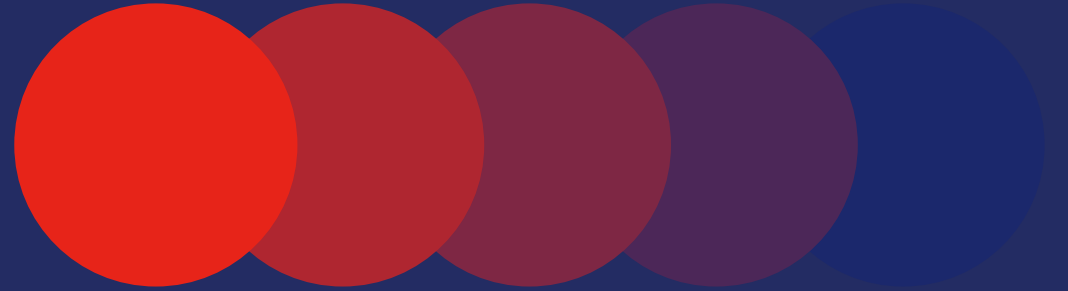


Your Digital Transformation Partner



brand guidelines
v.1

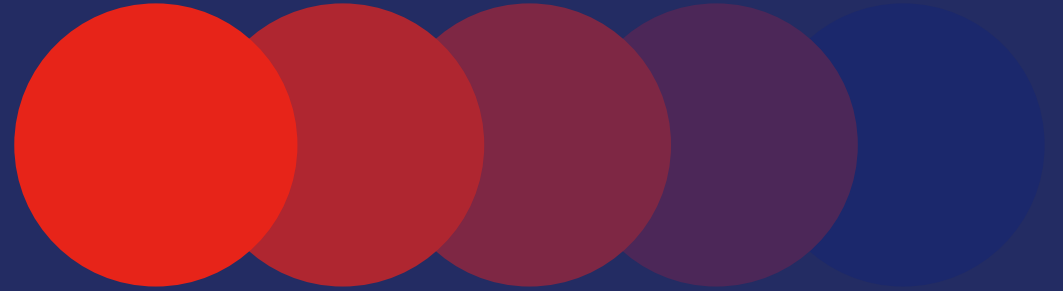


Our brand identity!

One of our most valuable assets is our brand identity, which includes our name, brandmark, visual language and manner.

Putting our identity out there in the world, and using it to shape our customers' and employees' perceptions, is one of the most important ways in which we shape their perceptions of what we offer.

Thus, we have outlined the standards and guidelines we will adhere to, in order to prepare our brand for the future.



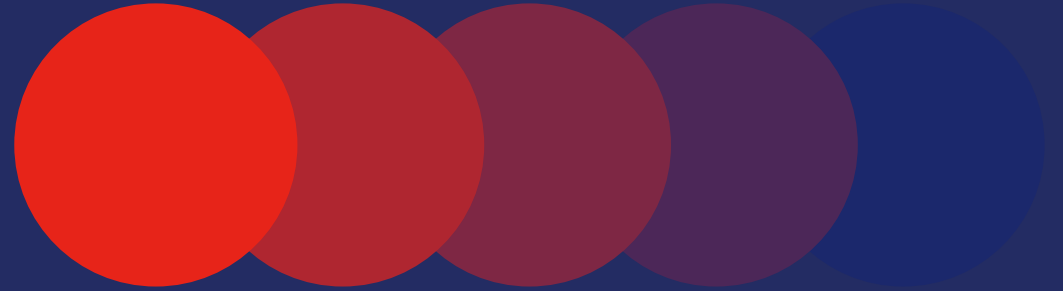
What it means?

The new GBS logo represents change, promising growth and a brighter tomorrow.

The RED spot in the letter 'S' is placed to create a stopping power as this color has the farthest wave length. It also depicts a focused approach towards our profession, stands for strong stopping power and ultimately indicates that we are your one stop solution hub!

The striking contrast with dark blue color emits dynamism, positivity and commitment for our stake holders success.

All in all, the logo stands tall & confident in a cluttered jungle go corporate identities and will certainly get registered in hearts & minds. GBS LOGO Rationale



01

Our brand platform

01

Our brand platform

Our brand platform

We sell solutions, not products.

GBS Your Digital Transformation Partner

01

Our brand platform

Values and principles

Integrity

We build long lasting partnerships with our clients through hard work completed with integrity and honesty.

Passion

We have a passion for using innovative technology and streamlined processes to solve business challenges.

Commitment

We are committed to delivering quality business and technology solutions that are aligned with our clients objectives.

Diversity

We value diversity and respect the cultures and opinions of our employees and clients.

Success

We value the success of both our employees and clients

01

Our brand platform

Personality

Look

High tech. Professional, Solid, smart.

Think

A strong believer in the potential of technology.

Speak

Effortlessly and respectfully. Known for his acquaintances.

01

**Our brand
platform**

Strapline

**Your Digital
Transformation Partner**

02

Our brandmark



Our brandmark

Master brandmark

The GBS brandmark is carefully designed to reflect the brand core values and beliefs.

It is crucial that the brandmark be accurately and consistently reproduced throughout all brand applications. It must always be reproduced using the specified master artworks. The effect and credibility of our brand will be weakened by any attempt to reproduce the brandmark or otherwise alter it.



Master Brandmark

Our brandmark

Exclusion zones

A minimum exclusion zone surrounds the brandmark. This ensures it is always prominent and does not become obscured by surrounding information or graphic elements.

The formula is based on the height of the "RED SPOT" on the letter S, known as the "X" height.

The minimum exclusion zone surrounding the GBS brandmark, at whatever size it appears, is the "X" height.



Our brandmark

Brandmark Variations

There are two different lock-up variations of the GBS brandmark.

Care should be taken to make sure the brandmark is reproduced consistently and with care across all brand applications.



Secondary Brandmark 1



Secondary Brandmark 21

Our brandmark

Exclusion zones brandmark variations

A minimum exclusion zone surrounds the brandmark. This ensures it is always prominent and does not become obscured by surrounding information or graphic elements.

The formula is based on the height of the "RED SPOT" on the letter S, known as the "X" height.

The minimum exclusion zone surrounding the GBS brandmark, at whatever size it appears, is the "X" height.



Our brandmark

Margin Rules

When placing the GBS brandmark on any layout format, there are specific instructions to be taken into consideration, as shown here.

The margin is determined by the width of the brandmark itself, as indicated by "X" in the illustrations demonstrated here. This margin can increase to multiples of "X" if needed; 1.5X, 2X, etc.

For further examples, please refer to the applications section of this document and the artworks provided of the different brand collaterals.

Care should be taken to ensure the brandmark is applied consistently throughout different brand communication material.

