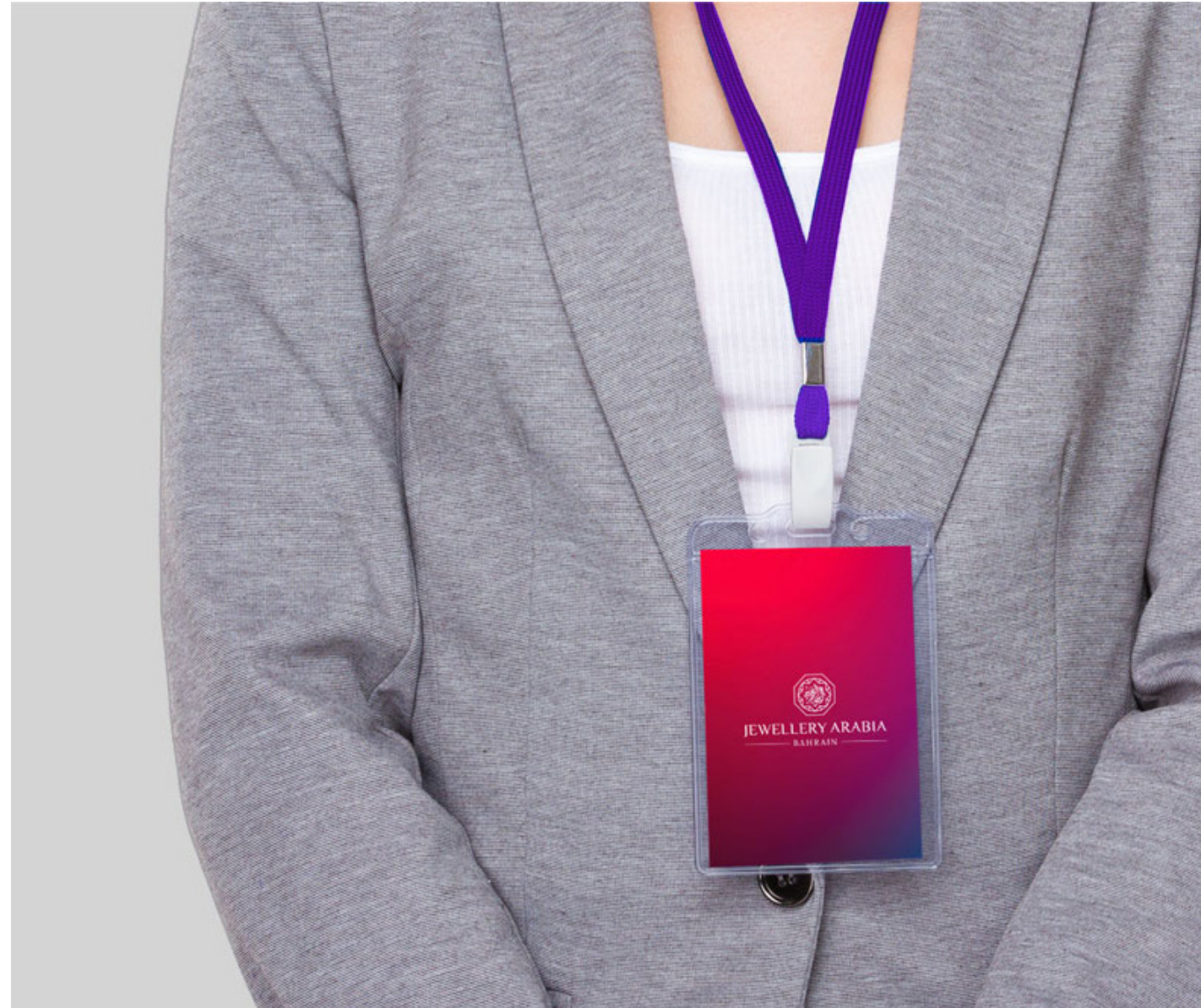
7.4 Application

Mobile App



7.5 Application

Badge Design



7.6 Application

Shopping Bag



7.7 Application

Standee



8.0

Iconography

8.1 Icongraphy

With different icons in our library, there is the opportunity and resource to communicate in an engaging manner, covering a variety of subjects, verticals and categories across print and digital.

Additional icons will be developed in the future to keep the suite relevant and up to date.

