



CORPORATE IDENTITY **M**ANUAL



All operational applications are clearly defined for WOODCO in this Brand Identity Manual. At the same time it outlines a full range of brand guidelines approved for WOODCO. In addition, this document presents an easy identification system that will help orient you to the WOODCO corporate identity and integrate it into your day-to-day work. To communicate a unified visual image, we ask you to adhere to the standards outlined in this Identity Manual.

It covers the use of our Brand Identity for all printed materials from stationery items to outdoor media and amenities. By applying it consistently, we will not only reinforce our strong image but help WOODCO fulfill its objectives in setting a new trend and a vision of excellence.

Thank you for your constant support and cooperation in making WOODCO a success. Sincerely,

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Every strong brand is built over time with many tools. Of these tools, the most important is consistency – both in the message content and of the visual manifestations of the brand applications.

A clearly defined brand guideline manual should be used to drive alignment at every point of customer, supplier and employee contact in the organization. Whether you are one of our partners, suppliers or employees, we hope that you will work with us to consistently deliver the WOODCO brand. We hope you find this document informative and easy to use.

Thank you for helping us build a strong WOODCO brand.

In an ever changing global economy, with every new day comes a fresh challenge but equally an opportunity. It is our constant drive, ambition and passion to innovate that steers us to greater efficiencies and results. It makes sense for our clients, it makes sense for our environment, it makes good business sense. And after all, if we don't challenge ourselves, who else will?

In all of history, change has never happened as fast as it is happening today. Every day – every hour – brings new challenges. We welcome them. They fuel our constant drive, ambition and passion to innovate. They drive us to greater efficiencies and better results.

To face tomorrow's challenges.

They help us work better for our clients. They makes us work better for the environment. They make us better. Every day.



1. Stacked Version 3D



2. Stacked Version 3D 1 Colour



3. Stacked Version 2 Colour



4. Stacked Version 1 Colour





Primary Logo Usage (reversed)

SECTION 1 - CORPORATE IDENTITY MANUAL

1. Stacked Version 2 Colour (reversed)

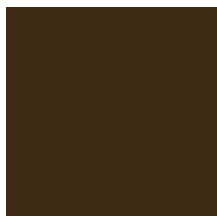


2. Stacked Version 1 Colour (reversed)



Secondary colour options are complemented and expanded through the use of a secondary palette of colors. Use of these colors provides variation and allows creativity to make the **WOODCO** brand dynamic and colourful.

Colour 1



C52 | M67 | Y84 | K66
R47 | G32 | B17

Colour 2



C41 | M55 | Y69 | K22
R112 | G82 | B60

Colour 3



C28 | M32 | Y38 | K0
R172 | G150 | B134

Colour 4



C17 | M38 | Y64 | K0
R200 | G144 | B88

Colour 5



C19 | M19 | Y51 | K0
R198 | G181 | B120

Colour 6



C0 | M0 | Y0 | K40
R153 | G153 | B153

Colour Usage

WOODCO®

WOODCO®

WOODCO®

WOODCO®

Reversed Colour Usage

WOODCO®

WOODCO®

WOODCO®

WOODCO®

Colour Usage

WOODCO®

WOODCO®

WOODCO®

WOODCO®

Reversed Colour Usage

WOODCO®

WOODCO®

WOODCO®

WOODCO®

1. Pantone coated colour specification



PANTONE Black 7547 C



PANTONE 186C

2. Process (CMYK) & (RGB) colour specification



C35 | M04 | Y0 | K94

R19 | G28 | B34



C0 | M100 | Y81 | K04

R212 | G0 | B41

1. Pantone coated colour specification



PANTONE 476 C



PANTONE 7427 C



PANTONE 4645 C



PANTONE 381 C

2. Process (CMYK) & (RGB) colour specification



C57 | M80 | Y100 | K45

R65 | G36 | B19



C0 | M100 | Y85 | K28

R159 | G0 | B43



C0 | M37 | Y68 | K28

R173 | G112 | B57



C20 | M0 | Y91 | K0

R207 | G218 | B32



Grayscale Logo Usage

SECTION 1 - CORPORATE IDENTITY MANUAL

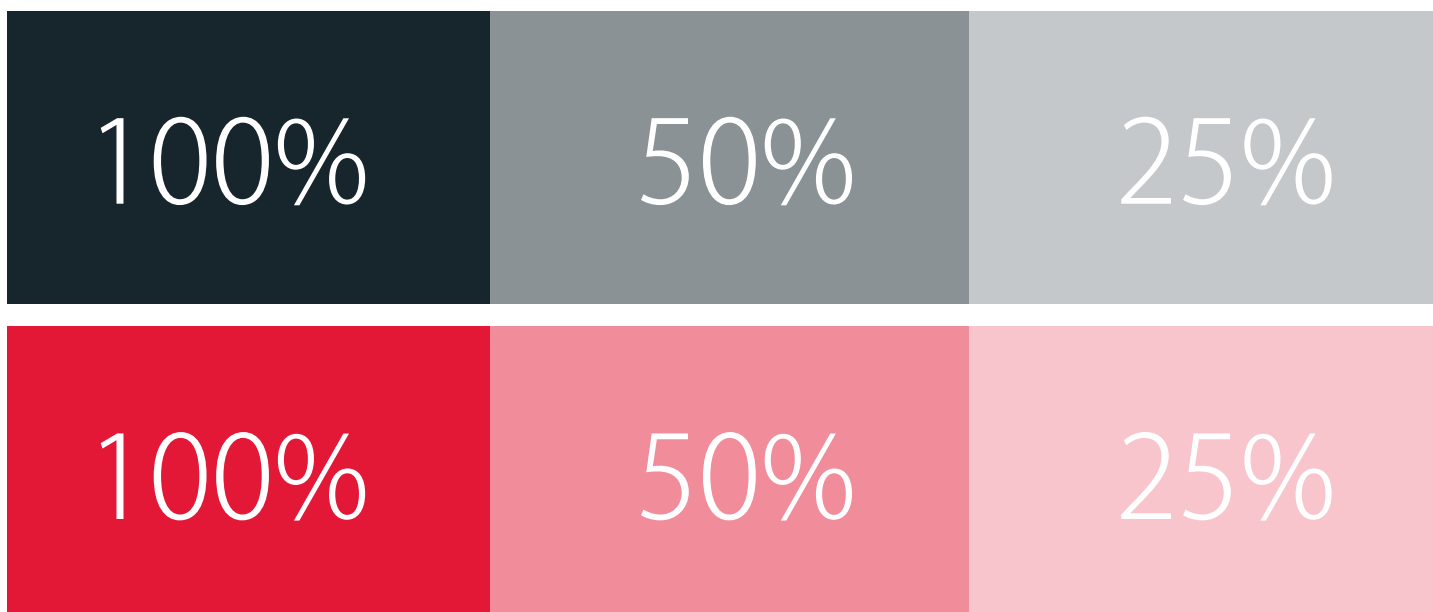
1. Stacked Version 3D 1 Colour gray Scale



1. Stacked Version 1 Colour gray Scale



The Corporate Colour Tint



1. Stacked Version 3D CMYK Colour



2. Stacked Version CMYK Colour



2. Process (CMYK) colour specification



C35 | M04 | Y0 | K94

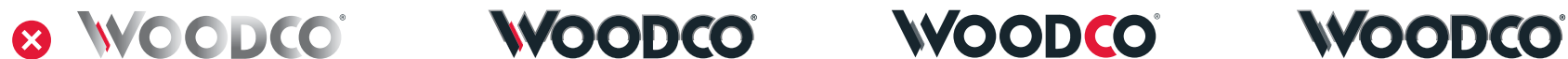


C0 | M100 | Y81 | K4

✗ Unacceptable applications



Improper Usage



The logo design cannot be altered in any way. The examples on the right illustrate some inappropriate usage of the logo.

The proportion of the logo must always remain intact. nothing can be added or deleted from the logo. The logo colors are to remain unchanged. They help us work better for our clients. They makes us work better for the environment.

They make us better. every day.