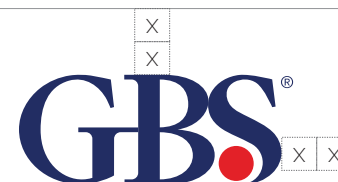
1 X margin top example



1 X bottom top example



2 X margin top example



2 X bottom top example



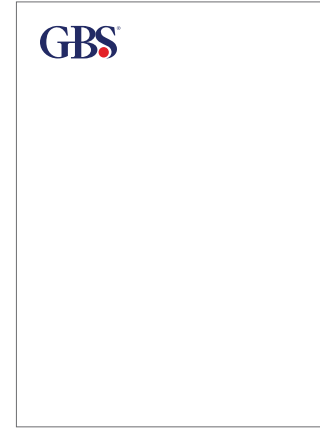
Our brandmark

Positioning

When positioning the brandmark, it is essential that the brandmark is kept clear of all other graphics and is placed in a comfortable space of its own.

Although each application will need to be considered individually, there are recommended positions for the brandmark as illustrated here. The primary brandmark positioning is on the left side of the layout.

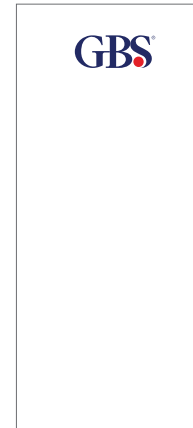
Care should be taken to ensure the brandmark is applied consistently throughout different brand communication material.



1. Top Left



2. Bottom Right



3. Centred Top



4. Centred Bottom



5. Centred

Our brandmark

Recommended sizes

Presented here are the recommended brandmark sizes on certain standard paper formats, like A5, A4 and A3. It is important that all elements of the GBS brandmark can be easily read on every application and at any size.

The minimum size is the smallest size for which the brandmark can ever be reproduced. Please note that there is a general preference to always make the brandmark larger than the minimum size.

The GBS logo consists of the letters 'GBS' in a dark blue, serif font. A red dot is positioned to the right of the 'S', partially overlapping its vertical stroke. A registered trademark symbol (®) is located at the top right of the 'S'.

Minimum Size
W: 15 mm

The GBS logo consists of the letters 'GBS' in a dark blue, serif font. A red dot is positioned to the right of the 'S', partially overlapping its vertical stroke. A registered trademark symbol (®) is located at the top right of the 'S'.

Business Card Size
W: 20 mm

The GBS logo consists of the letters 'GBS' in a dark blue, serif font. A red dot is positioned to the right of the 'S', partially overlapping its vertical stroke. A registered trademark symbol (®) is located at the top right of the 'S'.

A5 Size
W: 27 mm

The GBS logo consists of the letters 'GBS' in a dark blue, serif font. A red dot is positioned to the right of the 'S', partially overlapping its vertical stroke. A registered trademark symbol (®) is located at the top right of the 'S'.

A4 Size
W: 37 mm

The GBS logo consists of the letters 'GBS' in a dark blue, serif font. A red dot is positioned to the right of the 'S', partially overlapping its vertical stroke. A registered trademark symbol (®) is located at the top right of the 'S'.

A3 Size
W: 50 mm

Our brandmark

Colour reproduction

When applying the brandmark on corporate brand material, it can appear in full colour on white background and reversed out on the corporate colours.

Making sure the brandmark is clear and legible is important.



This indicates a continuous background



1. Full colour on white



2. White on GBS Blue



3. White on GBS Red



4. White on dark grey



5. White on light grey



6. White with red spot on GBS Blue

Our brandmark

Black and white reproduction

When applying the brandmark to a greyscale communication material, it can appear either in black or white. When positioning the brandmark on a photographic background, it must be readily seen and carefully positioned so that its impact is not diluted by other text or cluttered backgrounds

Making sure the brandmark is clear and legible is important.



1. Reverse Black on White



2. Reverse White on Black

Our brandmark

Other logo applications

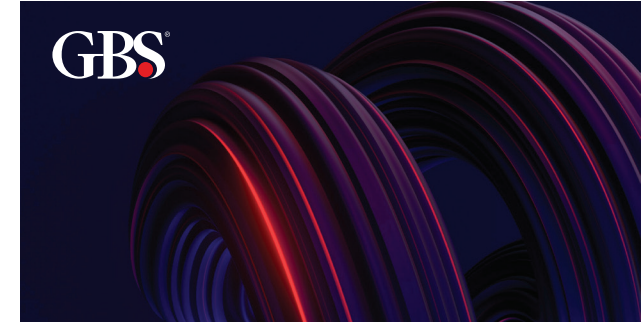
Using the logo on backgrounds

When positioning the brandmark on a photographic background, it must be readily seen and carefully positioned so that its impact is not diluted by other text or cluttered backgrounds.

In situations where we don't have control over the printing process, play it safe and use an alternate logo, even if the background is white.



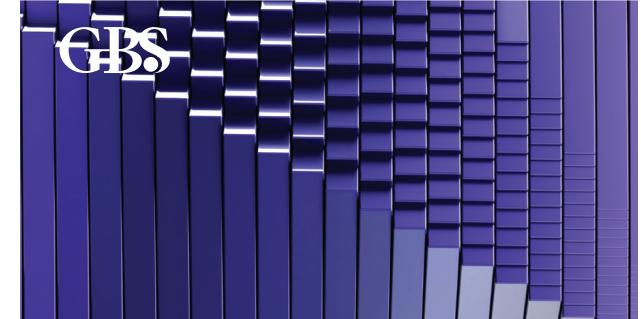
Only use the full color logo on white/light colors.



This is an acceptable use of the White logo with red spot logo on an image.



If you need to put the logo on a busier image, choose the darkened version of the image and use the white logo.



Don't force the logo onto an image or background that compromises its legibility.

Our brandmark

What not to do

It is important to maintain a strong brand that is implemented consistently across different communication channels. To achieve this, it is absolutely necessary to use the GBS brandmark correctly.

Here are some examples of what cannot be done with our brandmark. The restrictions to manipulating the brandmark are not only down to the examples presented here. These are some examples to show how the brand becomes undermined by any alteration to the brandmark.

Always reproduce the brandmark from master artwork, do not attempt to recreate the brandmark.



1. Do not distort the proportions



2. Do not change the colours



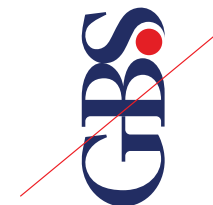
3. Do not apply any type of effects



4. Do not alter the weight of the letters



5. Do not contain the brandmark in any type of form



6. Do not rotate the brandmark



7. Do not screen back or add opacity to the brandmark



1. Do not skew, manipulate or change the former structure of the brandmark



1. Do not add any gradient colors

02

Our brandmark

Video

Name and titles

Use GBS Blue/Red Strip for lower third.



Video coloring

A slightly blue tinted and cool color scheme should be used in live-action

03

Our brand elements

Our brand elements

Colour palette

Our corporate colours are an essential element of the brand. They should be consistently matched on all applications; print, onscreen.

