







The Chairmans Message

SECTION 1 - CORPORATE IDENTITY MANUAL

All operational applications are clearly defined for SEA SANDS SHIPPING in this Brand Identity Manual. At the same time it outlines a full range of brand guidelines approved for **SEA SANDS SHIPPING**. In addition, this document presents an easy identification system that will help orient you to the **SEA SANDS SHIPPING** 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 **SEA SANDS SHIPPING** fulfill its objectives in setting a new trend and a vision of excellence.

Thank you for your constant support and cooperation in making **SEA SANDS SHIPPING** success.

Sincerely,



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 **SEA SANDS SHIPPING** brand.

We hope you find this document informative and easy to use.

Thank you for helping us build a strong **SEA SANDS SHIPPING** brand.

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SECTION 01
CORPORATE LOGO





Logo Landscape





Primary Logo Usage

SECTION 1 - CORPORATE IDENTITY MANUAL

1. Stacked Version 3D



رمال البحر للملاحة
SEA SANDS SHIPPING LLC

2. Stacked Version 3D Grayscale



رمال البحر للملاحة
SEA SANDS SHIPPING LLC

3. Stacked Version 3D 1 Colour



رمال البحر للملاحة
SEA SANDS SHIPPING LLC

4. Stacked Version Colour



رمال البحر للملاحة
SEA SANDS SHIPPING LLC

5. Stacked Version Grayscale



رمال البحر للملاحة
SEA SANDS SHIPPING LLC

6. Stacked Version 1 Colour



رمال البحر للملاحة
SEA SANDS SHIPPING LLC



Primary Logo Usage (Land Scape)

SECTION 1 - CORPORATE IDENTITY MANUAL

1. Stacked Version 3D Colour Land Scape



2. Stacked Version 3D Grayscale Land Scape



3. Stacked Version 3D 1 Colour Land Scape



4. Stacked Version Colour Land Scape



5. Stacked Version Grayscale Land Scape



6. Stacked Version 1 Colour Land Scape





Primary Logo Usage (Reversed)

SECTION 1 - CORPORATE IDENTITY MANUAL

Stacked Version Colour (reversed)



Stacked Version 1 Colour (reversed)





Grayscale Logo Usage

SECTION 1 - CORPORATE IDENTITY MANUAL

1. Stacked Version 3D 1 Colour gray Scale



رمال البحر للملاحة
د.م.ش.
SEA SANDS SHIPPING LLC

2. Stacked Version 3D 1 Colour



رمال البحر للملاحة
د.م.ش.
SEA SANDS SHIPPING LLC

3. Stacked Version 1 Colour gray Scale



رمال البحر للملاحة
د.م.ش.
SEA SANDS SHIPPING LLC

4. Stacked Version 1 Colour



رمال البحر للملاحة
د.م.ش.
SEA SANDS SHIPPING LLC



Secondary Colour Usage

SECTION 1 - CORPORATE IDENTITY MANUAL

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 SEA SAND SHIPPING brand dynamic and colourful.