SECTION 02

THE TYPOGRAPHY

AaBbCcDd1234

TheSansArab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TheSansArab Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TheSansArab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

1234 ح ح ت ث

The SansArab Bold

The SansArab Plain

The SansArab light

ا ب ت ث ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

ا ب ت ث ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

ا ب ت ث ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

SECTION 03

STATIONERY

Matt Laminated paper stocks used in printing the WOODCO corporate standard stationery.

Size:
(90x55 mm)

Stock:
Stock: Matt Laminated - 350 Gsm

Logo Colour:
Pantone 186 C (Red)
Pantone 7547 C (Black)

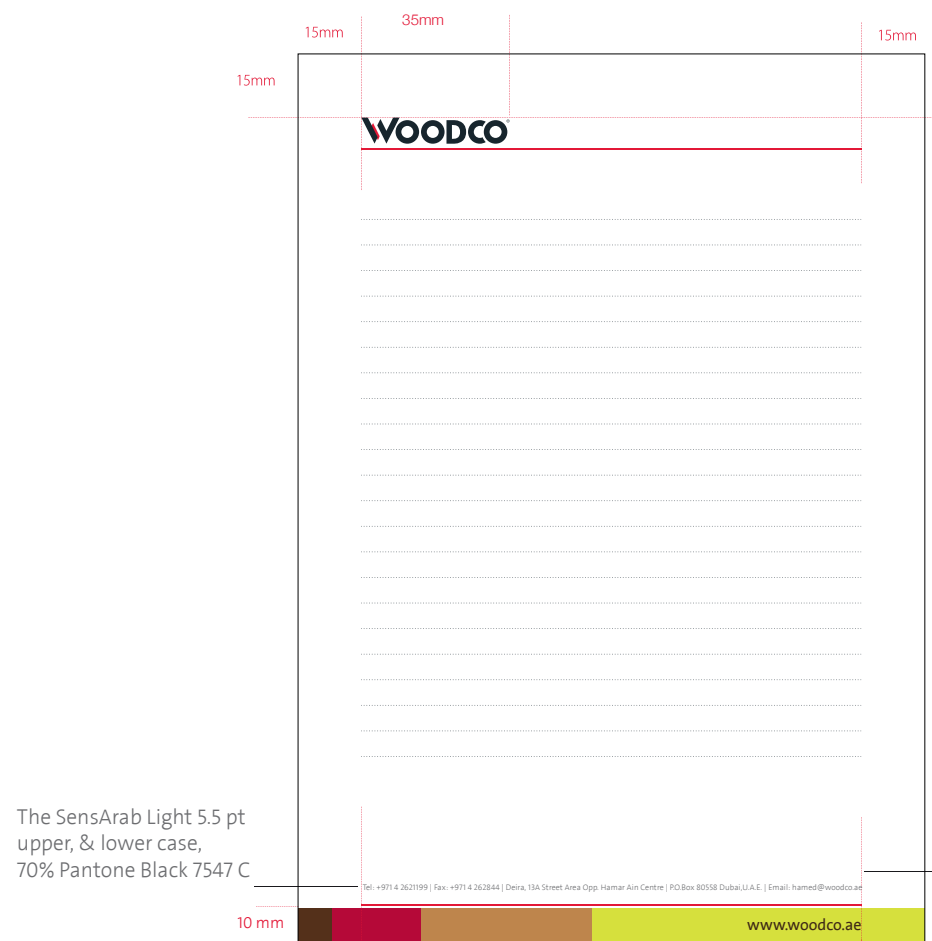
Business Card - Front English & Arabic



Business Card - Backside



Notepad Arabic & English (reduced)



Size: A5 (148x210 mm)

Stock:
Connoisseur Wood Free - 80 Gsm

Colour:
Pantone 1797 C (Red)
Pantone 7547 C (Black)

Letterhead English (reduced)

15 mm 50 mm

15 mm

WOODCO

Date

Company/Client
Address details
Lorem ipsum dolor sit amet

Dear Sir/Madam

Subject Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus.

Your Sincerely

Signature

Another Name
Job Title/Description
Department
Branch

The SensArab Light 8 pt
upper, & lower case,
70% Pantone Black 7547 C

10 mm

Tel: +971 4 2621999 | Fax: +971 4 262844 | Deira, 13A Street Area Opp. Hamar Ain Centre | PO.Box 80558 Dubai, U.A.E. | Email: hamed@woodco.ae

www.woodco.ae

Size: A4 (21x29.7 cm)

Stock:

Connoisseur 100% Cotton - 110 Gsm

Smooth Recycled Milk White - 100 Gsm

Colour:

Pantone 1797 C (Red)

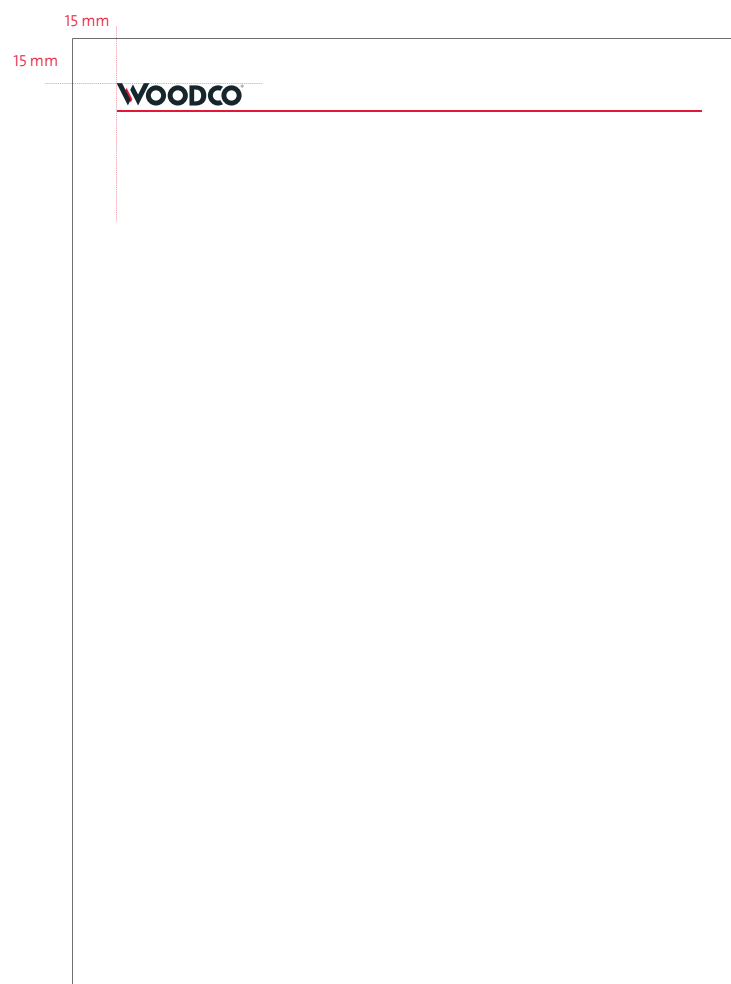
Pantone 7547 C (Black)



Letterhead Second Page

SECTION 3 - CORPORATE IDENTITY MANUAL

Letterhead Second Page (reduced)



Size: A4 (21x29.7 cm)

Stock:
Connoisseur 100% Cotton - 110 Gsm
Smooth Recycled Milk White - 100 Gsm

Colour:
Pantone 1797 C (Red)
Pantone 7547 C (Black)

Invoice English (reduced)

15 mm 50 mm 15 mm

WOODCO INVOICE

		Invoice No.
		Date :

Sr.No.	Description	Amount

Notes:

AED:

Total Gross
Carriage
Discount
Invoice Total

Prepared By	Sales Dept.	Approved By	Received By
-------------	-------------	-------------	-------------

Tel: +971 4 2621999 | Fax: +971 4 262844 | Deira, 13A Street Area Opp. Hamar Ain Centre | P.O.Box 80558 Dubai, U.A.E. | Email: hamed@woodco.ae

10 mm

www.woodco.ae

The SensArab Light 10 pt upper, & lower case, 70% Pantone Black 7547 C

The SensArab Light 8 pt upper, & lower case, 70% Pantone Black 7547 C

Size: A4 (21x29.7 cm)

