



BRAND GUIDELINES

Version 6.0

Introduction

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 organisation.

Whether you are one of our partners, suppliers or employees, we hope that you will work with us to consistently deliver the Bahri brand. We hope you find this document informative and easy to use.

Thank you for helping us build a strong Bahri brand.

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1

BRAND STRATEGY

Brand Story

Brand Model

Brand Personality

Reaching Towards Tomorrow's Horizon

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. Why else would we have one of the most modern and diversified global shipping fleets today?

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?

Brand Story

The Brand Story is a piece of prose that captures the brand's vision, mission, values and essence in an emotive manner.

Reaching Towards Tomorrow's Horizon

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 we maintain a state-of-the-art fleet, out-performing any on the oceans of the world today. Challenges are what drive us.

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

They make us better. Every day.

Brand Story – Alternative Version

The Brand Story is a piece of prose that captures the brand's vision, mission, values and essence in an emotive manner.

رؤيتنا

ربط الإقتصادات، نشر الإزدهار وقيادة التميز في مجال النقل البحري.

هدفنا

بناء شراكات قوية مع العملاء وأصحاب المصالح بتشغيل أساطيل بحرية عالية الجودة وتطبيق مبدأ التركيز وأفضل الممارسات وأساسيات العمل المسئولة.

Vision

Connecting economies, sharing prosperity and driving excellence in global marine transport.

Mission

To maintain and sensibly expand one of the world's highest quality fleets, applying relentless focus and best practice, incorporating the latest technologies and efficiencies, respecting responsible business fundamentals and building strong partnerships.

Brand Model

Vision

Our ideal future – what do we want to be known for, or achieve?

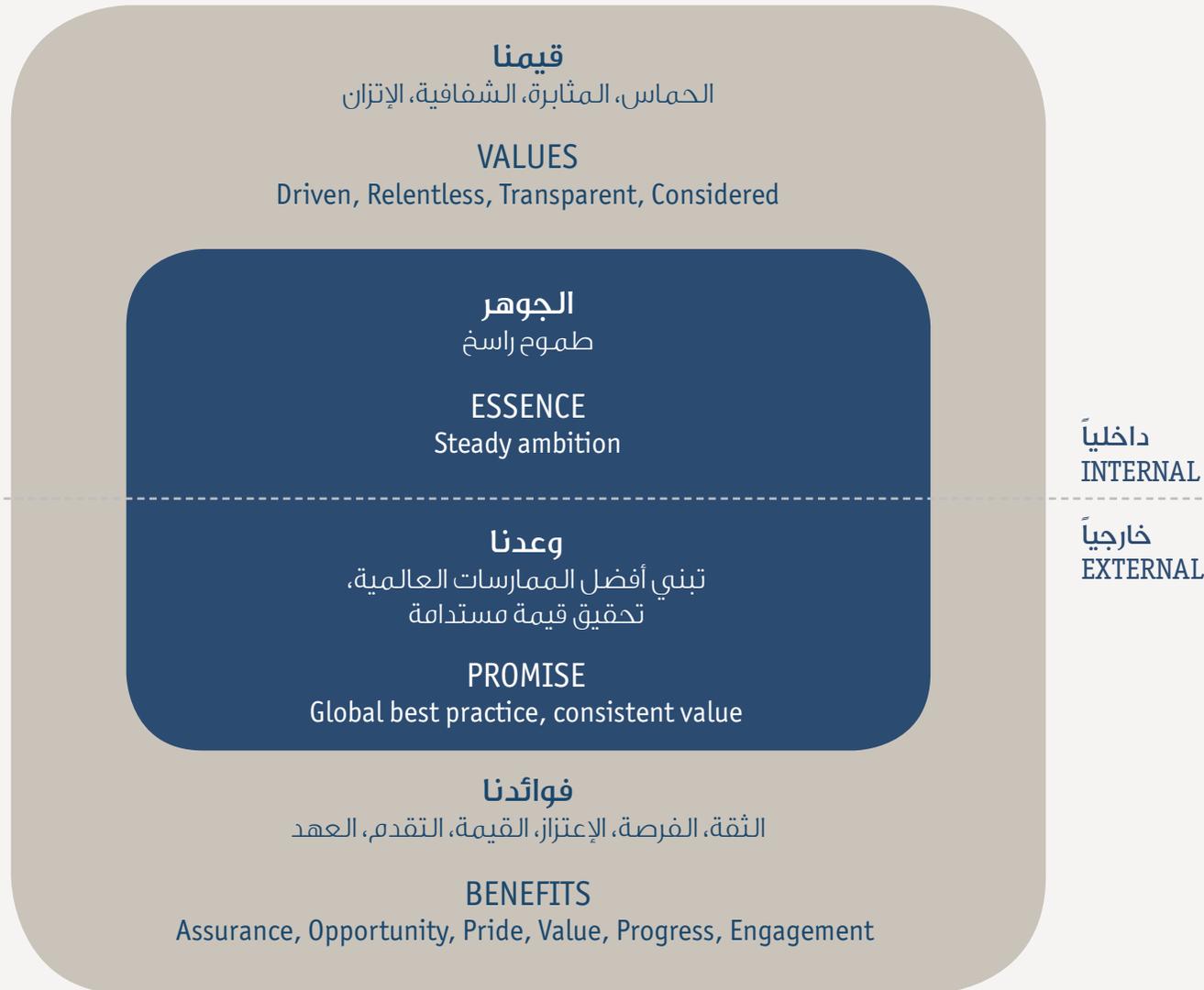
Mission

How we approach our day to day activities, to bring our vision to fruition.

Brand Model

The Brand Model expresses the vision, mission, values, essence, promise and customer benefits.

It helps employees to understand how to express themselves internally and externally.



Speak

**Modern
Strong
Intelligent**

Steady Ambition

**Clarity
Purpose
Engaging**

**Responsible
Focused
Challenging**

Look

Think

Brand Personality

The Brand Personality allows us to express the Bahri brand through human characteristics.

It brings a certain dimension to the brand, elevating it from a theoretical exercise to a real-life expression.

2

BRANDMARK & USAGE

The Identity

Clear Space & Minimum Size

Identity Variations

Colour Palette

Colour Variations

Incorrect Usage

Divisions

Typography

Dual Language Identity



Symbol

Wordmark

Brandmark

The Identity

The Bahri Identity is composed of two elements – the Symbol and the Wordmark. These two elements combined form the Brandmark.