1. Gray Colour.



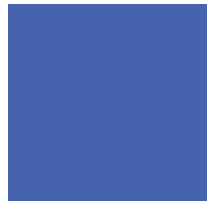
C0 | M0 | Y0 | K50
R147 | G149 | B152

2. Green Blue Colour.



C33 | M04 | Y0 | K72
R66 | G89 | B104

3. Blue Colour.



C79 | M66 | Y0 | K0
R58 | G79 | B160

4. Brown Colour.



C57 | M80 | Y100 | K45
R84 | G48 | B26

5. Red Colour.



C0 | M100 | Y96 | K28
R181 | G18 | B27

6. Blue Colour.



C100 | M0 | Y9 | K40
R0 | G118 | B152



1. Pantone coated colour specification



PANTONE 276 C



PANTONE 281 C



PANTONE 717 C

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



C 100 | M 100 | Y 0 | K 58

R 15 | G 0 | B 78



C 100 | M 72 | Y 0 | K 32

R 0 | G 62 | B 126

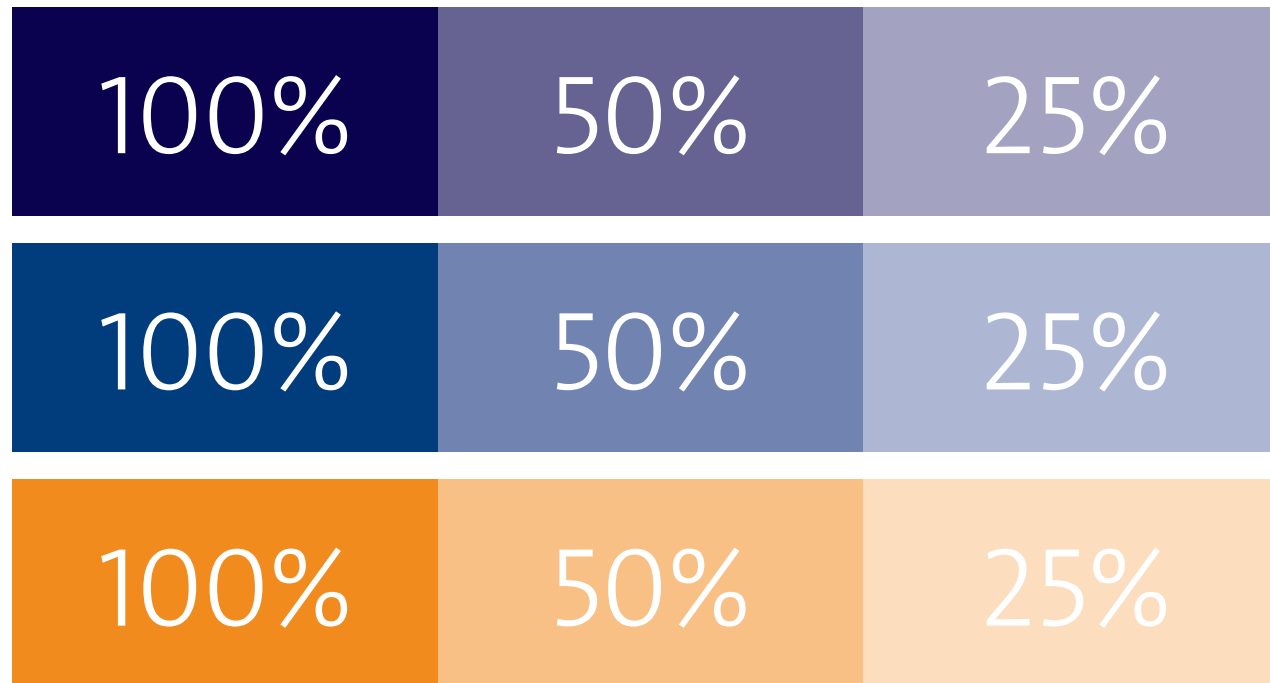


C 0 | M 53 | Y 100 | K 2

R 240 | G 139 | B 29

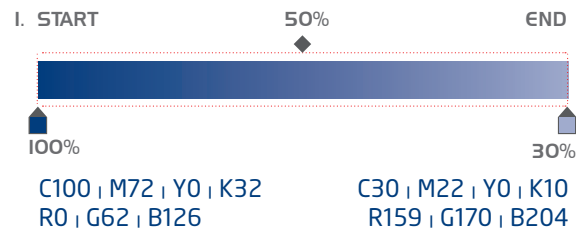
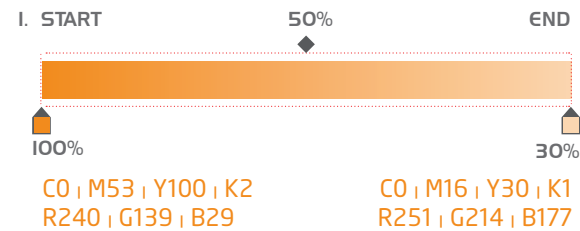
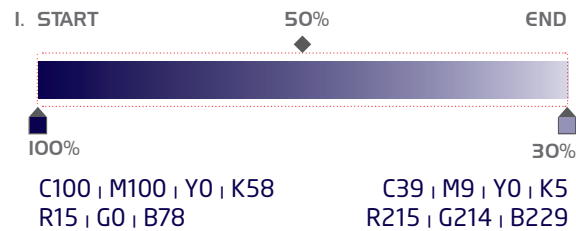