Stock:
Connoisseur Wood Free - 80 Gsm

Colour:
Pantone 1797 C (Red)
Pantone 7547 C (Black)

Proforma Invoice English (reduced)

15 mm 50 mm 15 mm

WOODCO PROFORMA INVOICE

Company/Client
Address details
Lorem ipsum dolor sit amet

Proforma No. : 00001030
Date : 00-00-2014
Quotation No. : WDC/Q/MZ/00000525
Order No. : 00.000.623

Description	Quantity	Amount
Subject Heading		
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.		
AED. _____		
Total Amount : xxx xxx xxxx xxx Only Note : Actual Invoice Amount will vary as per the attached Work Completion Report. Work Completed in Percentage: _____		
Received By	Mohammed Zenhom	Approved By
Tel: +971 4 2621999 Fax: +971 4 262844 Deira, 13A Street Area Opp. Hamar Ain Centre P.O.Box 80558 Dubai, U.A.E. Email: hamed@woodco.ae		

Arial Regular 11 pt
aranged left, upper, & lower case
100% Black

The SensArab Light 8 pt
upper, & lower case,
70% Pantone Black 7547 C

Size: A4 (21x29.7 cm)

Stock:
Connoisseur Wood Free - 80 Gsm

Colour:
Pantone 1797 C (Red)
Pantone 7547 C (Black)



Purchase Order

SECTION 3 - CORPORATE IDENTITY MANUAL

Purchase Order English (reduced)

15 mm 50 mm 15 mm

WOODCO PURCHASE ORDER No.

		Date :			
		Terms of Payment :			
		Delivery Schedule:			
		A/C Ref.:			
Sr.No.	Description	Quantity	Unit	Unit Price	Total Amount
Notes: * Please attach copy of purchase order with your invoice and mention PO no. on invoices and delivery notes against each item delivered to avoid delay in payments. * The company reserves the right of partial or complete return of items if the material is not per specification of delivery date not honoured or defective material.		Total Gross			
AED:		Carriage			
		Discount			
		Grand Total			
Prepared By		Approved By		Received By	
Tel: +971 4 2621199 Fax: +971 4 262844 Deira, 13A Street Area Opp. Hamar Ain Centre PO.Box 80558 Dubai,U.A.E. Email: hamed@woodco.ae					
10 mm		www.woodco.ae			

The SensArab Light 8 pt
upper, & lower case,
70% Pantone Black 7547 C

Size: A4 (21x29.7 cm)

Stock:
Connoisseur Wood Free - 80 Gsm

Colour:
Pantone 1797 C (Red)
Pantone 7547 C (Black)

15 mm

The SensArab Bold 10 pt
upper, & lower case,
70% Pantone Black 7547 C

The SensArab Light 8 pt
upper, & lower case,
70% Pantone Black 7547 C

10 mm

Receipt Voucher

SL No : _____

Amount	
--------	--

Received From : _____

Sum of Dhs. : _____

Being : _____

Chq No: _____

Bank : _____

Date : _____

Accountant

Received By

Tel: +971 4 2621199 | Fax: +971 4 262844 Deira | 13A Street Area Opp. Hamar Ain Centre | PO.Box 80558 Dubai, U.A.E. | Email: hamed@woodco.ae

The SensArab Bold 18 pt
upper, & lower case,
70% Pantone Black 7547 C

Size: A5 (148x210 mm)

Stock:
Connoisseur Wood Free - 80 Gsm

Colour:
Pantone 1797 C (Red)
Pantone 7547 C (Black)

www.woodco.ae

Fax Sheet English (reduced)

The SensArab Plain 10 pt
upper, & lower case,
Pantone Black 7547 C

Arial Regular 11 pt
aranged left, upper, & lower case
100% Black

The SensArab Light 8 pt
upper, & lower case,
Pantone Black 7547 C

15 mm

15 mm

50 mm

WOODCO

To: _____ Date: _____

Attention: _____ Reference: _____

Fax Number: _____ Number of pages: _____

FAX

Dear _____

Subject Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

Your Sincerely

Signature

Another Name
Job Title/Description
Department
Branch

Tel: +971 4 2621999 | Fax: +971 4 262844 | Deira, 13A Street Area Opp. Hamar Ain Centre | PO.Box 80558 Dubai, U.A.E. | Email: hamed@woodco.ae

10 mm

www.woodco.ae

Size: A4 (21x29.7 cm)

Stock:

Connoisseur 100% Cotton - 110 Gsm

Smooth Recycled Milk White - 100 Gsm

Colour:

Process Colour B&W



Size: DL (210 x 110 mm)

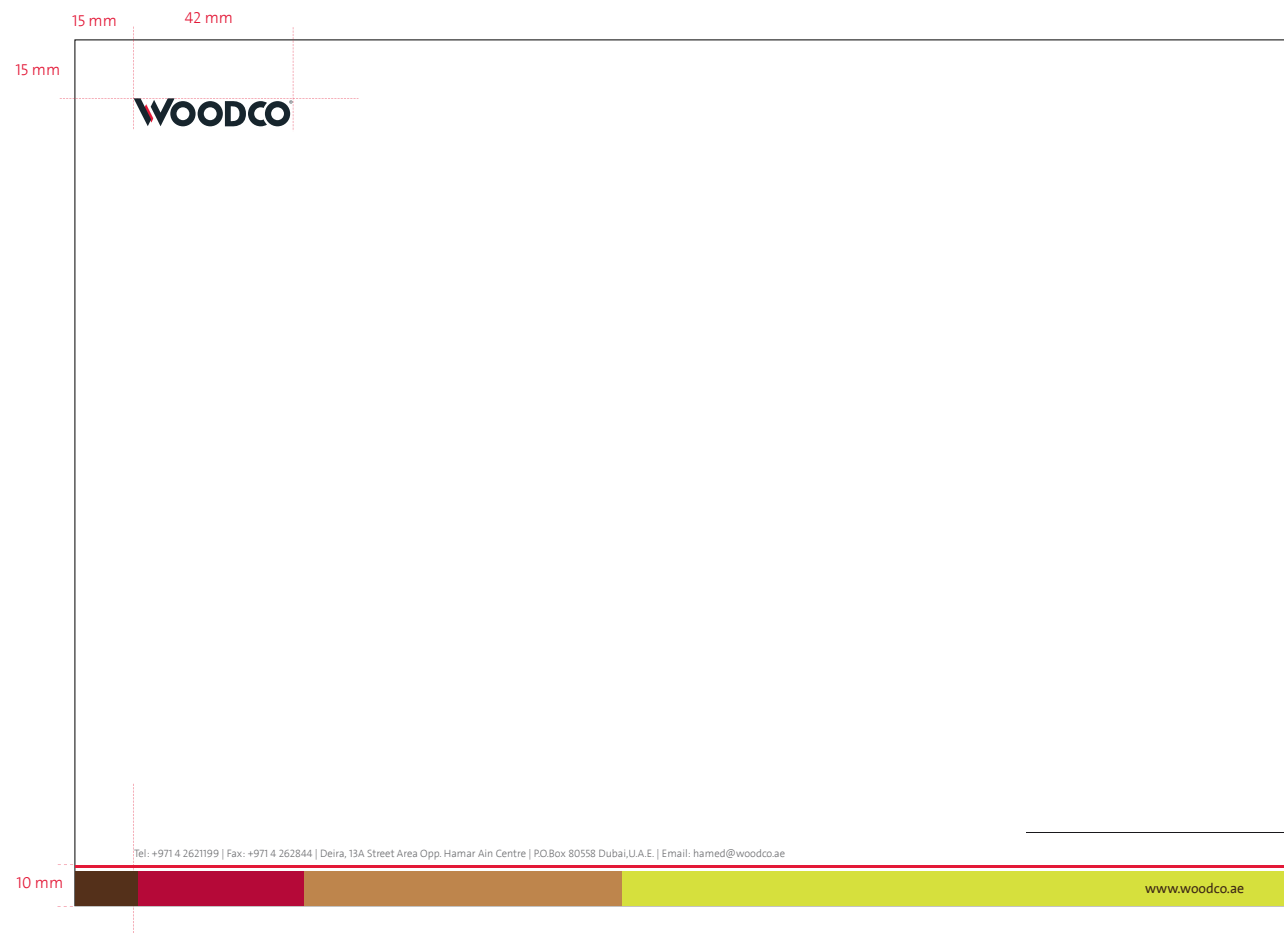
Stock:

Connoisseur 100% Cotton - 110 Gsm
Smooth Recycled Milk White - 100 Gsm

Colour:

Pantone 1797 C (Red)
Pantone 7547 C (Black)

The SensArab Light 7 pt
upper, & lower case,
70% Pantone Black 7547 C



Size: C4 (324 x 229 mm)

Stock:

Connoisseur 100% Cotton - 110 Gsm

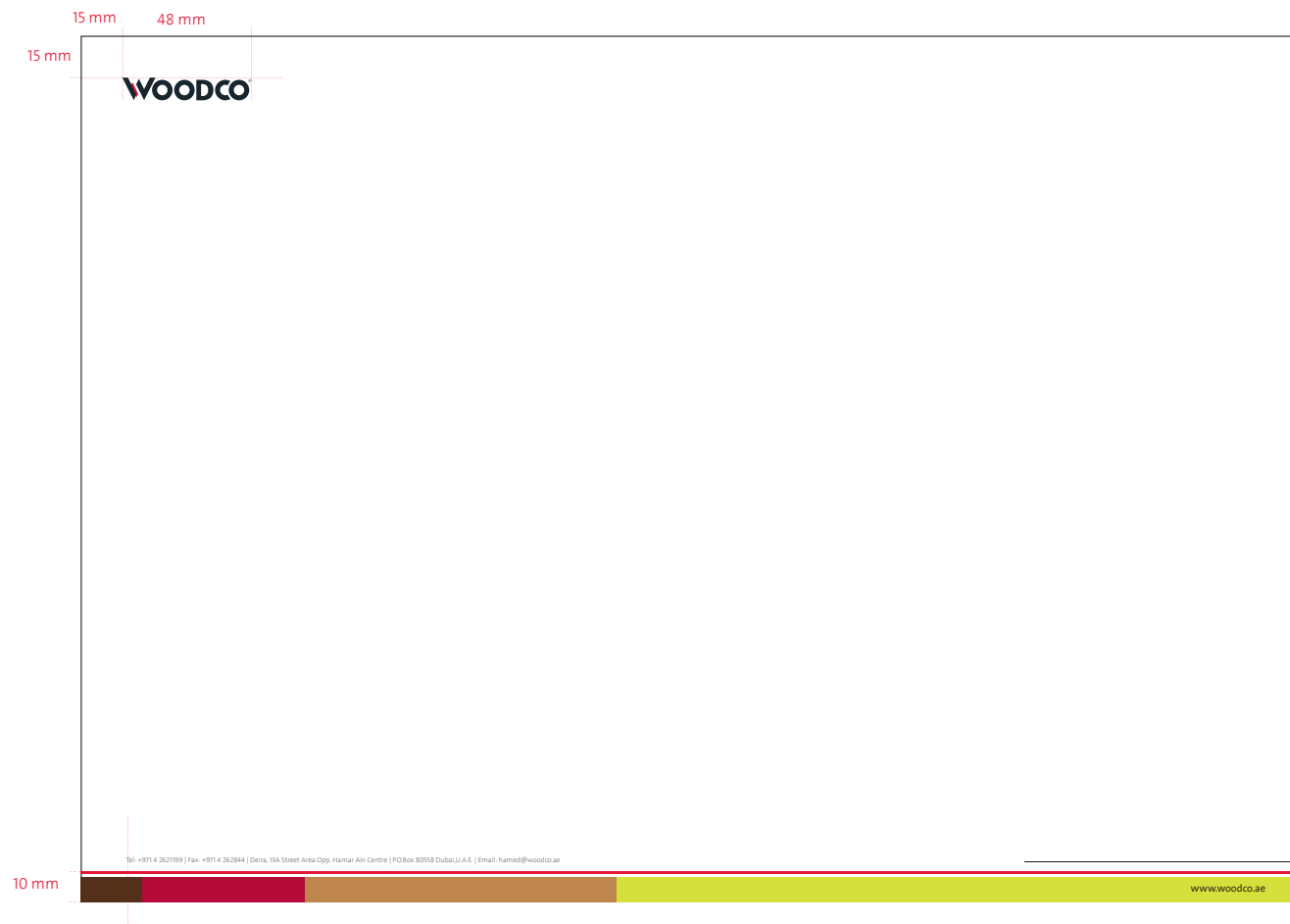
Smooth Recycled Milk White - 100 Gsm

Colour:

Pantone 1797 C (Red)

Pantone 7547 C (Black)

The SensArab Light 7 pt
upper, & lower case,
70% Pantone Black 7547 C



Size: C3 (458 x 324 mm)

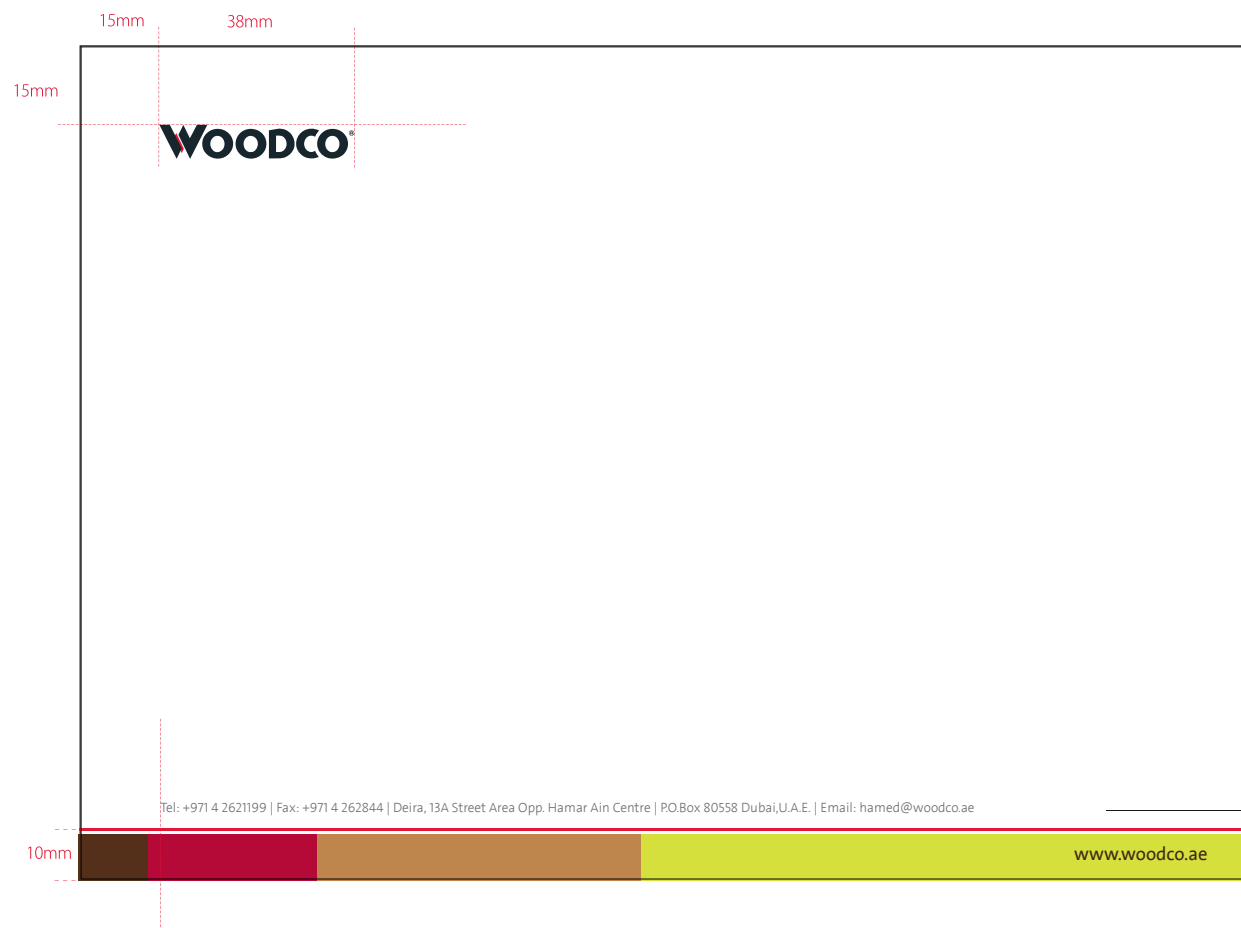
Stock:

Connoisseur 100% Cotton - 110 Gsm
Smooth Recycled Milk White - 100 Gsm

Colour:

Pantone 1797 C (Red)
Pantone 7547 C (Black)

The SensArab Light 7 pt
upper, & lower case,
70% Pantone Black 7547 C



Size: C5 (229 x 162 mm)

Stock:

Connoisseur 100% Cotton - 110 Gsm

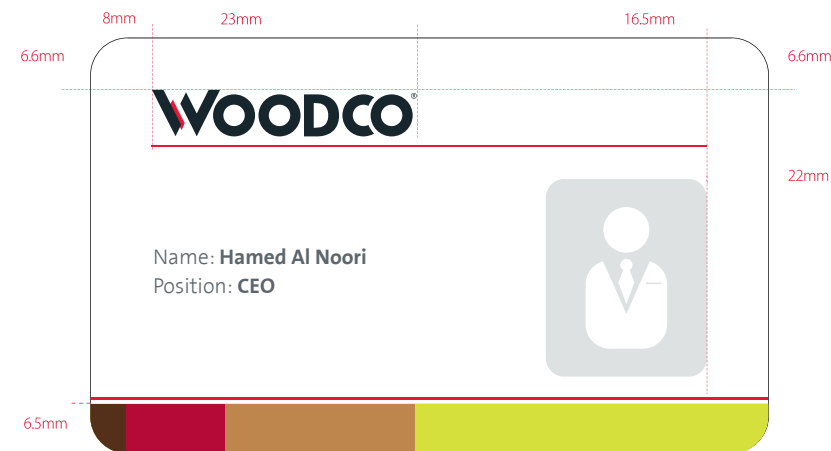
Smooth Recycled Milk White - 100 Gsm

Colour:

Pantone 1797 C (Red)

Pantone 7547 C (Black)

The SensArab Light 7 pt
upper, & lower case,
70% Pantone Black 7547 C



Size: (90 x 55 mm)

Colour:
Process Colour CMYK

To:	
Cc:	
Subject:	
☰ ▼	

Dear

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

With Best Regards

Hamed Al Noori | CEO

Tel: +971 4 2621199 | Fax: +971 4 262844
 Deira, 13A Street Area Opp. Hamar Ain Centre.
 P.O.Box 80558 Dubai,U.A.E.
 Email: hamed@woodco.ae



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	Hamed Al Noori CEO Tel: +971 4 2621199 Fax: +971 4 262844 Deira, 13A Street Area Opp. Hamar Ain Centre. P.O.Box 80558 Dubai,U.A.E. Email: seema@woodco.ae
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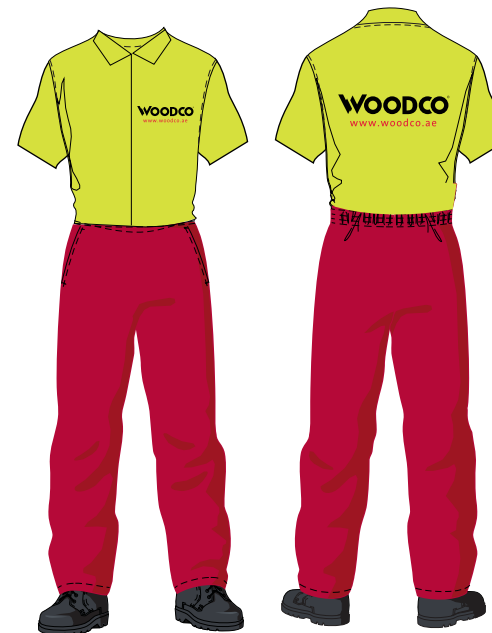
[NOTICE: This e-mail (including attachments) is confidential and is intended solely for the addressee. Unless you are the addressee, you may not read, copy, use or store this e-mail in any way, or permit others to do so. If you have received it in error, please contact me at +971 5X XXX XXXX]

Option 02





Option 1

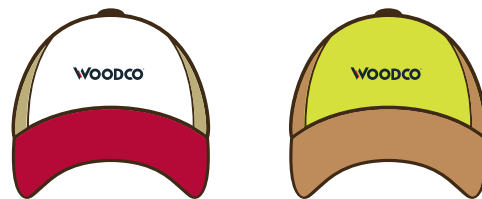


Option 2

Size Any

Colour:
Process Colour CMYK

01 Cap



02 Pin



03 USB



04 Coffee Cap



05 Pen



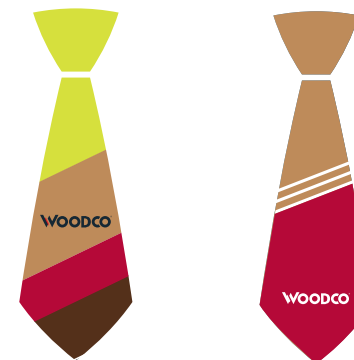
06 T-Shirt White



07 T-Shirt Gradient



08 Tie





50mm

15mm

WOODCO

Address:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Sent To: _____

Sent By: _____

Dated on: _____

Re: _____

MEMO

Subject Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

☐ Reply Please ☐ Reply Not Necessary

Authorized Signature

Tel: +971 4 2621199 | Fax: +971 4 262844 | Deira, 13A Street Area Opp. Hamar Ain Centre | P.O.Box 80558 Dubai, U.A.E. | Email: hamad@woodco.ae

www.woodco.ae

10mm

The SensArab Plain 10 pt upper, & lower case, Pantone Black 7547 C

Arial Bold 22 pt aranged left, upper, & lower case 100% Black

The SensArab Light 8 pt upper, & lower case, Pantone Black 7547 C

The SensArab Plain 8.5 pt lead 12.5 aranged left upper & lower case 70% Pantone Black 7547 C

Size: A4 (21x29.7 cm)

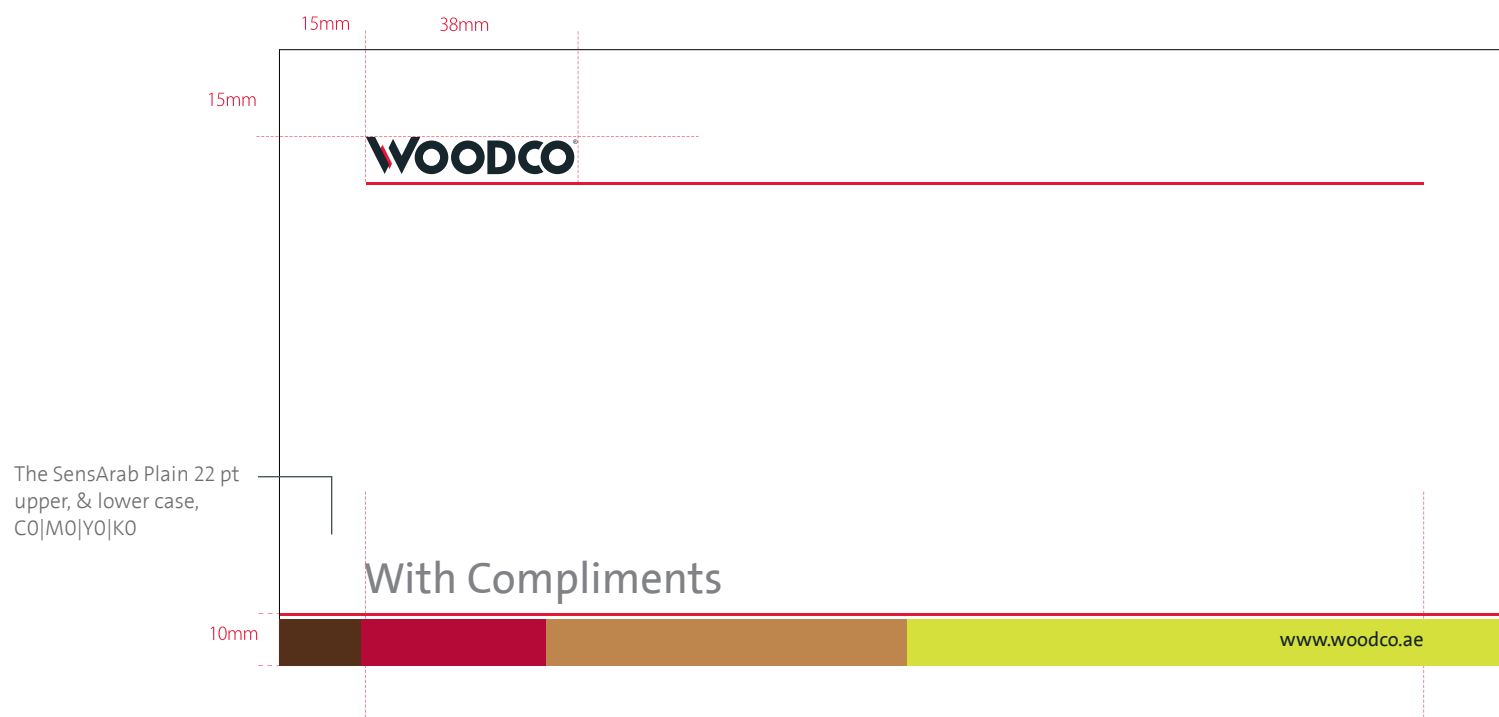
Stock: Connoisseuer 100% Cotton - 110 Gsm Smooth Recycled Milk White - 100 Gsm