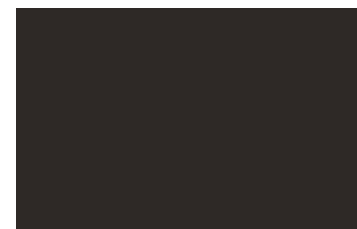
It is important to note that printing is not an exact science, so colours will look different depending on the type of paper used to print and the finishing applied. Equally so, our brand on-screen will look different due to the backlit nature of a screen. Hence it is the responsibility of each employee to ensure that the colours are consistent across all touch points.

Generally, the GBS blue will replace the standard black (for certain typographic and printing purposes, black will still be used).

We also recommend a colour proof when printing on the relevant paper stock to ensure the colour precision and overall print quality.



PANTONE 485 C
CMYK 1,100,98,6
RGB 38,39,226
#df2826



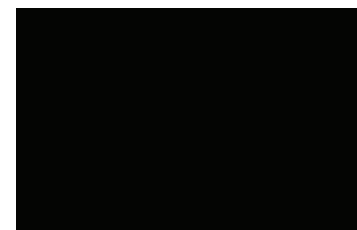
PANTONE Black C
CMYK 67,67,64,67
RGB 37,41,44
#2c2925



PANTONE 280 C
CMYK 24,27,93,100
RGB 101,45,33
#212d64



GBS_CMYK RED
CMYK 0,98,100,5
RGB 40,31,228
#e22027

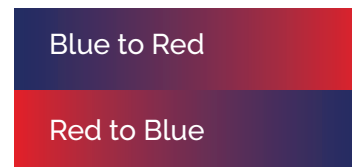


BLACK
CMYK 90,67,68,75
RGB 7,7,4
#000000



GBS_CMYK BLUE
CMYK 21,31,95,100
RGB 100,45,35
#242c63

Gradient



Blue to Red

Red to Blue



Red to transparency

Red to White



Blue to transparency

Blue to White

Our brand elements

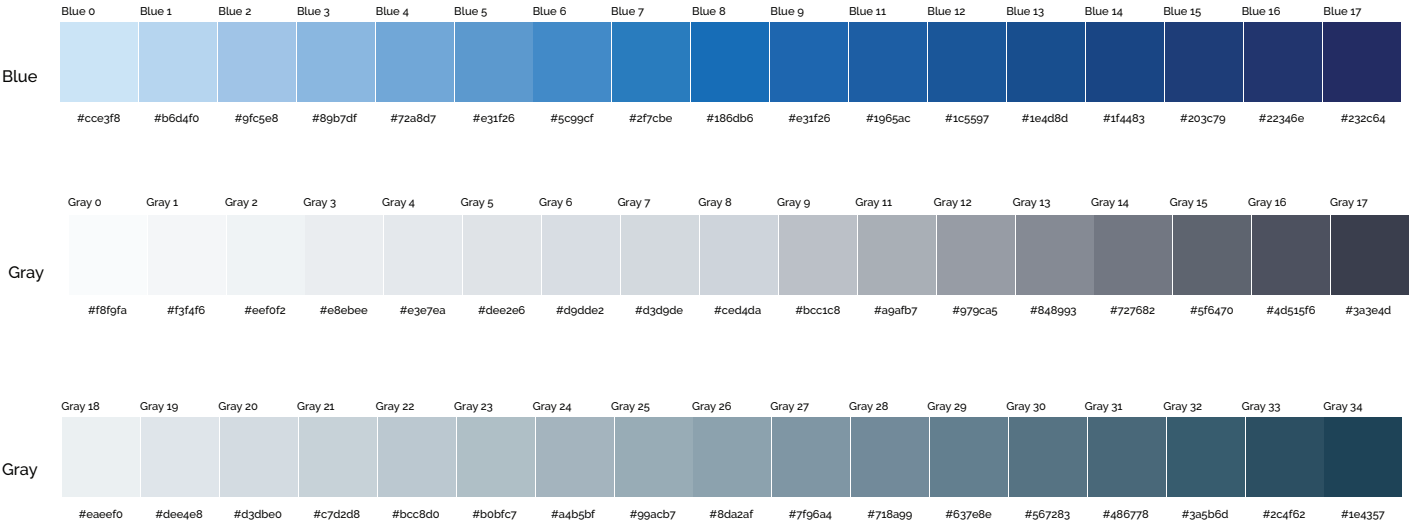
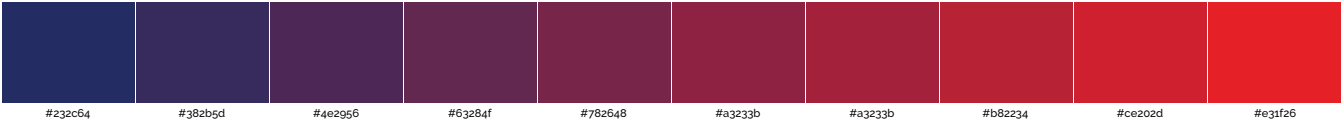
Colour palette

Utility Colors

In addition to GBS Blue and RED Primary Support Colors, this palette has been selected for headlines, sub-headlines and body copy.

These also can be used for user interface menus, sidebars, charts, graphs, color borders, etc.

NOTE:
GBS Red should not be tinted.