The Corporate Colour Tint

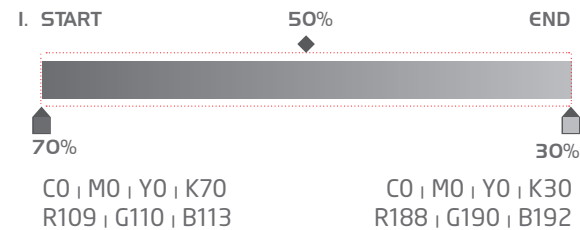


Our Gradients are used to add fluidity and personality to our color palette, driven from the core brand colors they help to make the SEE SAND SHIPPING brand dynamic and distinctive

Gradient CMYK & RGB



Gradient Grayscale





Constrains

SECTION 1 - CORPORATE IDENTITY MANUAL

✗ Unacceptable applications



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.

Improper Usage



Proper Usage



SECTION 02
TYPOGRAPHY



ا ب ت ث ج ح ١٢٣٤

GE SS Two Bold

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

GE SS Two Medium

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

GE SS Two Light

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



AaBbCcDdI234

NeoTech Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

NeoTech Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Jobber

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SECTION 03
STATIONERY



Business Card

SECTION 3 - CORPORATE IDENTITY MANUAL



Business Card - Front English Opt 1



Business Card - Front English Opt 2

Size: (90x55 mm)
Stock: Matt Laminated - 350 Gsm
Logo Colour:
Colour:

Pantone 276 C (Dark Blue)
Pantone 281 C (Light Blue)
Pantone 717 C (Orange)



Business Card - Front English & Arabic



Business Card - Backside

Neo Tech Regular 9 pt
upper, & lower case,
70% Pantone Black 7547 C

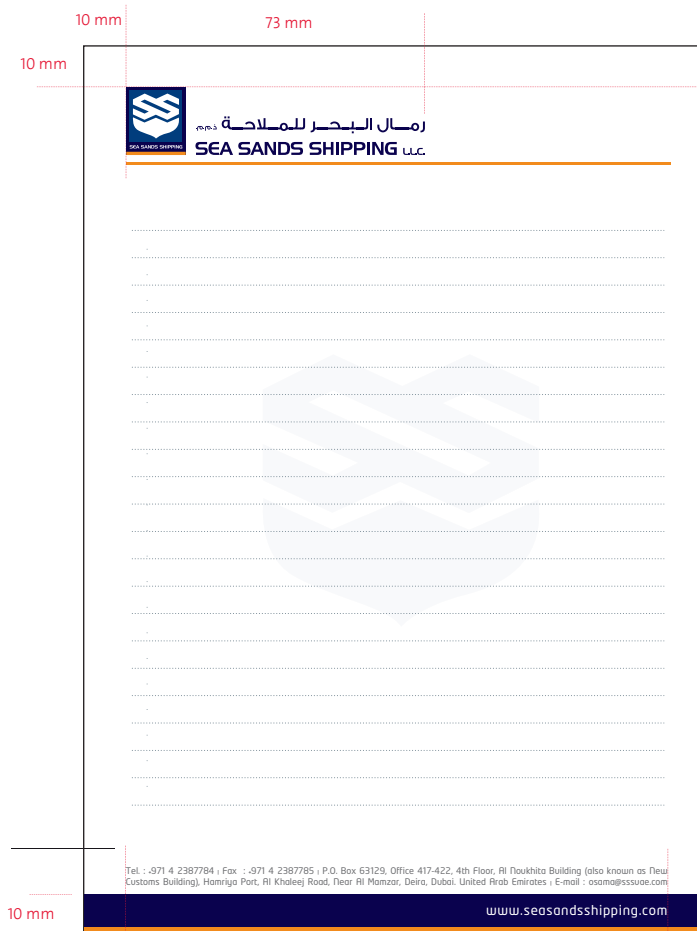
Neo Tech Regular 6 pt
Lead 8 pt aranged left,
upper, & lower case,
70% Pantone Black 7547 C



Notepad

SECTION 3 - CORPORATE IDENTITY MANUAL

Notepad English (reduced)



Size: A5 (148x210 mm)

Stock:
Connoisseuer Wood Free - 80 Gsm

Colour:
Pantone 276 C (Dark Blue)
Pantone 281 C (Light Blue)
Pantone 717 C (Orange)