Colour: Process Colour B&W

Size: DL (210 x 110 mm)

Stock:
Connoisseur 100% Cotton - 110 Gsm
Smooth Recycled Milk White - 100 Gsm

Colour:
Pantone 1797 C (Red)
Pantone 7547 C (Black)



The SensArab Bold 25 pt
upper, & lower case,
70% Pantone Black 7547 C

The SensArab Bold 12 pt
upper, & lower case,
70% Pantone Black 7547 C

Lorem Ipsum dolor
Lorem ipsum dolor amet, consectetur adipiscing
ullam enim leo, egestas id, condimentum

WOODCO

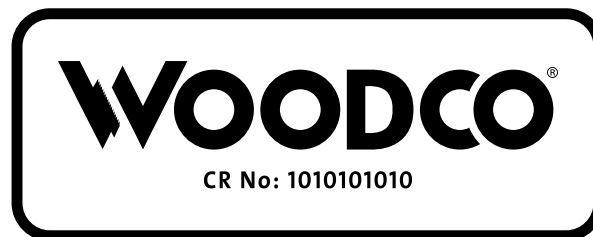
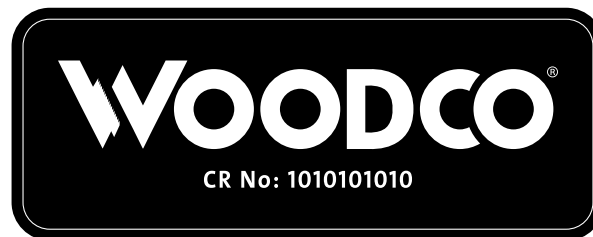
Size: A4 (210 x 297 mm)

Stock:
Smooth Recycled Milk White - 250 Gsm

Colour:
C|M|Y|K



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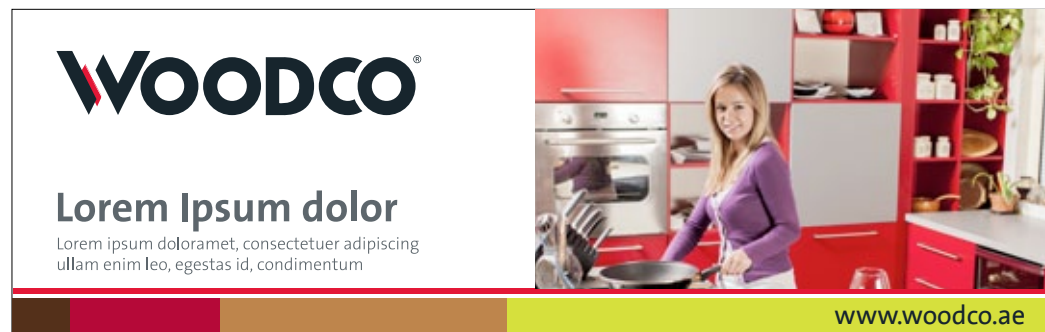


SECTION 04

SIGNAGE

Size: (Any)

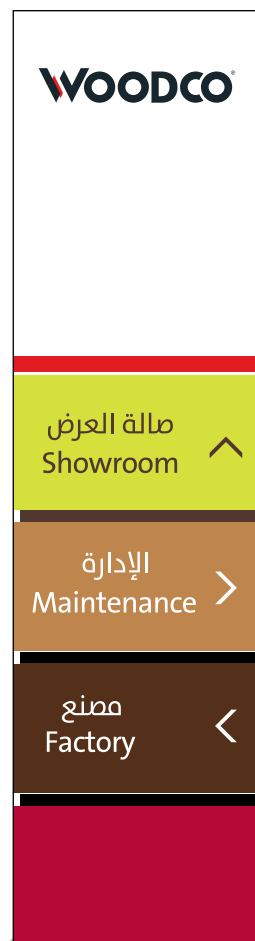
Colour:
Process Colour CMYK





Exterior Totem (Pylon)

SECTION 4 - CORPORATE IDENTITY MANUAL



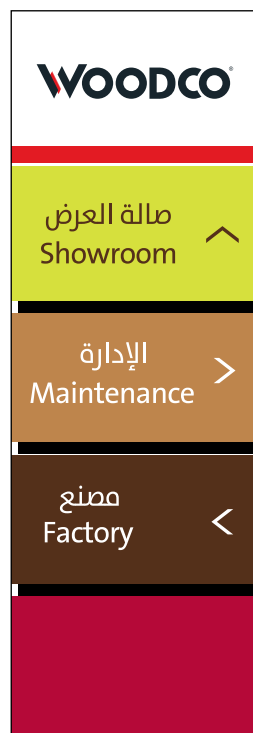
Size: (120cm x 450 cm)

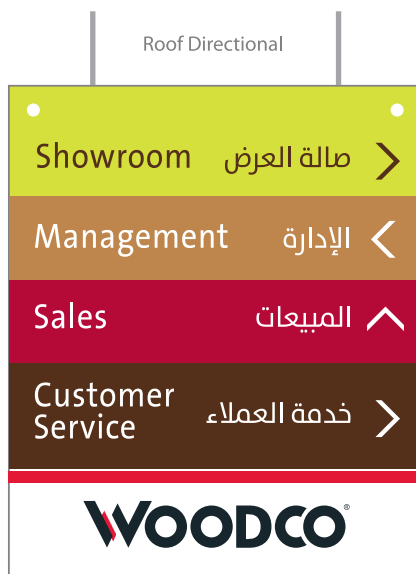
Colour:
Process Colour CMYK



Internal Totem (Pylon)