03

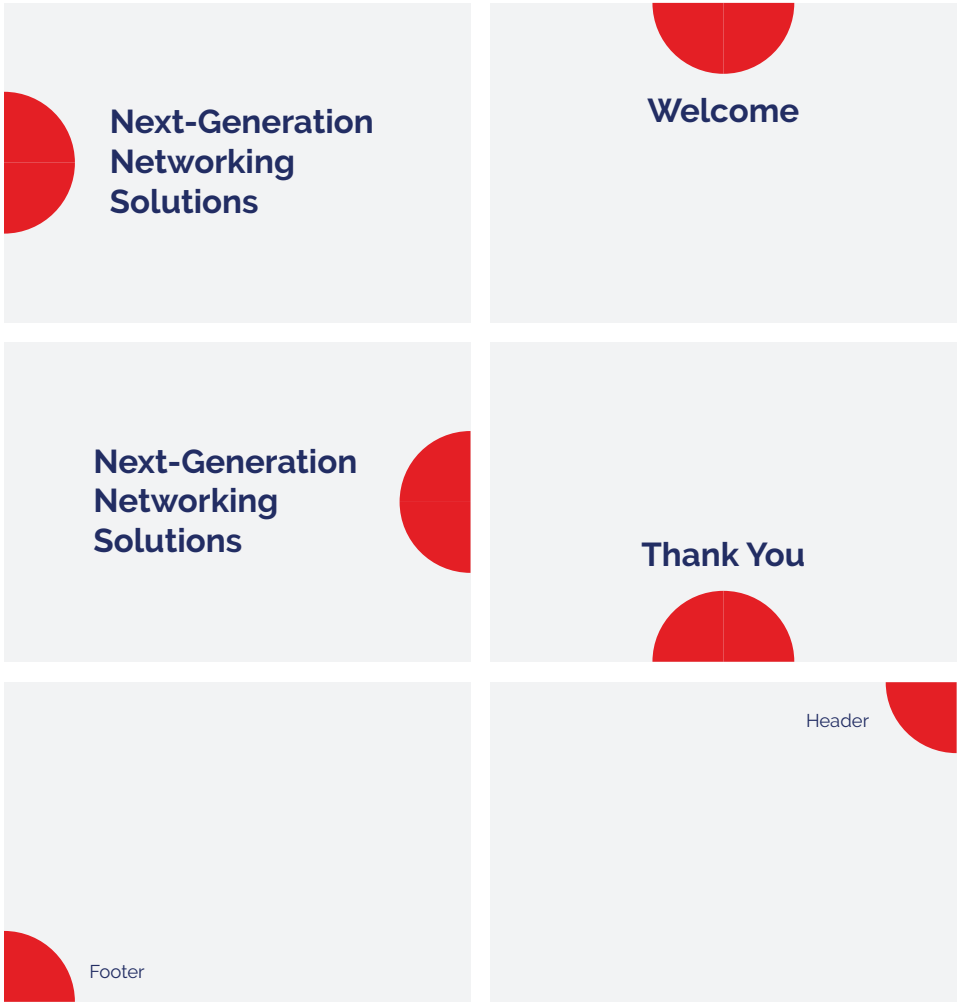
Our brand elements

Graphic element 1

Our master Graphic element is Red Spot. They can be used in a variety of ways, from adding visual interest to marketing materials to helping to communicate key messages.

When used consistently and correctly, graphic elements can help to reinforce the brand's message and values, and make it more memorable to customers. It's important that they are used in a way that is consistent with the overall visual style and tone of the brand.

Graphic elements should not be modified in any way that would alter their original intent or meaning. Any deviation from the approved usage guidelines should be approved by the brand management team before being used.



03

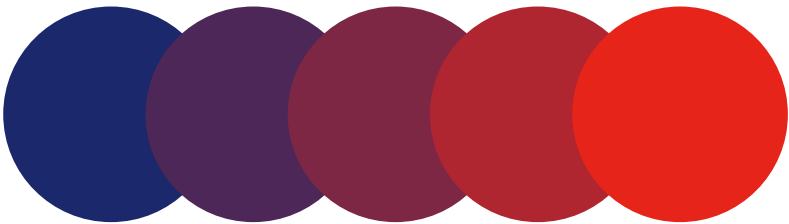
Our brand elements

Graphic element 2

Our master Graphic element is Red Spot. They can be used in a variety of ways, from adding visual interest to marketing materials to helping to communicate key messages.

When used consistently and correctly, graphic elements can help to reinforce the brand's message and values, and make it more memorable to customers. It's important that they are used in a way that is consistent with the overall visual style and tone of the brand.

Graphic elements should not be modified in any way that would alter their original intent or meaning. Any deviation from the approved usage guidelines should be approved by the brand management team before being used.



Blue to Red Blend

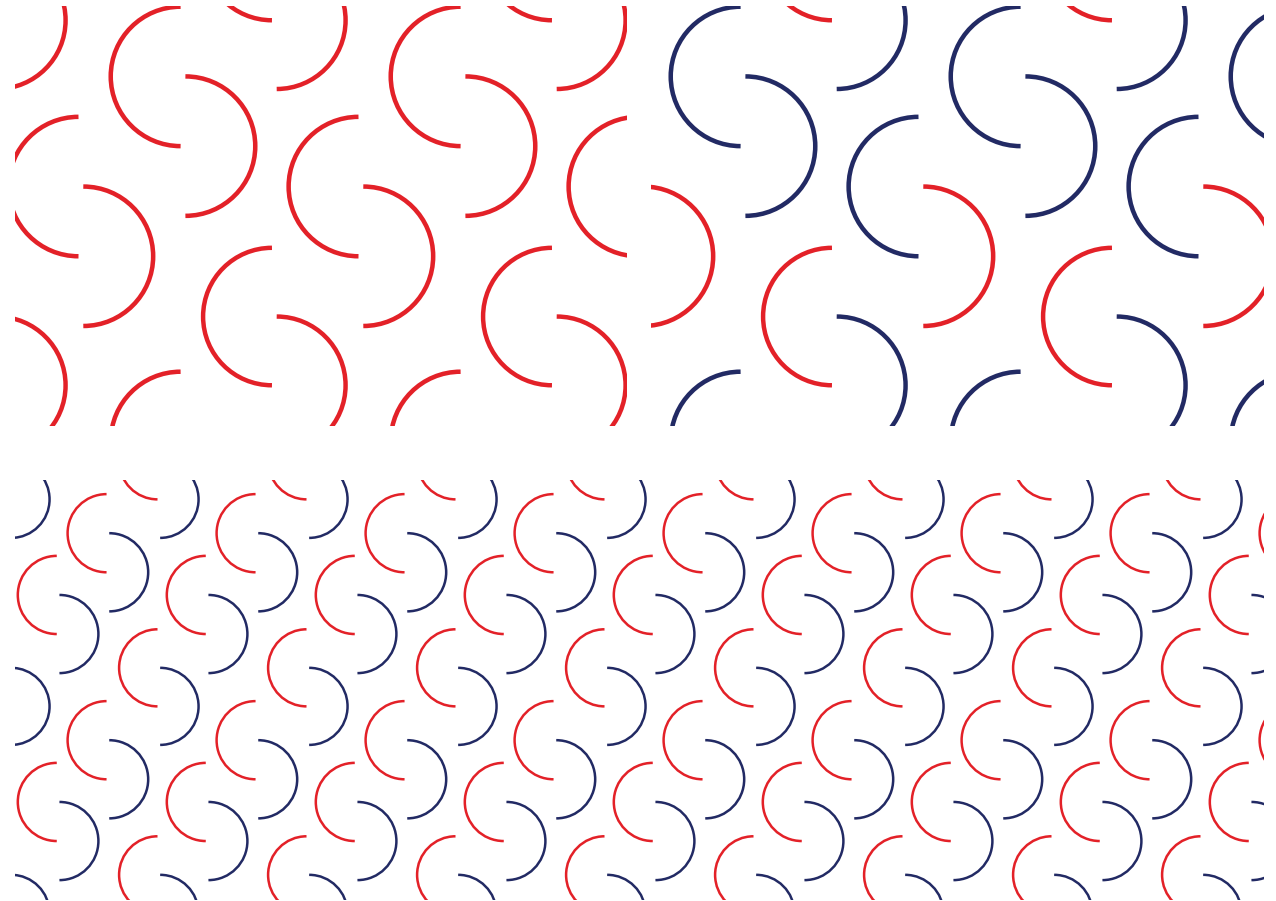
Our brand elements

Brand pattern

Our Secondary Graphic element is Red & Blue semi circle line Pattern. They can be used in a variety of ways, from adding visual interest to marketing materials to helping to communicate key messages.