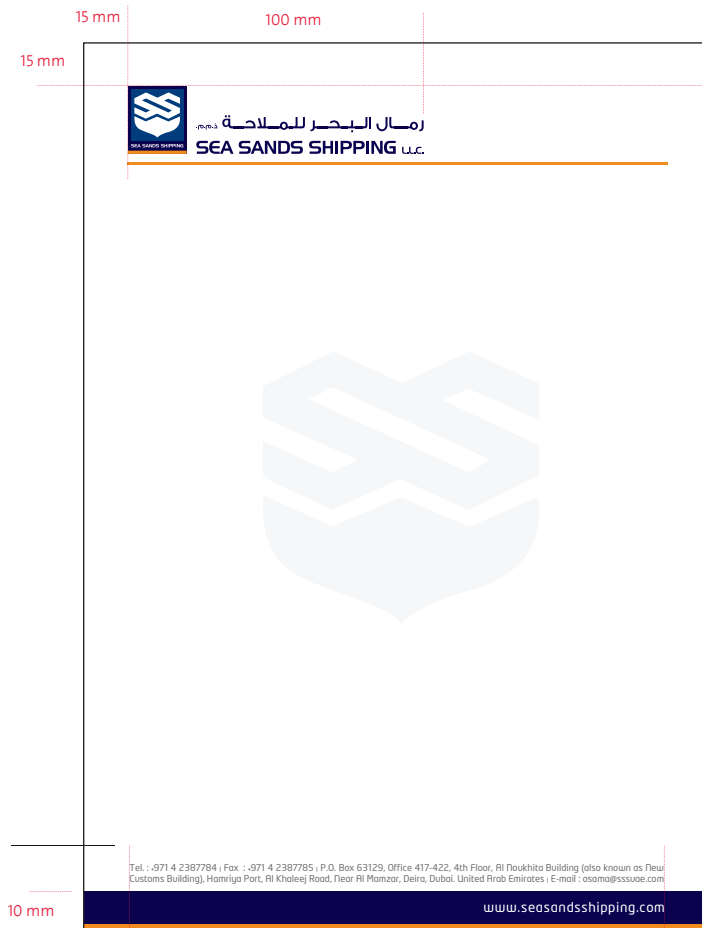
Neo Tech Light 6.5pt
upper, & lower case,
70% Pantone Black 7547 C



Letterhead

SECTION 3 - CORPORATE IDENTITY MANUAL

Letterhead English (reduced)



Size: A4 (21x29.7 cm)

Stock:

Connoisseur 100% Cotton - 110 Gsm

Smooth Recycled Milk White - 100 Gsm

Colour:

Pantone 276 C (Dark Blue)

Pantone 281 C (Light Blue)

Pantone 717 C (Orange)

Neo Tech Light 8pt
upper, & lower case,
70% Pantone Black 7547 C

Tel. : 971 4 2387784 | Fax : 971 4 2387785 | P.O. Box 63129, Office 417-422, 4th Floor, Al Nakhila Building (also known as Near Customs Building), Hamriya Port, Al Khaleej Road, Near Al Mamzar, Deira, Dubai, United Arab Emirates | E-mail : osam@ssuae.com

www.seasandsshipping.com



Fax Sheet

SECTION 3 - CORPORATE IDENTITY MANUAL

Neo Tech Light 10pt
upper, & lower case,
100% Black

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

Neo Tech Light 8pt
upper, & lower case,
100% Black

15 mm 100 mm

15 mm

 رمال البحر للملاحة
SEA SANDS SHIPPING LLC.

SentTo: Date:
Attentio 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



Another Name
Job Title/Description
Department
Branch

Tel. : +971 4 2387784 ; Fax : +971 4 2387785 ; P.O. Box 63129, Office 417-422, 4th Floor, Al Foukhito Building (also known as New Customs Building), Hamriya Port, Al Khaleej Road, Near Al Manzar, Deira, Dubai, United Arab Emirates ; E-mail : osama@ssshipping.com

10mm

www.seasandsshipping.com

Size: A4 (21x29.7 cm)

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

Colour:
Black- 100%



Envelope DL

SECTION 3 - CORPORATE IDENTITY MANUAL

DL Envelope (110 x 220mm)



Size: DL (210 x 110 mm)

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

Colour:
Pantone 276 C (Dark Blue)
Pantone 281 C (Light Blue)
Pantone 717 C (Orange)