SECTION 4 - CORPORATE IDENTITY MANUAL

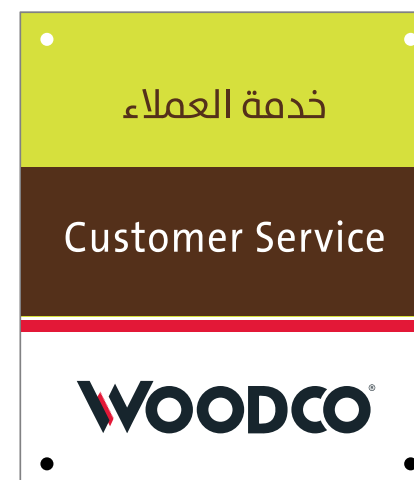




Door Directional



Wall Directional





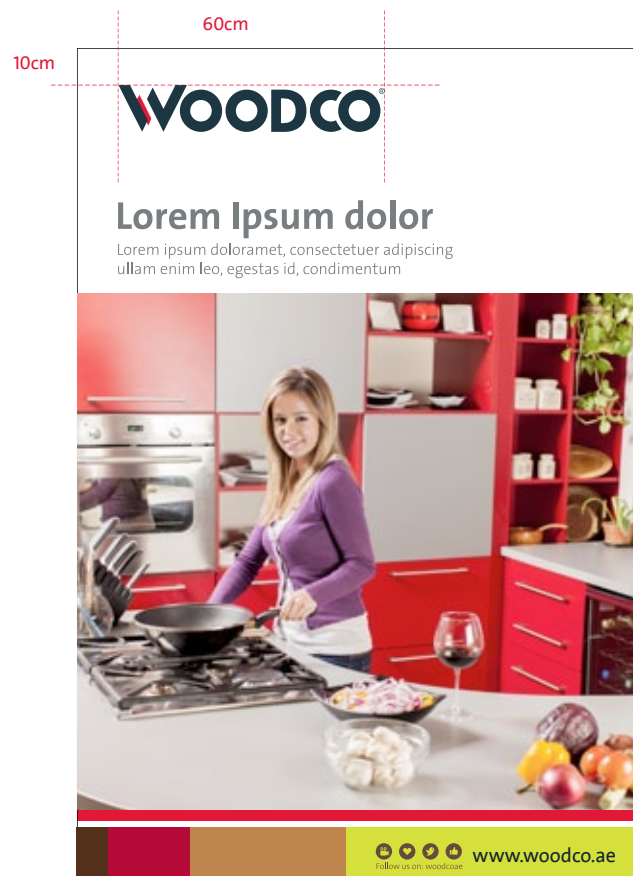
Size: (1465cm x 600cm)

Colour:
Process Colour CMYK



Size: (300cm x 400cm)

Colour:
Process Colour CMYK



Size: (150cm x 388cm)

Colour:
Process Colour CMYK





Size: (2990 x 2260 mm)

Colour:
 Process Colour CMYK





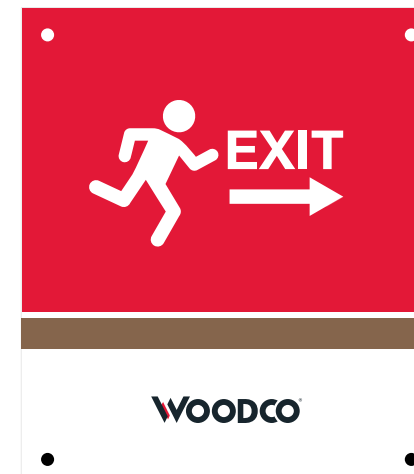
Roof Directional



Door Directional



Wall Directional



SECTION 05

ADVERTISING



Size: (Landscape)

Colour:
 Process Colour CMYK



Press Ad - Landscape (Black and White)

SECTION 5 - CORPORATE IDENTITY MANUAL

WOODCO®

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P.O.Box 80558 Dubai, U.A.E. | Email: hamed@woodco.ae

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Size: (Landscape)

Colour:
Black and white



Press Ad - Portrait

SECTION 5 - CORPORATE IDENTITY MANUAL



Size: (Portrait)

Colour:
Process Colour CMYK



Press Ad - Portrait (Black and White)

SECTION 5 - CORPORATE IDENTITY MANUAL



Size: (Portrait)

Colour:
Black and white



Size: (Any Size)

Colour:
Process Colour CMYK



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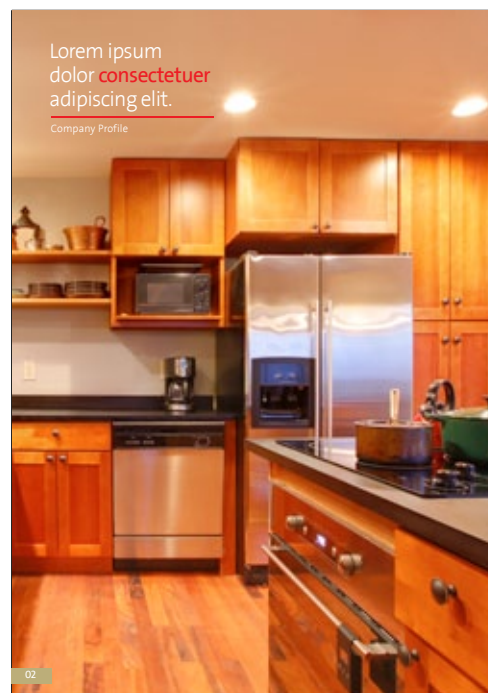
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Size: (Any Size)

Colour:
 Black and White

SECTION 06

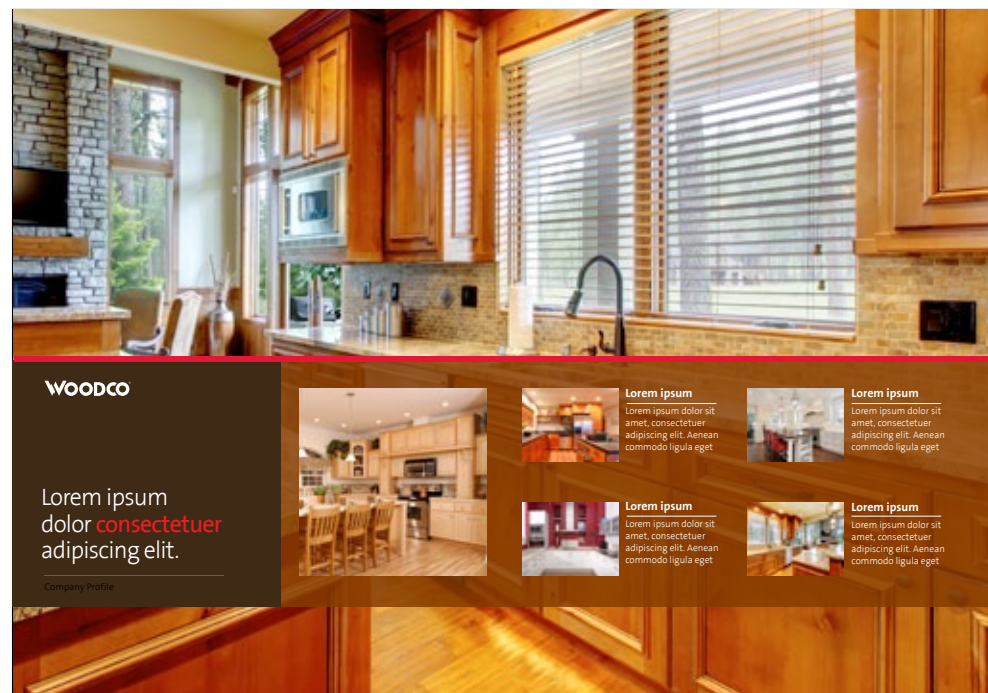
PRINT (BTL)





Promotional Brochure (Cover + Inside)

SECTION 6 - CORPORATE IDENTITY MANUAL





Preview

Size: (A4)

Colour:
Process Colour CMYK



Inside Manual



Cover Manual



Size: (297 x 420 mm)

Colour:
Process Colour CMYK



Size: (Landscape)

Colour:
Process Colour CMYK



Cover



Inside

Size: (24x34 cm)