When used consistently and correctly, graphic elements can help to reinforce the brand's message and values, and make it more memorable to customers. It's important that they are used in a way that is consistent with the overall visual style and tone of the brand.

By following these guidelines, brands can ensure that their graphic elements are used in a consistent and effective way, reinforcing the brand's message and helping to create a strong and recognizable visual identity

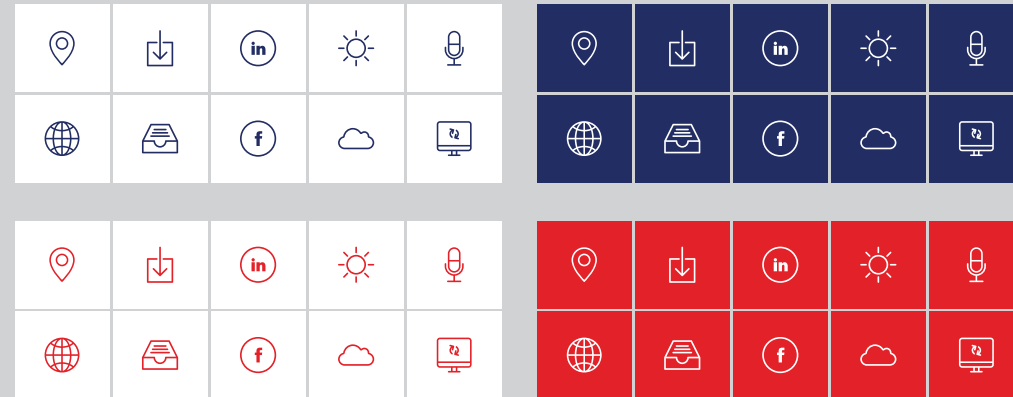


Our brand elements

Icon library

Our icons are created to clarify information in both printed and digital media. Each of our identity colors can be used with them. Just make sure that every color combination creates adequate contrast for legibility. Icons are an effective way of communicating a complex idea quickly, and it is important to make sure that they are easily recognizable and distinguishable.

Using the combination of our identity and two colors together helps to create an iconic image that stands out from the background and is easy to read.



Our brand elements

Image style

Designed to differentiate the brand, the treatments are also designed to reinforce GBS core colours, red and blue.

The red blue gradient/color overlay can be used for additional post-production treatments. Ensure you use the GBS red and blue.

The background and the treated image should be sufficiently contrasted when using treated images. Adjust the gradient/color overlay of the image or crop the image accordingly.



Original



Red to Blue Gradient Tinted



Blue solid Tinted



Original



Blue to Red Gradient Tinted



Blue solid Tinted

04

Our brand typography

Our brand typography

Latin typefaces

In order to communicate the brand values, the GBS brand typography is carefully chosen. Simple and clear. All communication uses the Raleway font family as the primary Latin typeface. On all published printed brand material, this should be used.

The electronic version of our Latin typeface family to be used throughout all screen-based communications material is the Arial family, as it is freely available on all computer operating systems. It is to be used for headings, primary messages and for body copy in all branded applications. As shown here, all internal and external communications should use Arial in its various weights

Corporate primary typeface

Raleway Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

System typeface

Arial Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Business stationery/collateral typeface

PF Din Text Universal Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

PF Din Text Universal Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Our brand typography

Arabic typefaces

In order to communicate the brand values, the GBS brand typography is carefully chosen. Simple and clear. The primary Arabic typeface used throughout all communication is the PF Din Text Universal Arabic font family. This is to be used on all printed brand material to be published. Use the primary typeface for headings, sub-headings, short copies and body copies

The electronic version of our Latin typeface family to be used throughout all screen-based communications material is the Arial family, as it is freely available on all computer operating systems. It is to be used for headings, primary messages and for body copy in all branded applications. As shown here, all internal and external communications should use Arial in its various weights