There are three versions of the Bahri Identity:

- Dual Language
- English
- Arabic

Always use approved master artwork and do not attempt to recreate the Bahri Identity.

English Identity



Arabic Identity



Clear Space



The Identity

Clear Space & Minimum Size

Clear Space

Always allow a minimum clear space equal to the height of the central element of the Symbol.

Minimum Size

The minimum size of the Bahri Identity is 10mm in height.

These rules apply for all variations of the Bahri Identity.

Minimum Size English & Arabic Identity



Minimum Size Dual Language Identity



English Identity – Extreme Format



Bahri

Arabic Identity – Extreme Format



بَاهِرِي

The Symbol



The Identity

Identity Variations

Extreme Format Identities

A special Vertical Brand Identity has been developed solely for use on external signage, wayfinding and flags. This version of the Identity is not for any other use.

Always use approved master artwork and do not attempt to recreate the Bahri Identity.

The Symbol

The Symbol can be used to support and enhance the identity on key applications such as livery and the corporate brochure.



Colour Palette

When applying the colour palette, please use the spectrum opposite as a guide to the coverage of each colour.

Bahri metallic blue and silver are supported by the large use of white space and enhanced by the vibrancy of the orange and warm grey. Bahri orange should be restricted for use as an accent colour to highlight important areas of communication.

Gradients of these colours can be used in 10% – 90% tints on graphics and tables when more than one colour variation is required.

The following values should be used with the following applications:

- Pantone®** offset printing
- CMYK** offset & digital printing
- RGB** on screen

Pantone® standards are shown in the current editions of the Pantone Colour Publications. The colours shown here are not intended to match the Pantone® colour standards exactly and are an indication only. Pantone is a registered trademark of Pantone® Inc.

Primary Colour Palette

Secondary Palette

1



2



3



4



5



6



The Identity

Colour Variations

1 Positive Version

Full Colour

This is the primary version of the Bahri Identity and should be reproduced, wherever possible, against a white background.

2 Negative Version

Single Colour – White

For use when the Bahri Identity is used against a coloured background. For corporate applications this colour should be Pantone® 8503.

3 Positive Version

Single Colour – Silver + Silver Foil

For use to enhance the production values on VIP gifts and limited edition gifts and items.

4 Negative Version

2 Colour – White + Silver

For use when the Bahri Identity is used against a coloured background. For corporate applications this colour should be Pantone® 8503.

5 Positive Version

Single Colour Black

For use when the application is printed in black and white.

6 Negative Version

Single Colour – White

For use when the application is printed reversed out in black and white.

1



2



3



4



5



6



The Identity

Symbol Colour Variations

1 Positive Version

Full Colour

This is the primary version of the Bahri Identity and should be reproduced, wherever possible, against a white background.

2 Negative Version

Single Colour – White

For use when the Bahri Identity is used against a coloured background. For corporate applications this colour should be Pantone® 8503.

3 Positive Version

Single Colour – Silver + Silver Foil

For use to enhance the production values on VIP gifts and limited edition gifts and items.

4 Negative Version

2 Colour – White + Silver

For use when the Bahri Identity is used against a coloured background. For corporate applications this colour should be Pantone® 8503.

5 Positive Version

Single Colour Black

For use when the application is printed in black and white.

6 Negative Version

Single Colour – White

For use when the application is printed reversed out in black and white.

Never alter the special relationship of any of the Brand Identity elements



Never change the proportions of the Brand Identity



Never put a key-line around the Brand Identity



Never change the colour of the Brand Identity



Never place the Brand Identity on an image or colour which compromises legibility



Never set the Brand Identity at an angle



BRANDMARK & USAGE

The Identity

Incorrect Usage

The Bahri Identity must be used only as specified in these Brand Guidelines. This will ensure the consistency that promotes respect and recognition in the marketplace.

This page shows incorrect use of the Bahri Identity.

These rules apply for all variations of the Bahri Identity.

Division 1



Division 2



Division 3



Division 4



Division 5



The Identity

Divisions — English

The Bahri Identity is also available featuring specific divisions as descriptors.

Division 1



Division 2



Division 3



Division 4



Division 5



The Identity

Divisions — Arabic

The Bahri Identity is also available featuring specific divisions as descriptors.

ITC Officina

Serif — Book — **Bold** / Sans — Book — **Bold**

Serif Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Serif Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Sans Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

BRANDMARK & USAGE

The Identity

Typography — English

The English typeface is ITC Officina Serif and Sans.

It is confident, bold and speaks through its clarity and strength.

Serif

The Serif font should be restricted to short keymessaging such as pull-quotes, headlines, document titles and the website address. It should also be used for the information on the stationery.

Sans

This should be used for body copy.

Digital

For digital applications such as Microsoft Word, the system font Arial should be used.

ذبي مكس عربي

ريجولار — بولد

ذبي مكس عربي ريجيولار

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
10 9 8 7 6 5 4 3 2 1 0

ذبي مكس عربي بولد

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
10 9 8 7 6 5 4 3 2 1 0

تاهوما

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
10 9 8 7 6 5 4 3 2 1 0

BRANDMARK & USAGE

The Identity

Typography — Arabic

The Arabic typeface is TheMix Arab.

It is confident, bold and speaks through its clarity and strength.

The Mix Arabic Bold

These should be restricted to short key messaging such as pull-quotes, headlines, document titles.