Colour:
Process Colour CMYK



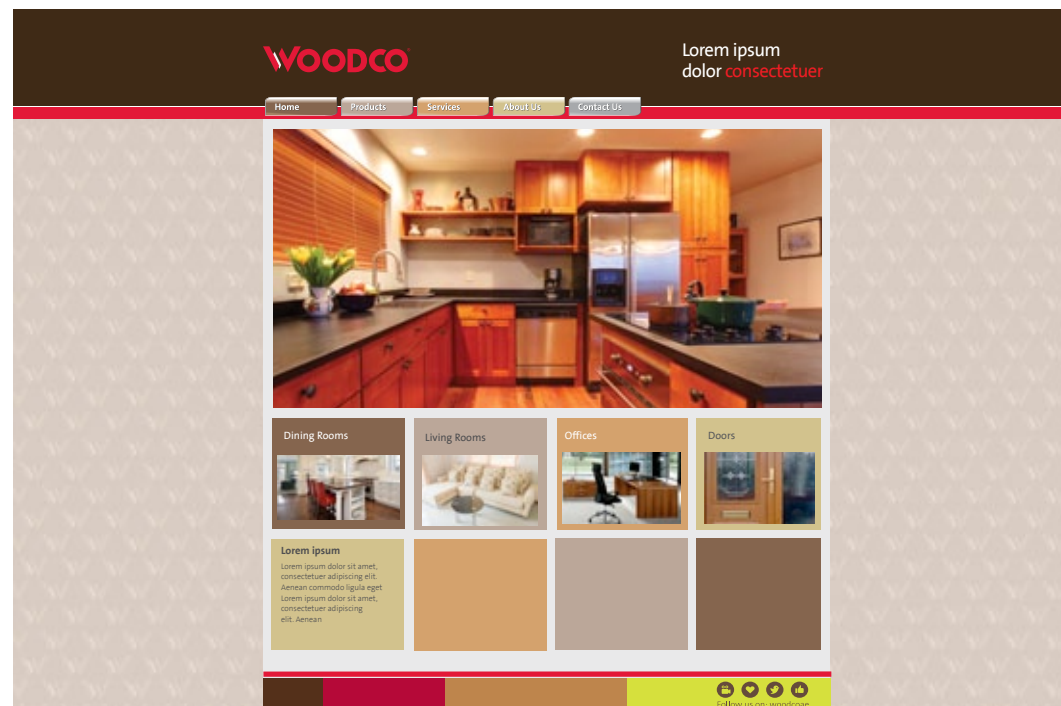
Size: (A4)

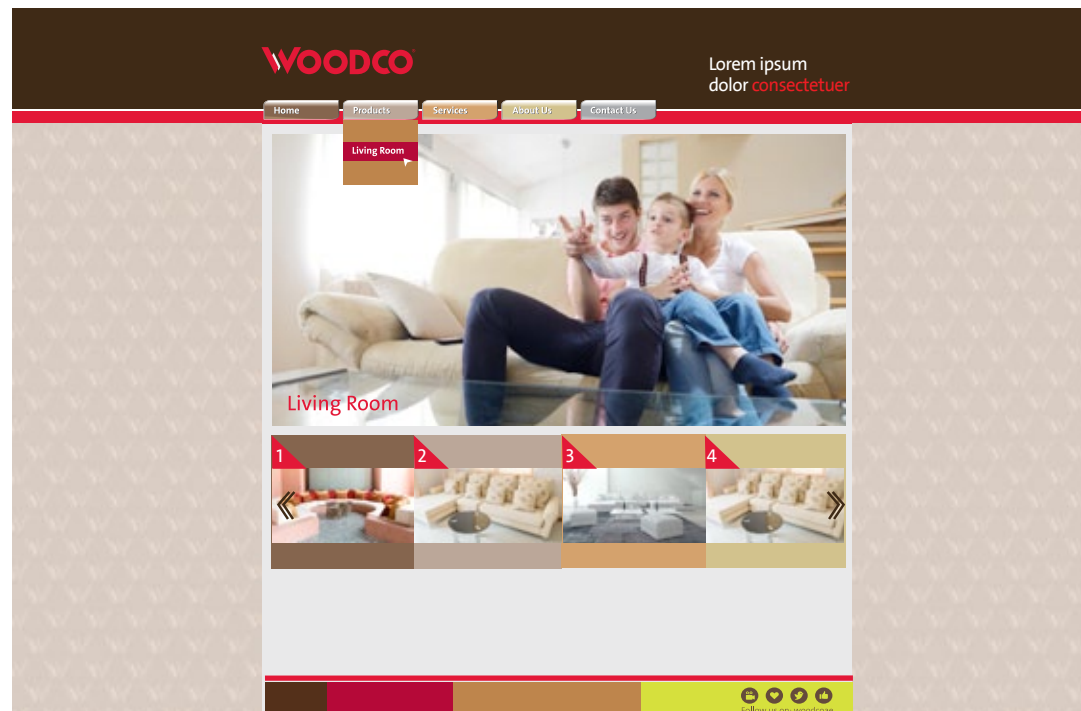
Colour:
Process Colour CMYK



SECTION 07

MULTIMEDIA







Manual



Preview



Manual

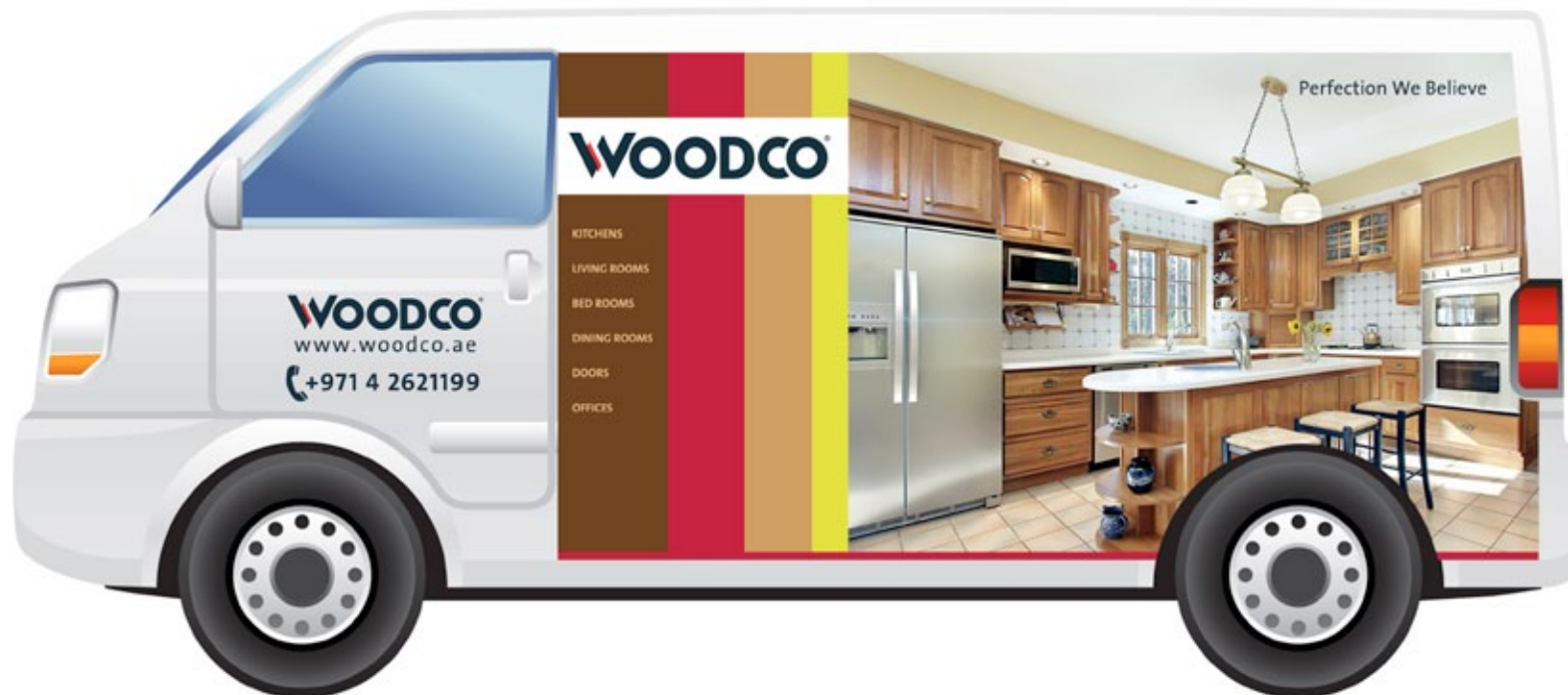


Preview

SECTION 08

VEHICLE BRANDING













CARCASE	
DOOR	
DESIGN	
HANDLE	
COLOR	

CLIENT:	PROJECT:	DRG. TITLE:	MODEL:
			M.A MUJAHEDQ
			MR. HAMED
Q/SK/— /201			QRG.NO:MQ-524 / WD-1 / r1 SCALE: N.T.S

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