Corporate Primary Typeface

PF Din Text Universal Light

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
١٢٣٤٥٦٧٨٩

PF Din Text Universal Regular

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
١٢٣٤٥٦٧٨٩٠

PF Din Text Universal Medium

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
١٢٣٤٥٦٧٨٩٠

PF Din Text Universal Bold

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
١٢٣٤٥٦٧٨٩٠

PF Din Text Universal ExtraBlack

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
١٢٣٤٥٦٧٨٩٠

System Typeface

Arial Regular

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
١٢٣٤٥٦٧٨٩٠

Arial Bold

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
١٢٣٤٥٦٧٨٩٠

05

Our brand applications

05

Our brand application

Business card



Front

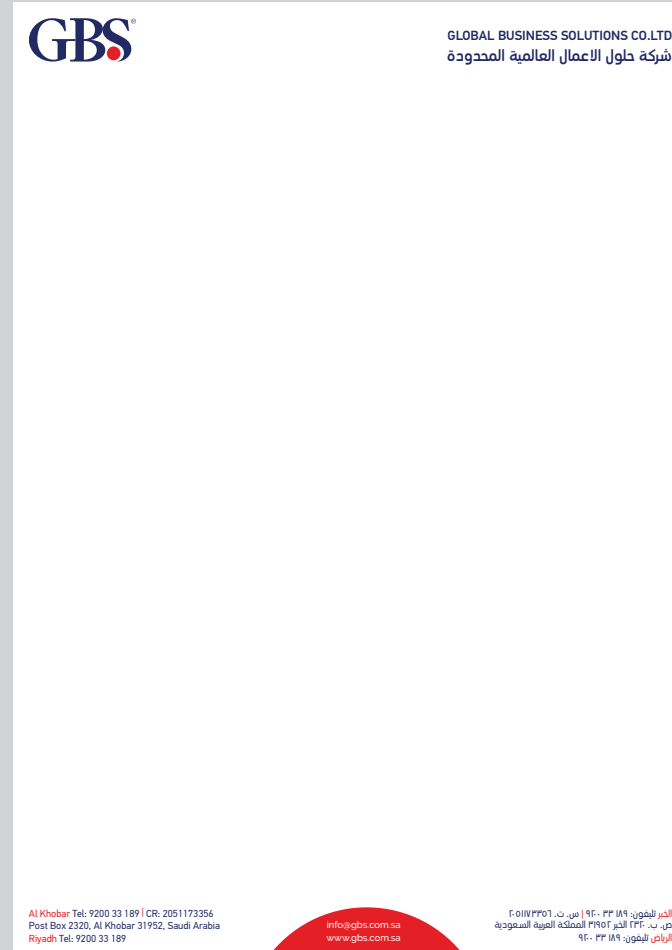


Back

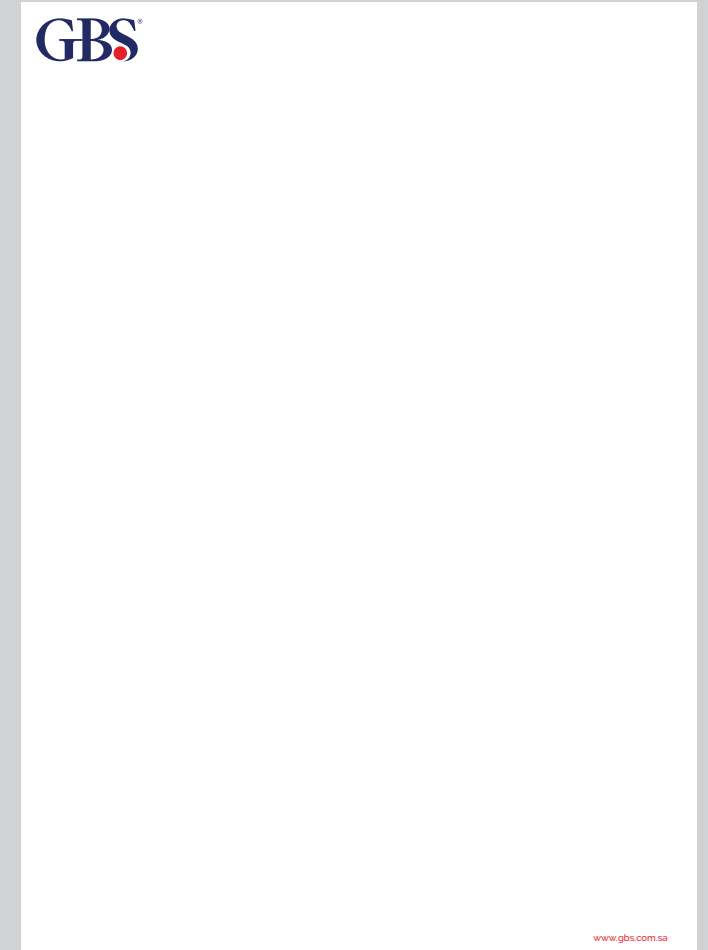
05

Our brand application

Letter head



Letterhead



Continuation Sheet

05

Our brand application

DL envelope



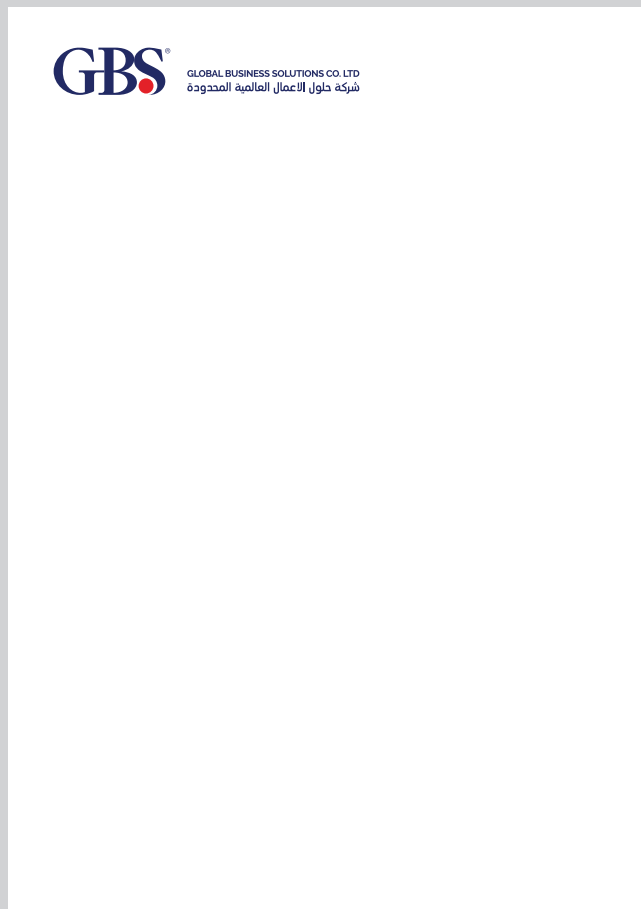
Front

Back

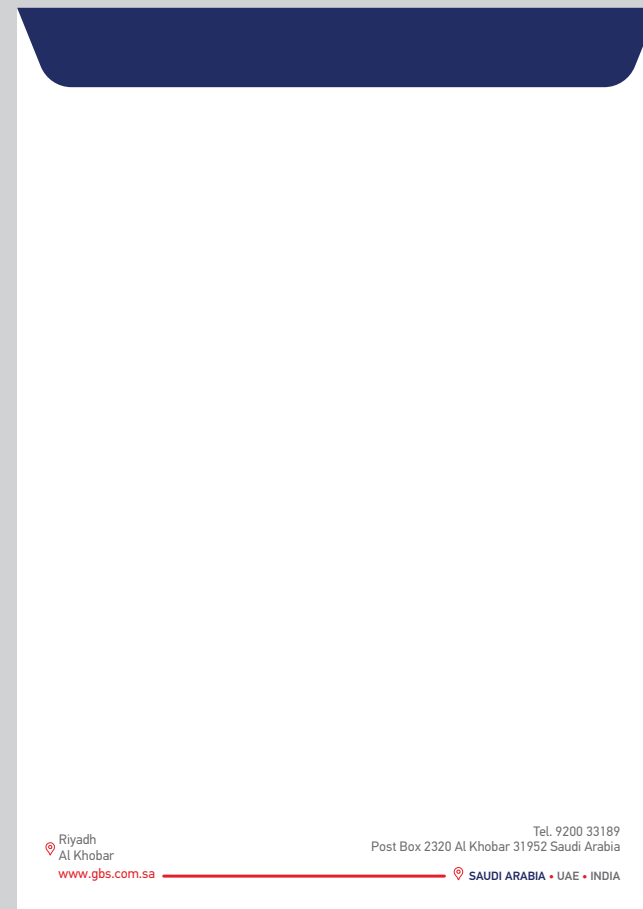
05

Our brand application

A4 & A3 envelopes



Front



Back

05

Our brand application

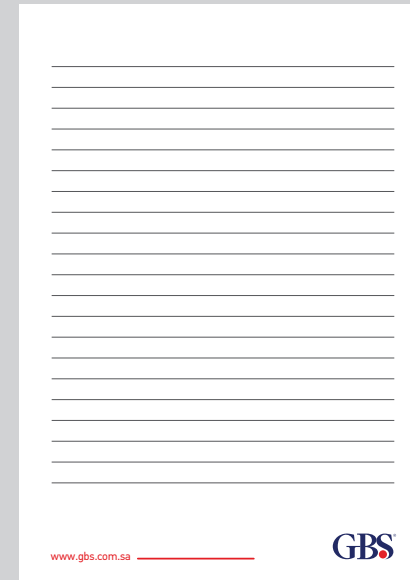
A5 Notepad



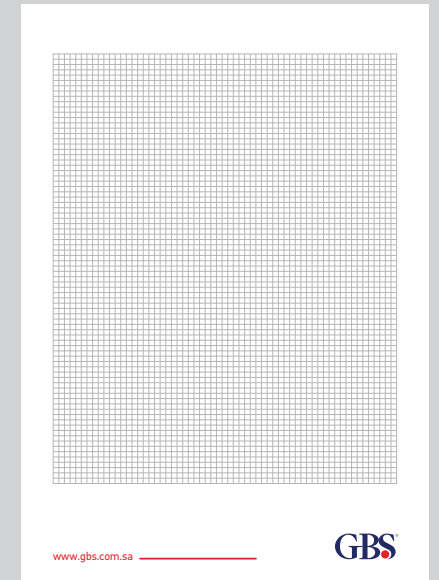
Front Cover



Back Cover



Inside page



Inside page

05

Our brand application

Business folder



Back Cover

Front Cover



Inside

Inside

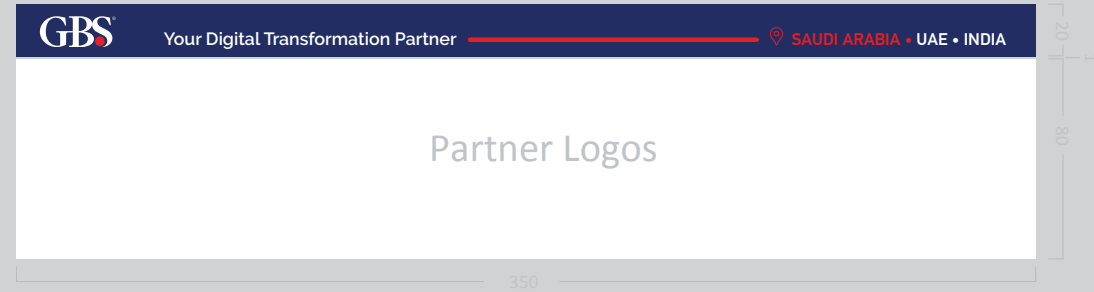
05

Our brand application

Email signature

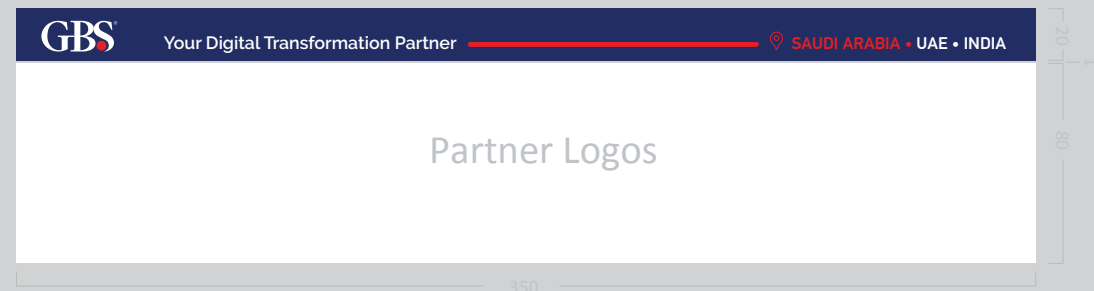
Full Name Here | **Job Title Here**