The Mix Arabic Regular

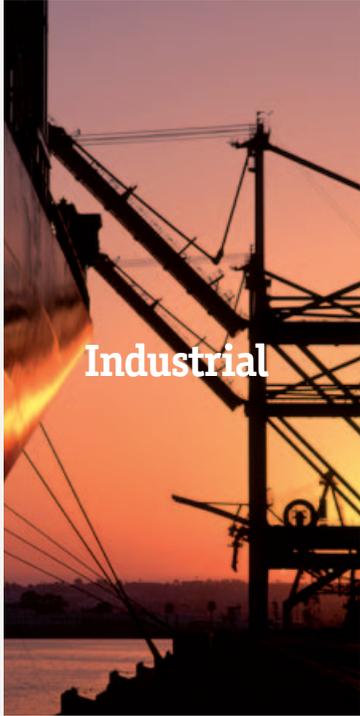
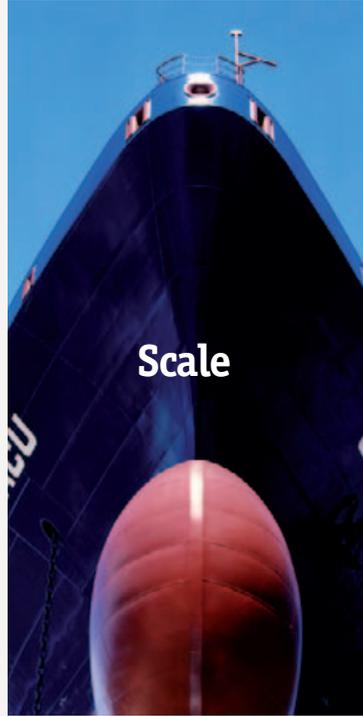
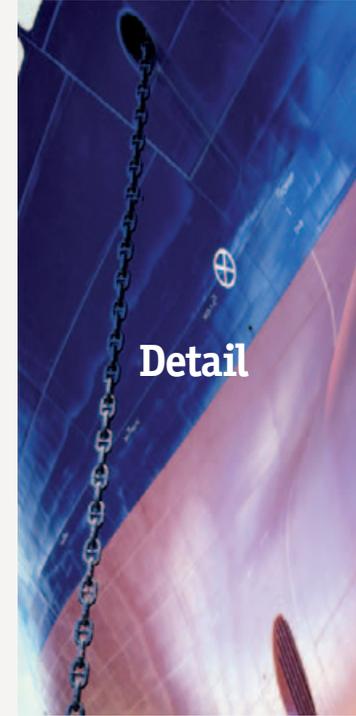
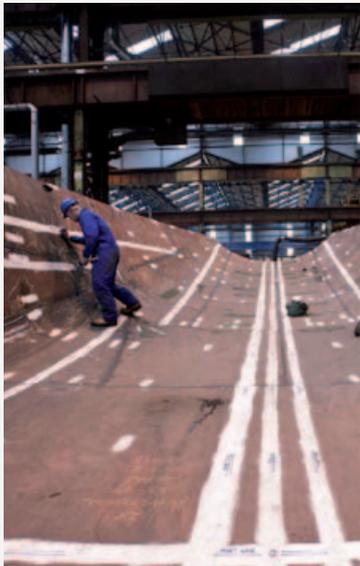
This should be used for body copy.

Digital

For digital applications such as Microsoft Word, the system font Tahoma Arabic should be used.

3

PHOTOGRAPHY STYLE

**Industrial****Scale****Innovation****Detail**

Our photography style captures the industrial nature of the shipping industry, the scale of operations and of the vessels.

These are supported by images which focus in on the details, the workings of the vessels and the innovations driving the industry forward.

The style offers assurance and reinforces the high quality of Bahri's offering.

4

STATIONERY

Letterhead

Compliments Slip & Business Card

Fax & Memorandum

Envelopes

CD Sleeve & Label

bahri.com.sa



18 January 2011

Name Here
Company Name
Address Line 1
Address Line 2
Country

Re: This is dummy text for the letter title – it is intended to be read but have no meaning

Dear Name Here

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Yours Sincerely

Name Surname
Designation

T +966 1 478 5454 ualla
F +966 1 477 8036 طوكو
Bahri Building 569
Salahuddin Al-Ayoubi Street
Malat Area P.O. Box 9911 Riyadh 11492
Kingdom of Saudi Arabia

The National Shipping Company of Saudi Arabia
Commercial Registration: 101002620 Capital SR 1,150,000,000 Fully Paid

Letterhead – International

bahri.com.sa



Continuation Sheet – International

Letterhead

International Audience

Shown here is the Bahri Letterhead intended for the International Audience.

Always use the approved artwork provided and never alter or recreate the template.

bahri.com.sa



18 January 2011

Name Here
Company Name
Address Line 1
Address Line 2
Country

Re: This is dummy text for the letter title – it is intended to be read but have no meaning

Dear Name Here

Od enim velit ipit ut augiam eummod min heniat. Ut velessi eugait atie dolobore consequat eu faccum dolorem nostri henibh endre ero conset lat aliquismod tatem dignibh endiam velquip ex ex ese do er iruscil digniam commodigna faci exerat ulput auguerostrud dolese feui tem acipit volor se vullup atummy nisi dunt at, quatio eugait alit praestrud diam irli exeros nos et vel dunt lobortie tat veliquis alis do eugero od magnism odipit iriure tat ut la feumsan ullaoreet vullut atet, con hendipsummy nim vel in eui bla feugait ute eum velit volobor ercidui tin exerosto duipit utate facidunt lutat. Ulputat. Non henis alit acilit aut ulla faci eugait acil dion henim do odip ero dolore ming ex eu faciduisi dolor illuptat.

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Yours Sincerely

Name Surname
Designation

T +966 1 478 5454 هاتف
F +966 1 477 8036 فاكس

Bahri Building 569
Salahuddin Al-Ayoubi Street
Malat Area P.O. Box 8931 Riyadh 11492 11492 الرياض 8931 جدة
Kingdom of Saudi Arabia المملكة العربية السعودية

569 بناية البدرية
شارع صلاح الدين الأيوبي
جدة الرياض 8931 الرياض 11492
المملكة العربية السعودية

الشركة الوطنية السعودية للتخليد البحري
ش.م.س. رأس المال 3,150,000,000 ريال سعودي - سجلت
1010026026
The National Shipping Company of Saudi Arabia
ش.م.س. رأس المال 3,150,000,000 ريال سعودي - سجلت
1010026026
Commercial Registration 1010026026 Capital SR 3,150,000,000 Fully Paid

Letterhead – GCC

bahri.com.sa



18 January 2011

Name Here
Company Name
Address Line 1
Address Line 2
Country

Re: This is dummy text for the letter title – it is intended to be read but have no meaning

Dear Name Here

Od enim velit ipit ut augiam eummod min heniat. Ut velessi eugait atie dolobore consequat eu faccum dolorem nostri henibh endre ero conset lat aliquismod tatem dignibh endiam velquip ex ex ese do er iruscil digniam commodigna faci exerat ulput auguerostrud dolese feui tem acipit volor se vullup atummy nisi dunt at, quatio eugait alit praestrud diam irli exeros nos et vel dunt lobortie tat veliquis alis do eugero od magnism odipit iriure tat ut la feumsan ullaoreet vullut atet, con hendipsummy nim vel in eui bla feugait ute eum velit volobor ercidui tin exerosto duipit utate facidunt lutat. Ulputat. Non henis alit acilit aut ulla faci eugait acil dion henim do odip ero dolore ming ex eu faciduisi dolor illuptat.