Neo Tech Light 6.5 pt
upper, & lower case,
70% Pantone Black 7547 C

Tel. : .971 4 2387784 ; Fax : .971 4 2387785 ; P.O. Box 63129, Office 417-422, 4th Floor, Al Noukhita Building (also known as New Customs Building),
Hamriya Port, Al Khaleej Road, Near Al Mamzar, Deira, Dubai, United Arab Emirates ; E-mail : osama@ssuae.com

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Envelope A5

SECTION 3 - CORPORATE IDENTITY MANUAL



Size: C5 (229 x 162 mm)

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

Colour:
Pantone 276 C (Dark Blue)
Pantone 281 C (Light Blue)
Pantone 717 C (Orange)

Neo Tech Light 6.5 pt
upper, & lower case,
70% Pantone Black 7547 C

Neo Tech Light 7 pt
upper, & lower case,
70% Pantone Black 7547 C



Envelope A4

SECTION 3 - CORPORATE IDENTITY MANUAL



Size: C4 (324 x 229 mm)

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

Colour:
Pantone 276 C (Dark Blue)
Pantone 281 C (Light Blue)
Pantone 717 C (Orange)

Neo Tech Light 8 pt
upper, & lower case,
70% Pantone Black 7547 C

Neo Tech Light 7.5 pt
upper, & lower case,
70% Pantone Black 7547 C

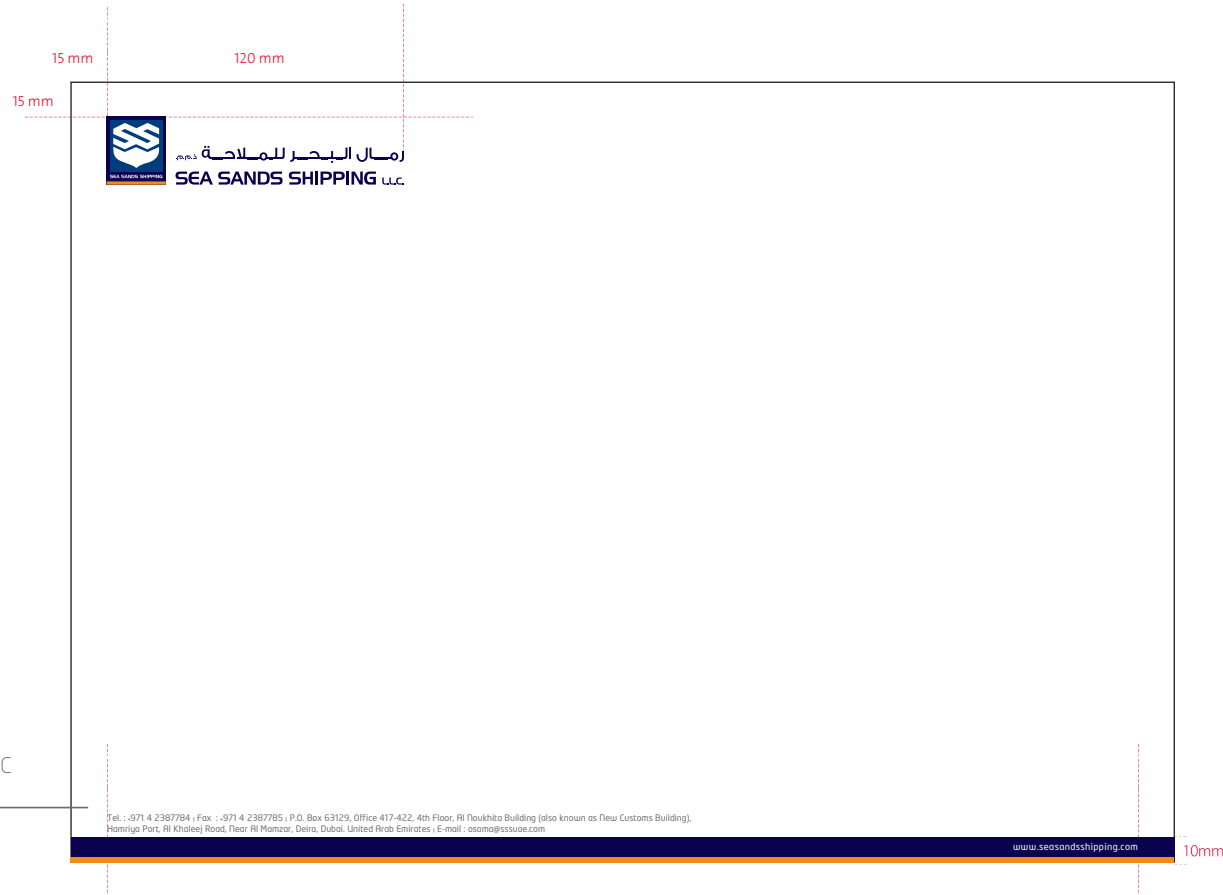
Tel. : +971 4 2387784 ; Fax : +971 4 2387785 ; P.O. Box 63129, Office 417-422, 4th Floor, Al Noukhita Building (also known as New Customs Building),
Hamriya Port, Al Khaleej Road, Near Al Mamzar, Deira, Dubai, United Arab Emirates ; E-mail : osama@sssuoe.com