Tel: +966 9200 33 189 | john.smith@gbsits.com | www.gbsits.com



Full Name Here | **Job Title Here**

Tel: +966 9200 33 189 x 114 | john.smith@gbsits.com | www.gbsits.com
King Abdul Aziz Street | Opp. ANB Regional Head Office | Al Khobar | Saudi Arabia



05

Our brand application

Powerpoint

SINGLE HEADLINE EXAMPLE

www.gbs.com.sa

GBS

SINGLE HEADLINE EXAMPLE

www.gbs.com.sa

GBS

HEADLINE ONE
HEADLINE TWO IF NEEDED

single image sample

www.gbs.com.sa

GBS

DOUBLE HEADLINE EXAMPLE

www.gbs.com.sa

GBS

Title here

HEADLINE ONE
HEADLINE TWO IF NEEDED

This page demonstrates copy heavy content. The body copy and leading must be large enough to allow better legibility and make it easy for the reader to digest.
(PowerPoint settings pt14-16 / Leading 1.0)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

- Line one bullet point
- Line two bullet point
- Line three bullet point
- Line four bullet point
- Line five bullet point

www.gbs.com.sa

GBS

Title here

HEADLINE ONE
HEADLINE TWO IF NEEDED

double image sample

www.gbs.com.sa

GBS

DOUBLE HEADLINE EXAMPLE

www.gbs.com.sa

GBS

Title here

HEADLINE ONE
HEADLINE TWO IF NEEDED

This page demonstrates copy heavy content. The body copy and leading must be large enough to allow better legibility and make it easy for the reader to digest.
(PowerPoint settings pt14-16 / Leading 1.0)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

- Line one bullet point
- Line two bullet point
- Line three bullet point
- Line four bullet point
- Line five bullet point