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Facinci liquat praestio odoloreetum vent aliquisisis nullup atummolorel il utpat ex euis am zzrit ute et lum enim voluplat alit amconsequisi tatuercing ex enisi dolore conse dunt veliqui ea conset tem zzrilla mcommy nonsectet, sectem at.

Yours Sincerely

Name Surname
Designation

T +966 1 478 5454 هاتف
F +966 1 477 8036 فاكس

Bahri Building 569
Salahuddin Al-Ayoubi Street
Malat Area P.O. Box 8931 Riyadh 11492 11492 الرياض 8931 جدة
Kingdom of Saudi Arabia المملكة العربية السعودية

569 بناية البدرية
شارع صلاح الدين الأيوبي
جدة الرياض 8931 الرياض 11492
المملكة العربية السعودية

الشركة الوطنية السعودية للتخليد البحري
ش.م.س. رأس المال 3,150,000,000 ريال سعودي - سجلت
1010026026
The National Shipping Company of Saudi Arabia
ش.م.س. رأس المال 3,150,000,000 ريال سعودي - سجلت
1010026026
Commercial Registration 1010026026 Capital SR 3,150,000,000 Fully Paid

Continuation Sheet – GCC

Letterhead

GCC Audience

Shown here is the Bahri Letterhead intended for the GCC audience.

Always use the approved artwork provided and never alter or recreate the template.



Compliments Slip

Business Card

Shown here is the Bahri Compliment Slip and Business Card.

Always use the approved artwork provided and never alter or recreate the templates.

Compliments Slip



Business Card – English Facing



Business Card – Arabic Facing

bahri.com.sa

 **البحري Bahri**

إلى عناية
Attention

التاريخ
Date

الشركة
Company

رقم الفاكس
Fax Number

المرسل
Sender

عدد الصفحات
Number of Pages

**فاكس
Fax**

الموضوع
Subject

T +966 1 478 5454 هاتف
F +966 1 477 8036 فاكس

Bahri Building 569
Salahuddîn Al-Ayoubi Street
Makaz Area P.O. Box 8931 Riyadh 11492
Kingdom of Saudi Arabia

بنية البحري 569
شارع صلاح الدين الأيوبي
حي المأزق ص.ب. 8931 الرياض 11492
المملكة العربية السعودية

Fax

bahri.com.sa

 **البحري Bahri**

إلى
To

التاريخ
Date

عدد الصفحات
Number of Pages

**مذكرة
Memorandum**

الموضوع
Subject

T +966 1 478 5454 هاتف
F +966 1 477 8036 فاكس

Bahri Building 569
Salahuddîn Al-Ayoubi Street
Makaz Area P.O. Box 8931 Riyadh 11492
Kingdom of Saudi Arabia

بنية البحري 569
شارع صلاح الدين الأيوبي
حي المأزق ص.ب. 8931 الرياض 11492
المملكة العربية السعودية

Memorandum

Fax & Memorandum

Shown here are the Bahri Fax and Memorandum.

Always use the approved artwork provided and never alter or recreate the template.

Envelope**DL**

Shown here is the Bahri Envelope in DL size.

Always use the approved artwork provided and never alter or recreate the template.





Envelope

C4

Shown here is the Bahri Envelope in C4 size.

Always use the approved artwork provided and never alter or recreate the template.

<p>bahri.com.sa</p> <p>T +966 1 478 5454 هاتف F +966 1 477 8036 فاكس</p> <p>Bahri Building 569 Salahuddin Al-Ayoubi Street Malaz Area P.O. Box 8931 Riyadh 11492 Kingdom of Saudi Arabia</p>	<p> البحري Bahri</p> <p>إلى عناية Attention</p> <hr/> <p>التاريخ Date</p> <hr/> <p>المحتويات Content</p> <hr/>
<p>بنية البحري 569 شارع صلاح الدين الأيوبي حي الملز ص.ب. 8931 الرياض 11492 المملكة العربية السعودية</p>	

CD Sleeve & Label

Shown here is the Bahri CD Sleeve & Label.

Always use the approved artwork provided and never alter or recreate the template.



5

MARKETING COLLATERAL

Corporate Folder

Corporate Brochure



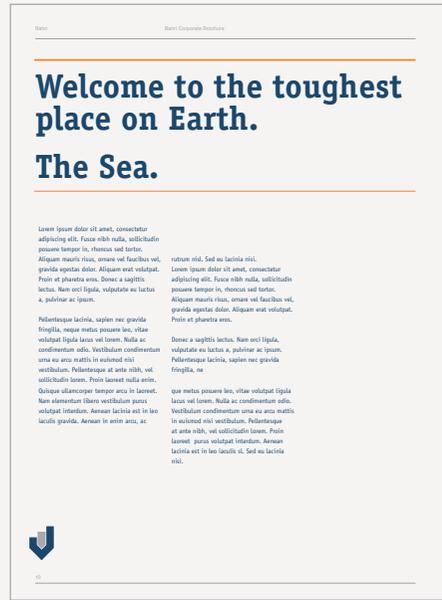
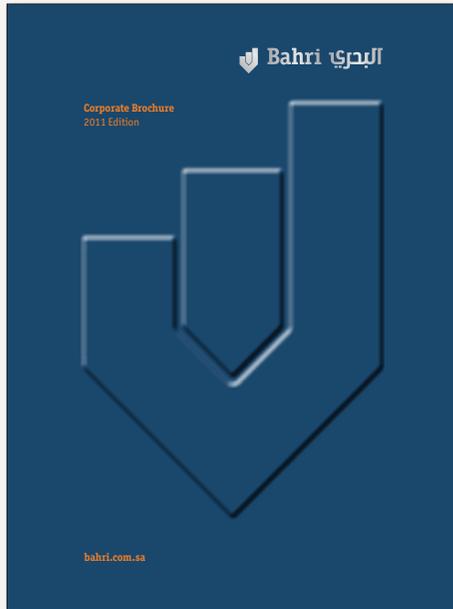
Corporate Folder – A4

Shown here is a look and feel for the Bahri Corporate Folder.

The Corporate Folder features the Bahri Identity reproduced using a silver metallic ink.

For production specifications please refer to Section 10 – Reproduction Specifications.

Always use the approved artwork provided and never alter or recreate the template.



