

BRAND GUIDELINES

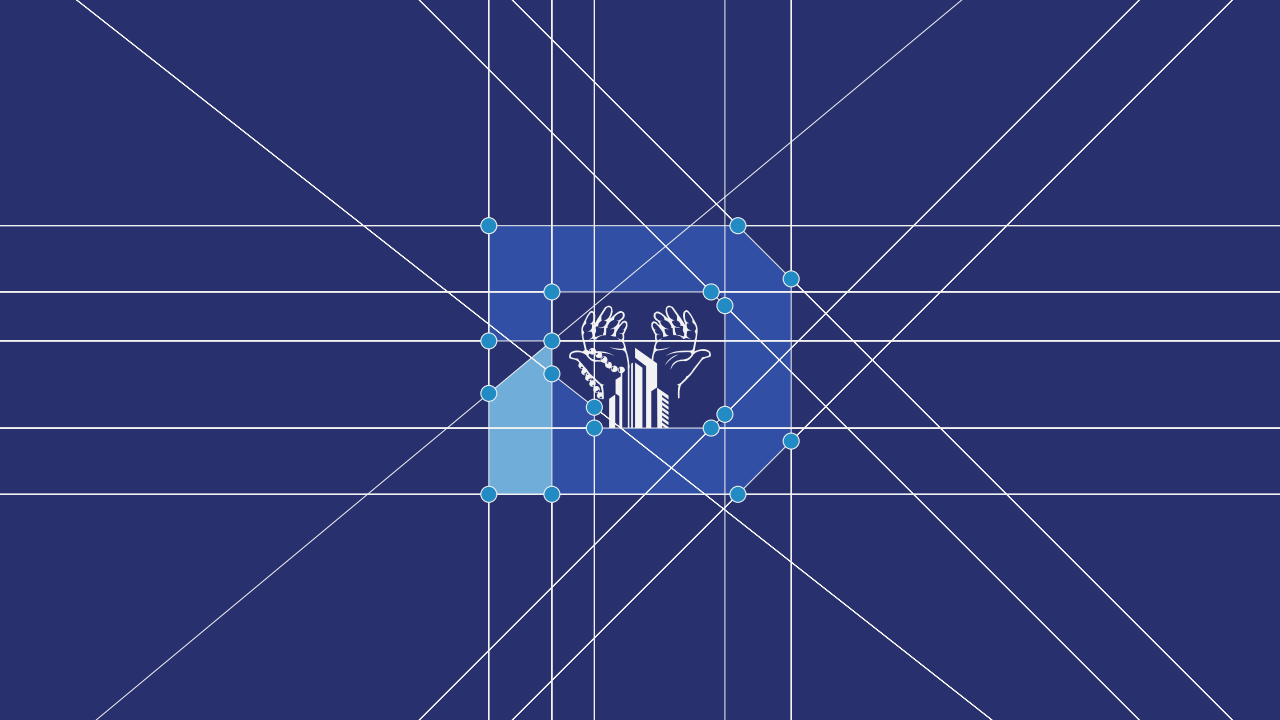












15.5x

7.5x



5.5x

1x

13.5x

1x

محفوظ سرمایہ کاری،
بہتر مستقبل



محفوظ سرمایه کاری،
بهبتر مستقبل



INDIGO
(RAINBOW)

RGB
40, 48, 110

HEX
28306e

CMYK
64%, 56%, 0%, 57%

PANTONE
534 C

HSV / HSB VALUES
233°, 64%, 43%

CYAN
CORNFLOWER
BLUE

RGB
34, 139, 195

HEX
228bc3

CMYK
83%, 29%, 0%, 24%

PANTONE
7689 C

HSV / HSB VALUES
201°, 83%, 76%

VIOLET
BLUE

RGB
49, 80, 165

HEX
3150a5

CMYK
70%, 52%, 0%, 35%

PANTONE
7685 C

HSV / HSB VALUES
224°, 70%, 65%

ICEBERG

RGB
112, 173, 217

HEX
70add9

CMYK
48%, 20%, 0%, 15%

PANTONE
284 C

HSV / HSB VALUES
205°, 48%, 85%

ANTI
FLASH
WHITE

RGB
242, 242, 242

HEX
f2f2f2

CMYK
0%, 0%, 0%, 5%

PANTONE
663 C

HSV / HSB VALUES
359°, 0%, 95%



LOGO DONT'S



BRAND
GUIDELINES

Sqwared

It's a condensed display based on an early 1900 sans-serifs and gothic faces and it has 9 weights including italic.

There are 16 fonts altogether, ranging from Thin to Ultra weights in both roman and italic. It has a Latin character set that covers all Latin European languages.

BRAND
GUIDELINES

Aa

Sqwared Thin

Sqwared Light

Sqwared Regular

Sqwared Medium

Sqwared SemiBold

Sqwared Bold

Sqwared Black

Sqwared Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()



SECONDARY TYPEFACE

Poppins

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition.