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Envelope A3

SECTION 3 - CORPORATE IDENTITY MANUAL



Size: C3 (458 x 324 mm)

Stock:
Connoissever Cotton - 110 Gsm Smooth
Recycled Milk White - 100 Gsm

Colour:
Pantone 276 C (Dark Blue)
Pantone 281 C (Light Blue)
Pantone 717 C (Orange)



Identification Card

SECTION 3 - CORPORATE IDENTITY MANUAL



Size: (90 x 55 mm)

Colour:
Process Colour CMYK



Electronic Mail Signature

SECTION 3 - CORPORATE IDENTITY MANUAL

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

Osama Al Kubaisi
Chairman

Tel.: +971 4 2387784 | Fax : +971 4 2387785
P.O.Box: 63129, Dubai, United Arab Emirates
E-mail : osama@ssuae.com

رسان البحر للملاحة
SEA SANDS SHIPPING LLC

[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]

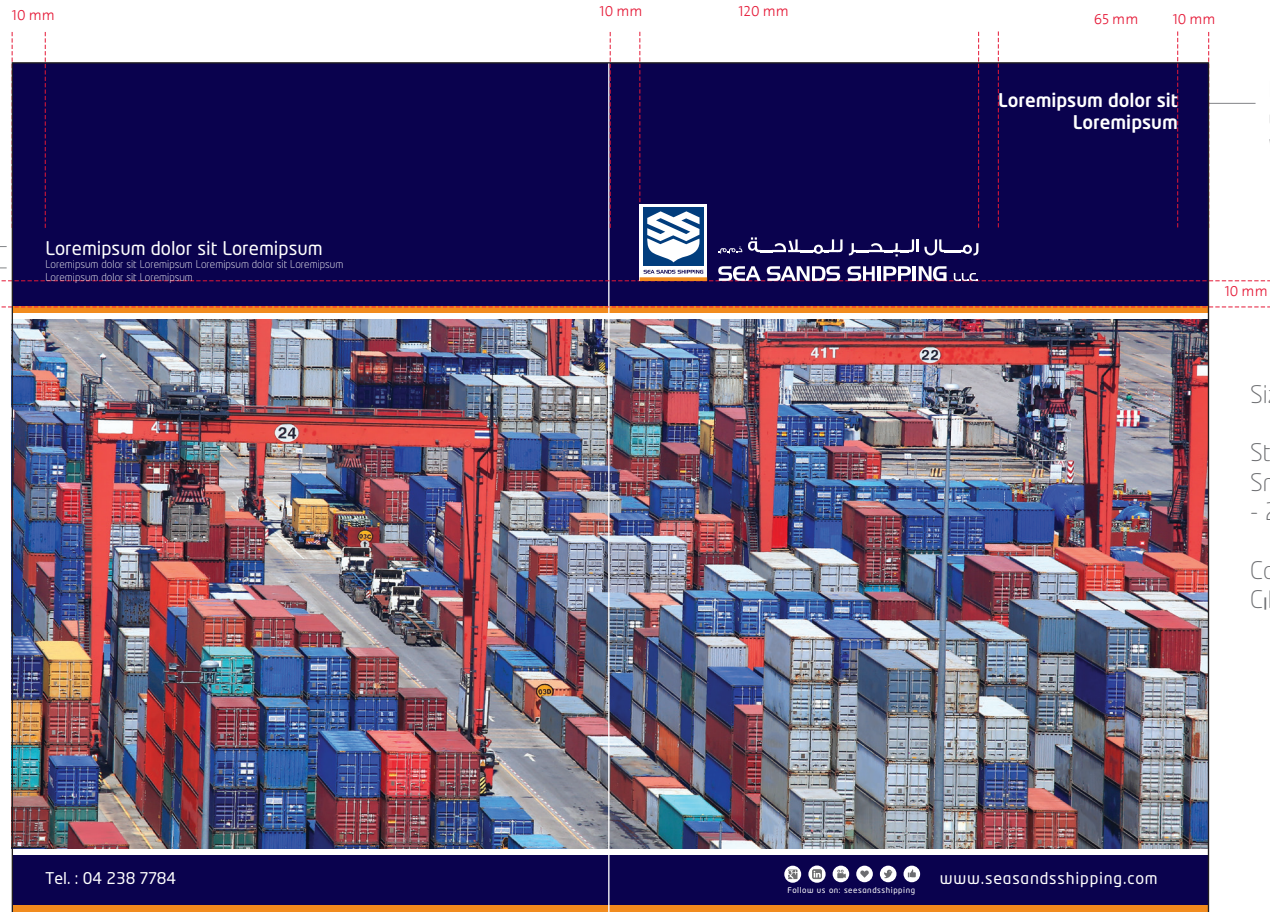


Press Presentation Folder

SECTION 3 - CORPORATE IDENTITY MANUAL

Neo Tech medium
20 pt upper, & lower case,
White

Neo Tech Light 12 pt
upper, & lower case,



Loremipsum dolor sit
Loremipsum

Neo Tech medium 20 pt
upper, & lower case,
White

Loremipsum dolor sit Loremipsum
Loremipsum dolor sit Loremipsum Loremipsum dolor sit Loremipsum
Loremipsum dolor sit Loremipsum



رمال البحر للملاحة
SEA SANDS SHIPPING LLC

Size: A4 (210 x 297 mm)

Stock:
Smooth Recycled Milk White
- 250 Gsm

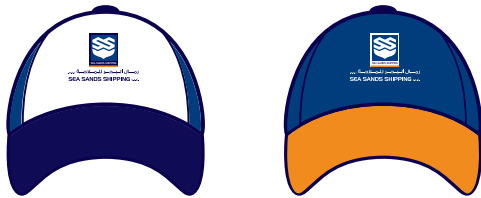
Colour:
C1M1Y1K

Tel. : 04 238 7784



Follow us on: seasandsshopping
www.seasandsshopping.com

01 Cap



02 Pin