Corporate Brochure

Shown here is a look and feel for the Bahri Corporate Brochure.

The cover of the Corporate Brochure features the Bahri Identity reproduced using a silver metallic ink and the Bahri symbol as a supergraphic using a blind deboss.

Bahri typography, colour palette and photographic style are used within the structured, dynamic brochure layout.

For production specifications please refer to Section 10 – Reproduction Specifications.



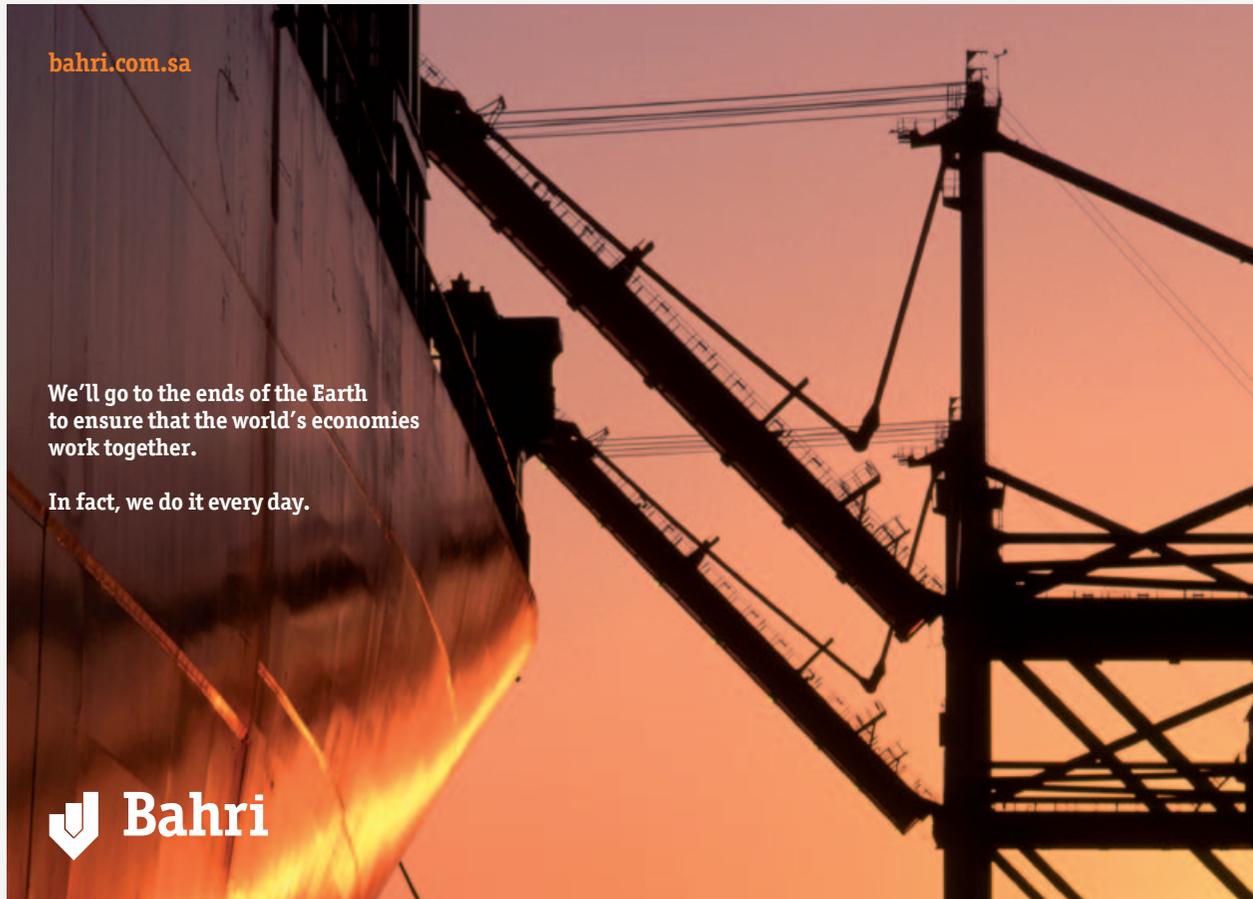
6

ADVERTISING

Advertising Templates

Flags

Banners



bahri.com.sa

We'll go to the ends of the Earth
to ensure that the world's economies
work together.

In fact, we do it every day.



Advertising

Double Page Spread

Shown here is a look and feel for a landscape
double page spread Advertising layout.

Advertising

Single Page

Shown here is a look and feel for a portrait single page Advertising layout.





Flags

A special Vertical Brand Identity has been developed for extreme portrait formats, such as Flags.

Banners

A special Vertical Brand Identity has been developed for extreme portrait formats, such as Banners.