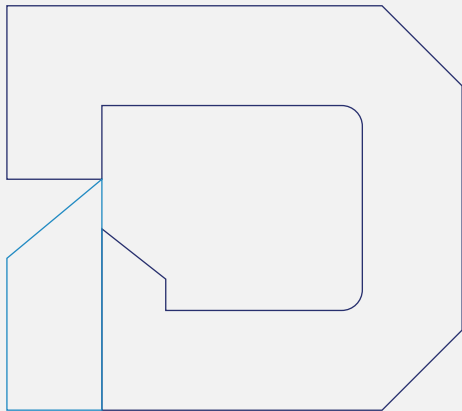
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abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

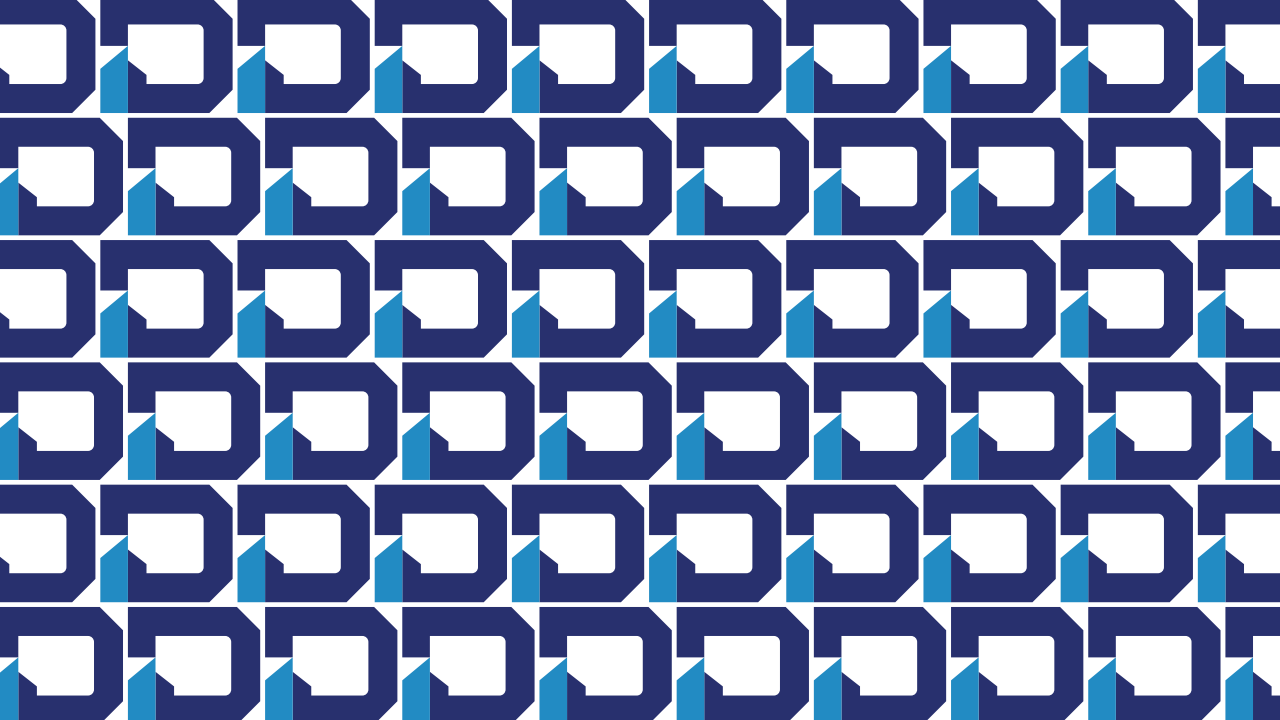
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

BRAND
GUIDELINES

Light
Italic
Medium
Semibold
Bold
Extrabold
Extrabold Italic
Black









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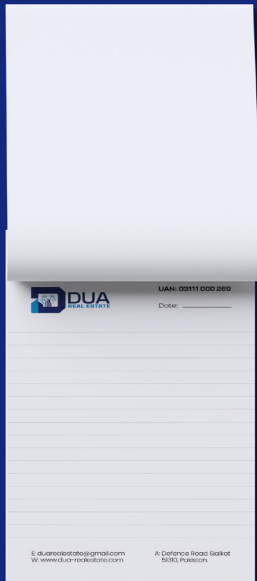
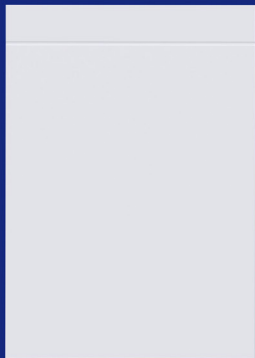


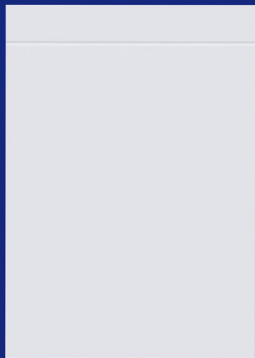
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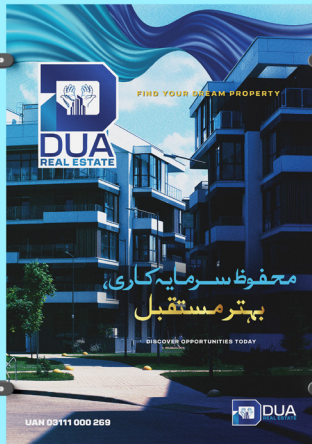
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Thank You