1.5M+
Consumers reached through social media channels

6M+
Impressions

250,000+
Website page views



Influencer campaign



Print advertising in mainstream, lifestyle and industry publications



Prime outdoor advertising in Bahrain and Saudi Arabia



Emailers and SMS



TV & press coverage



Event listings

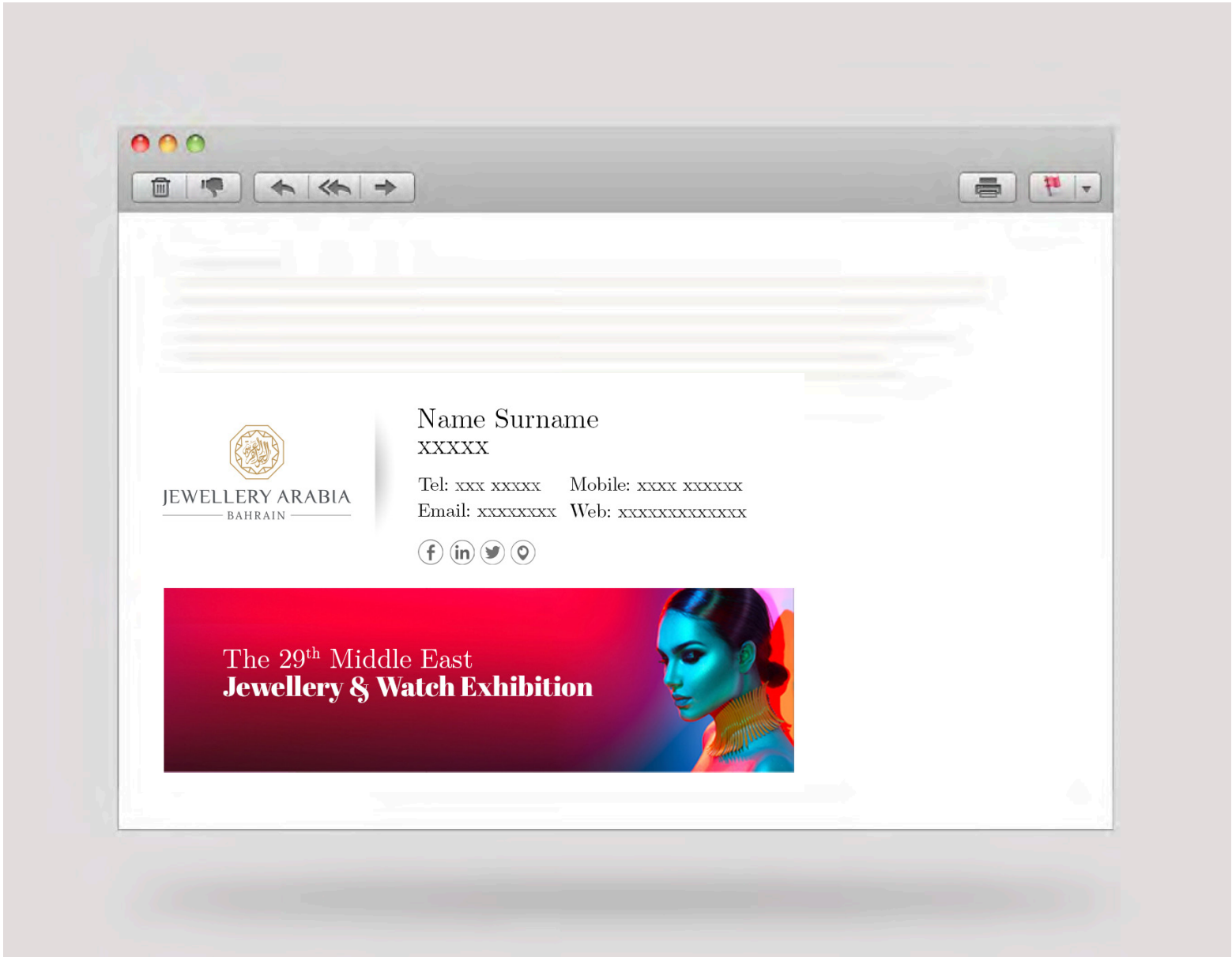


Digital and social media campaign in the Gulf region

9.0

Email Signature

9.1 Email Signature



Thank you!