7

DIGITAL

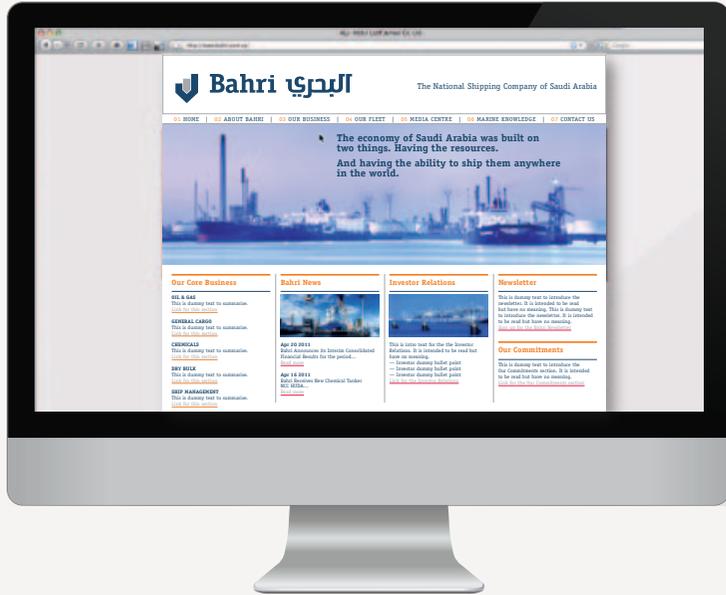
Website

Intranet

Email Signature

PowerPoint Template

Corporate Website – Homepage



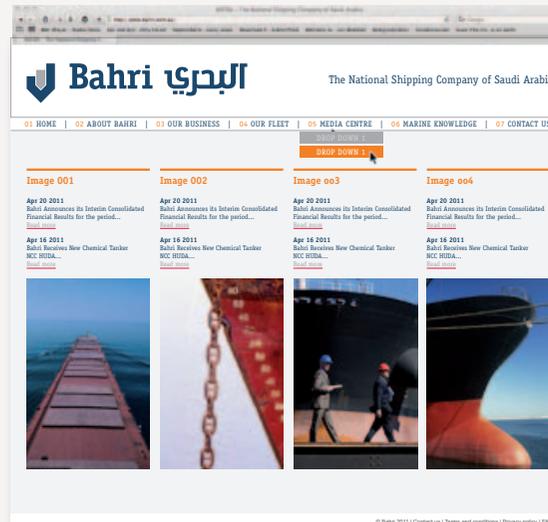
Corporate Website – Example Page 1



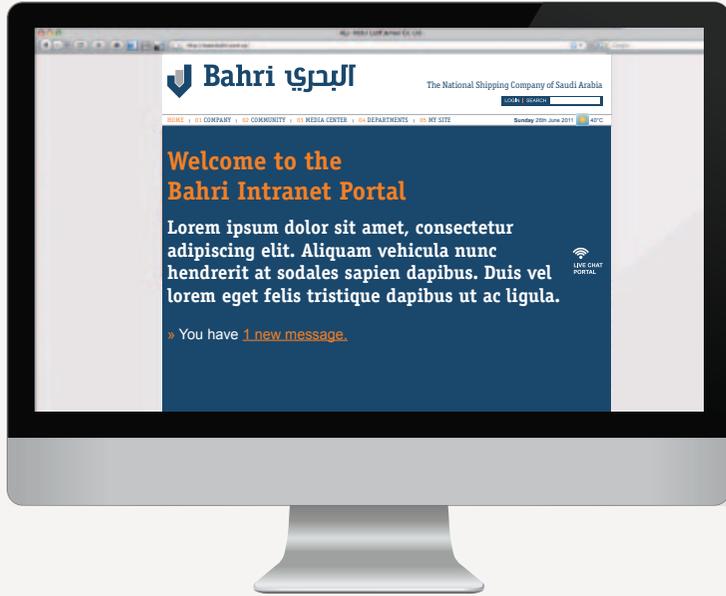
Website

A look and feel for the The Corporate Website design is shown here.

Corporate Website – Example Page 2



Corporate Intranet Portal – Homepage



Corporate Intranet Portal – Example Page 1



Intranet

A look and feel for the The Corporate Intranet Portal is shown here.

Corporate Intranet Portal – Example Page 2

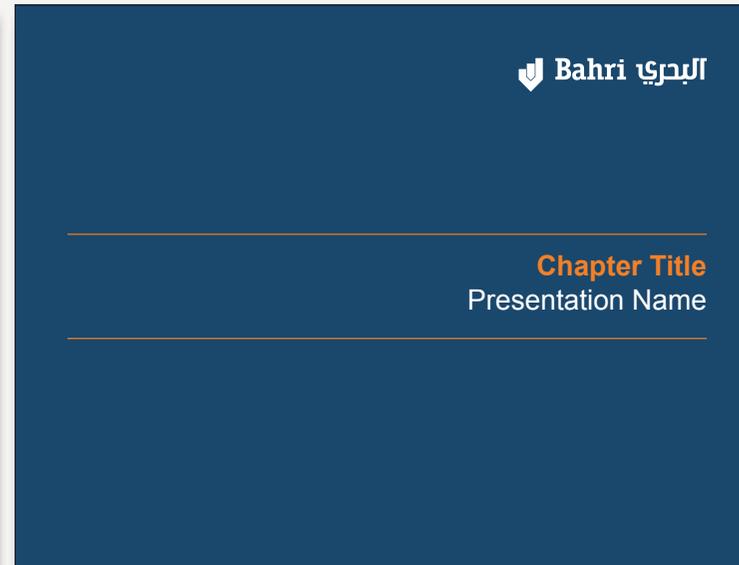
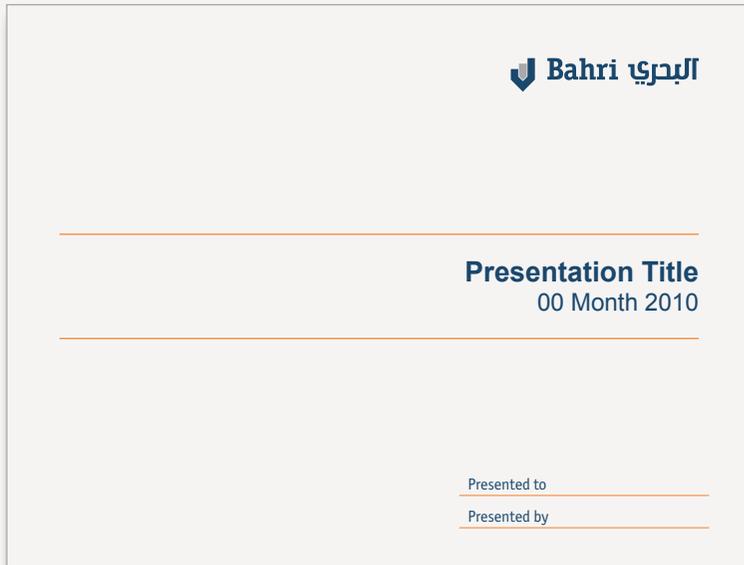


Email Signature

The Email Signature has been set up to maintain consistency across all Bahri email communication.

All elements, including colours, placement, type sizes and type weights in the signature should be maintained at all times.