www.gbs.com.sa

GBS

Thank You

www.gbs.com.sa

Saudi Arabia - UAE - INDIA

GBS

06

Use case mockups

06

Use case mockups



06

Use case mockups



06

Use case mockups



06

Use case mockups



Notepad

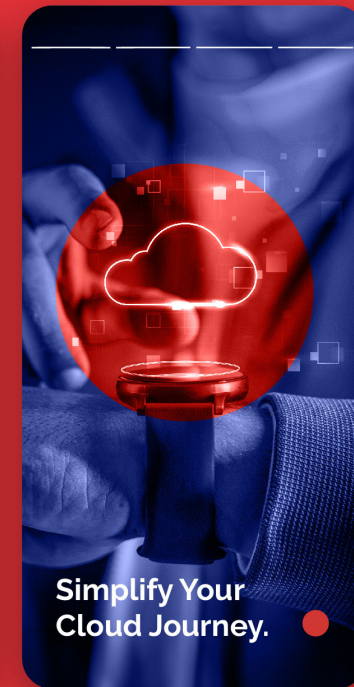
06

Use case mockups



06

Use case mockups



Mobile Screen

06

Use case mockups



Insta Post

06

Use case mockups



06

Use case mockups



Poster

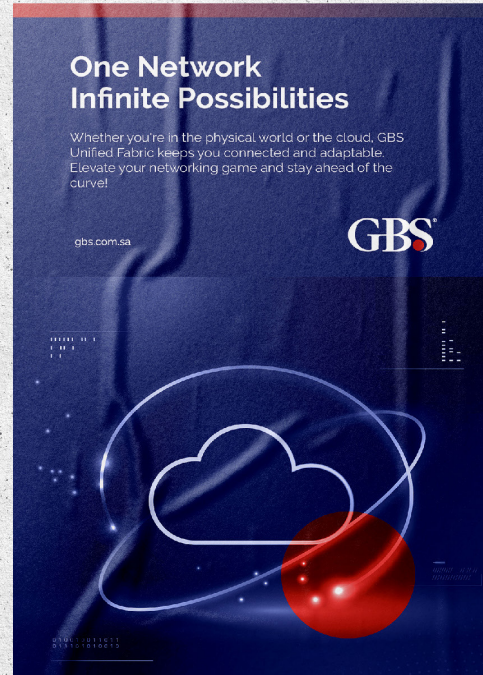
06

Use case mockups

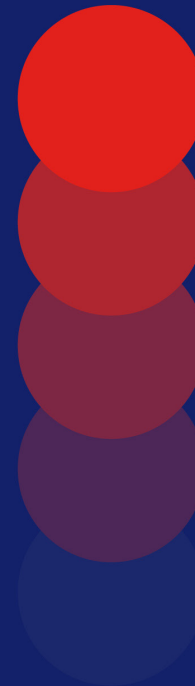


06

Use case mockups



Poster



Wireless Without Limits

GBS Wireless Networks: Where bandwidth meets security. Expand your wireless capabilities and embrace the mobile era. Join us in the fast lane to connectivity!

gbs.com.sa

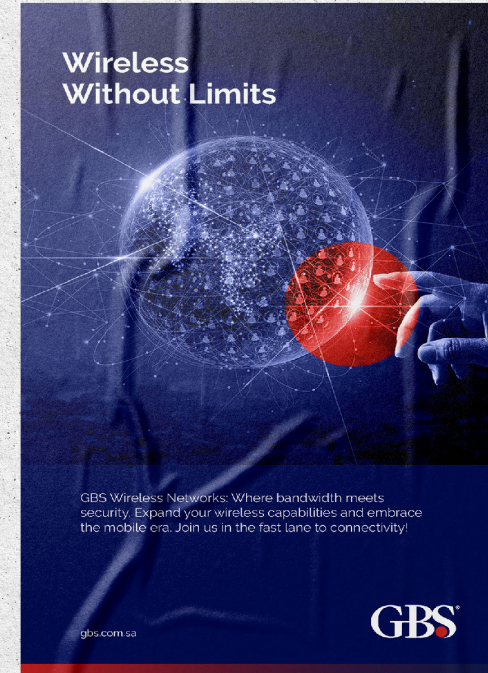
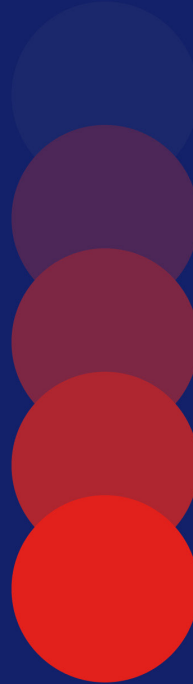




One Network Infinite Possibilities

Whether you're in the physical world or the cloud, GBS Unified Fabric keeps you connected and adaptable. Elevate your networking game and stay ahead of the curve!

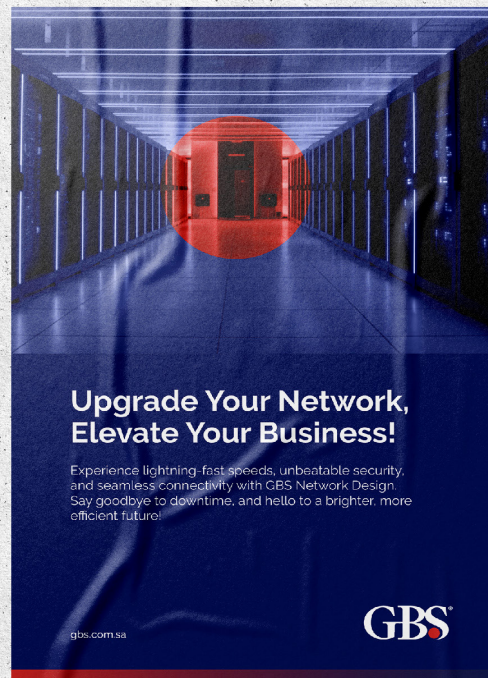
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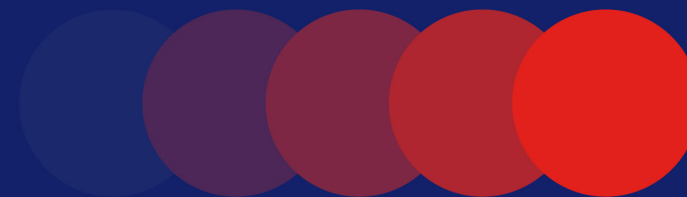
Poster

06

Use case mockups



Poster



Upgrade Your Network Elevate Your Business!

Experience lightning-fast speeds, unbeatable security, and seamless connectivity with GBS Network Design. Say goodbye to downtime, and hello to a brighter, more efficient future!

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06

Use case mockups



06

Use case mockups



Wrapping Sheets

Print Recommendation

Paper Stocks

Our recommendation for all corporate collaterals is to use a smooth paper stock that is white in colour and crisp in texture, like Neenah Paper / Classic Crest / Avalanche White / Super Smooth. To ensure that brand colours appear bright and vibrant on print, it is important to choose the right paper.

Finishes

We recommend spot UV finishes for our brand. It is imperative that we be careful when considering using extra finishes to ensure that they match our guiding principle, and that they enhance rather than complicate the item's communication.

Print in High Resolution

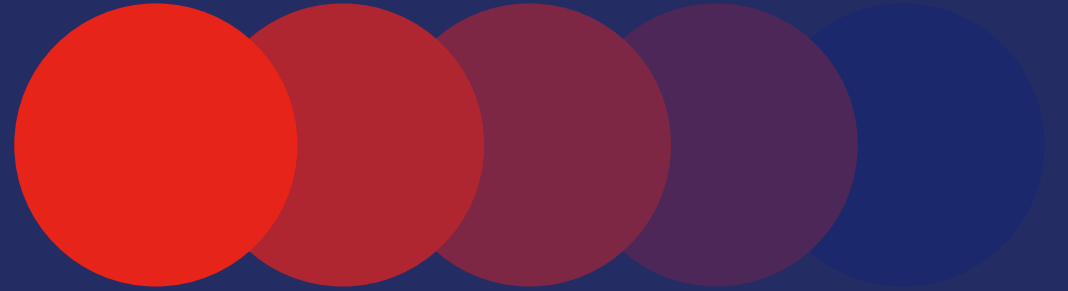
To avoid pixelation, always print the brandmark using vector artwork. In addition to being able to print at any size, vector brandmarks can also be used.

Printing in Colour

To ensure accurate color matching and vibrant colours, Pantone colours should be used whenever possible.



Thnak
You



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