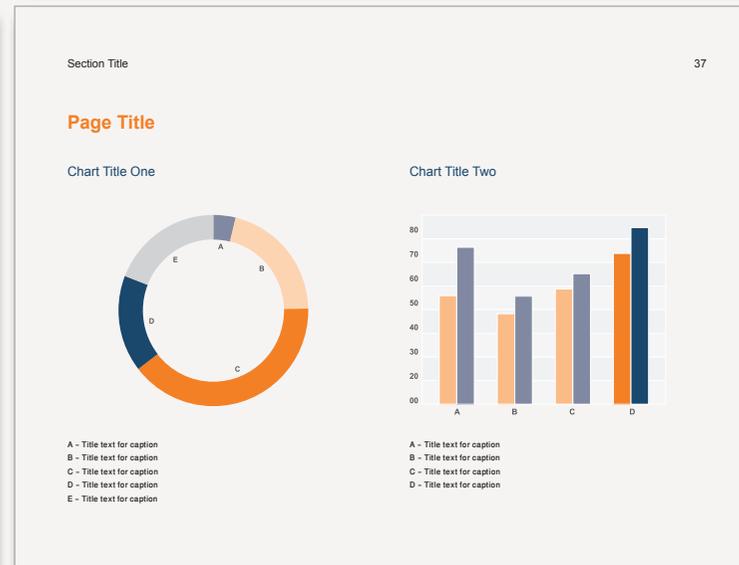
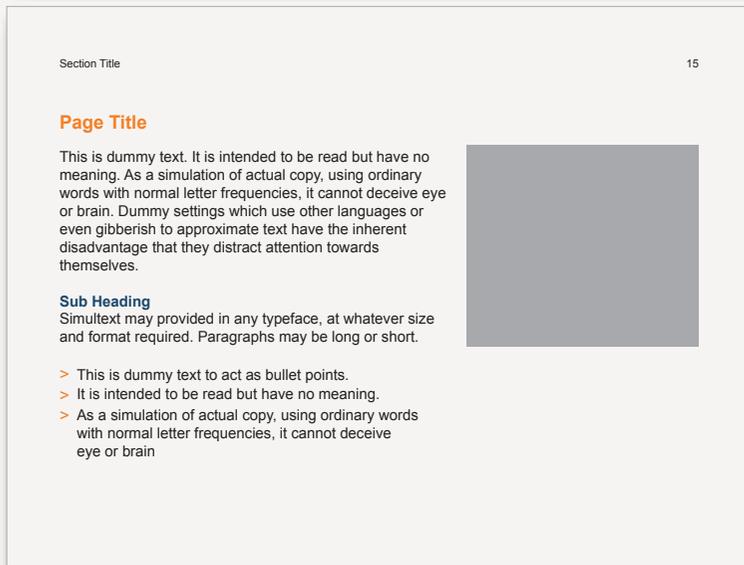




PowerPoint Template

Shown here are key pages for the PowerPoint template. Only use the template provided and maintain the colours, placement, type sizes and type weights at all times.

Gradients of the Bahri colours can be used in 10% – 90% tints on graphics and tables when more than one colour variation is required.





LIVERY & UNIFORMS

Livery

Uniforms



Livery

Car

Shown here is a branded Car.

All elements, including colours, placement, type sizes and type weights should be maintained at all times.

Please note

The Bahri Symbol can be used on livery on its own as a supergraphic.





LIVERY & UNIFORMS

Livery

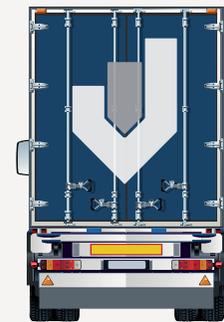
Pick-Up Truck

Shown here is a branded Pick-Up Truck.

All elements, including colours, placement, type sizes and type weights should be maintained at all times.

Please note

The Bahri Symbol can be used on livery on its own as a supergraphic.



Livery

Articulated Lorry

Shown here is a branded Articulated Lorry.

All elements, including colours, placement, type sizes and type weights should be maintained at all times.

Please note

The Bahri Symbol can be used on livery on its own as a supergraphic.



Livery

Vessels

Shown here is a branded Bahri Vessel for look and feel purposes.

The Bahri Identity should be applied centrally along either the side of the ship, and the Symbol applied on the funnel.

Where possible, the ships should be repainted using the Bahri colour palette.



Livery

Vessels

Shown here is a branded Bahri Vessel for look and feel purposes.

The Bahri Identity should be applied centrally along either the side of the ship, and the Symbol applied on the funnel.

Where possible, the ships should be repainted using the Bahri colour palette.



Livery

Vessels

Shown here is a branded Bahri Vessel for look and feel purposes.

The Bahri Identity should be applied centrally along either the side of the ship, and the Symbol applied on the funnel.

Where possible, the ships should be repainted using the Bahri colour palette.



Uniforms

Polo Shirts & Overalls

Shown here are branded Polo Shirts and Overalls.

Please note

The Bahri Symbol can be used on uniforms on its own as a supergraphic.

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SIGNAGE & WAYFINDING

External

Internal

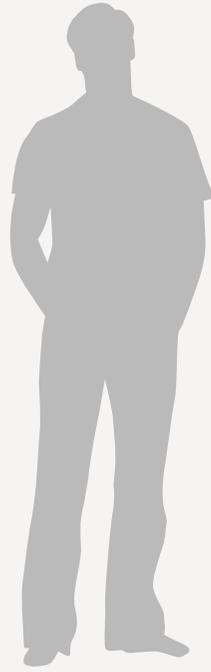
Signage & Wayfinding

External

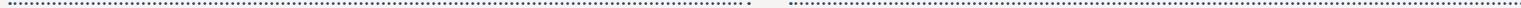
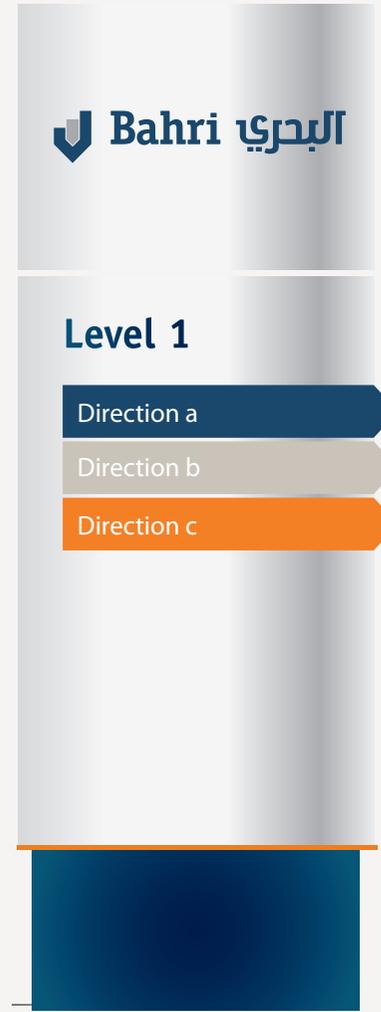
Shown here are examples of external Signage & Wayfinding.



External Vertical Signage



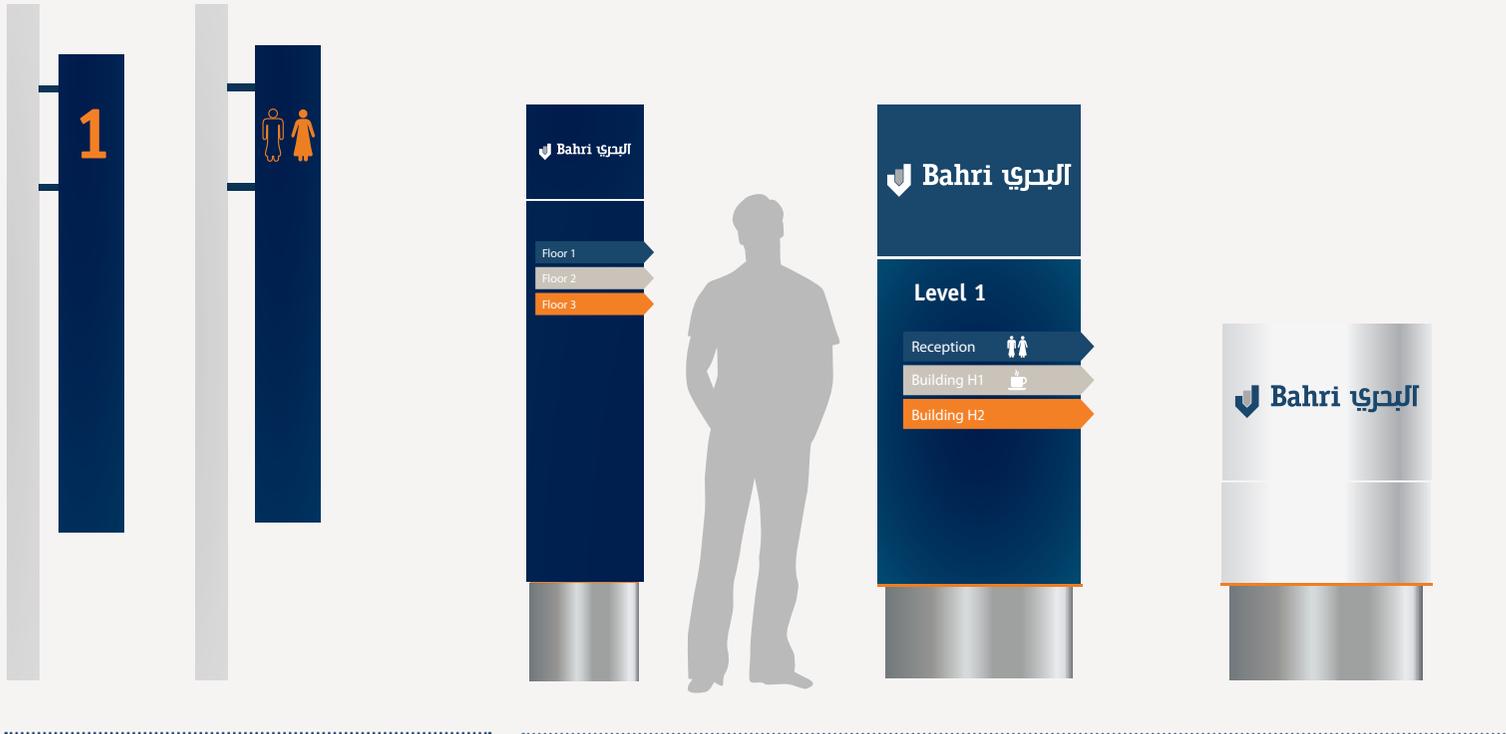
External Wayfinding Plinths



Signage & Wayfinding

Internal

Shown here are examples of internal Signage & Wayfinding.



Internal Vertical Signage

Internal Wayfinding Plinths

Signage & Wayfinding

Internal

Shown here is an example of the Reception Desk.

The Symbol is applied additionally as a debossed supergraphic.



Reception Desk

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**REPRODUCTION
SPECIFICATIONS &
CONTACT DETAILS**

Reproduction Specifications

Contact Details

STATIONERY**LETTERHEAD**

Naturalis Smooth Absolute White
120gsm
Pantone® 8483/877/158
210 x 297mm

COMPLIMENTS SLIP

Naturalis Smooth Absolute White
160gsm
Pantone® 8483/877/158
210 x 99mm

BUSINESS CARDS

Naturalis Smooth Absolute White
330gsm
Pantone® 8483/877/158
85 x 55mm

ENVELOPES

Naturalis Smooth Absolute White
160gsm
Pantone® 8483/877/158
C4 — 229 x 324mm
C5 — 229 x 162mm
DL — 220 x 110mm

BROCHURES AND LITERATURE

Brochures and literature may use a combination of coated and uncoated sheets. The sheets below are to be used where possible.

OUR RECOMMENDATION

1a.
Coated – Hanno Matt and Silk Art.
1b.
Uncoated – Naturalis Smooth Absolute White.

If the above stock is not available, we suggest

2a.
Coated – Matt and Silk Art.
2b.
Uncoated – Conqueror CX22 Diamond White.

CMYK + Pantone® 8483/877/

Please note

Gloss lamination and gloss stocks should not be used as they do not convey the attributes of the Bahri brand.

SPECIAL FINISHES

Silver foil may be used to enhance the Bahri Identity on printed material.

Blind emboss and debossing of typography, the Brand Identity and Symbol and graphic elements may be used on printed material to convey the attributes of the Bahri brand.

Special finishes such as Spot UV and Die Cutting may also be used.

Matt lamination may be used to strengthen production items such as folders.

Reproduction Specifications

Shown here are the recommended specs for Bahri stationery and collateral.

Bahri Building 569
Salahuddin Al-Ayoubi Street
Malaz Area P.O. Box 8931 Riyadh 11492 11492 الرياض 8931 ص.ب.
Kingdom of Saudi Arabia المملكة العربية السعودية

T +966 1 478 5454 هاتف
F +966 1 477 8036 فاكس

Contact Details

If you have any questions regarding the implementation of these Brand Guidelines or the Bahri brand in general, please contact the Marketing team at Bahri for assistance.



هاتف +966 1 478 5454
فاكس +966 1 477 8036

Bahri Building 569
Salahuddin Al-Ayoubi Street
Malaz Area P.O. Box 8931 Riyadh 11492
Kingdom of Saudi Arabia

بناية البحري 569
شارع صلاح الدين الأيوبي
حي الملز ص.ب. 8931 الرياض 11492
المملكة العربية السعودية