03 USB



04 Coffee Cap



05 Pen



06 T-Shirt White



07 T-Shirt Gradient



08 Tie





Compliments Slip

SECTION 3 - CORPORATE IDENTITY MANUAL

Size: DL (210 x 110 mm)

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

Colour:
Pantone 276 C (Dark Blue)
Pantone 281 C (Light Blue)
Pantone 717 C (Orange)

15mm 75 mm 15mm

 **رمال البحر للملاحة**
SEA SANDS SHIPPING LLC

Neo Tech Light 22 pt
upper, & lower case,
CO,MO,YO,KO

With Compliments

10mm Tel. : 04 238 7784 www.seasandsshipping.com



15 mm 100 mm

15 mm

 **رمال البحر للملاحة**
SEA SANDS SHIPPING ش.م.ع.

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

Sent To: _____
Sent By: _____
Dated on: _____
Re: _____

MEMO

Neo Tech Light 10pt
upper, & lower case,
100% Black

Subject Heading

Neo Tech Light 10pt lead
12.5 aranged left
upper, & lower case, Black

Size: A4 (21x29.7 cm)

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

Colour:
Black- 100%

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

Neo Tech Light 9pt
upper, & lower case,
100% Black

☐ Reply Please ☐ Reply Not Necessary

Authorized Signature

Tel. : +971 4 2387784 | Fax : +971 4 2387785 | P.O. Box 63129, Office 417-422, 4th Floor, Al Foukhito Building (also known as New Customs Building), Hamriya Port, Al Khaleej Road, Near Al Manzar, Deira, Dubai, United Arab Emirates | E-mail : osama@ssuae.com

10mm

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Stock:
Connoisseur Wood Free - 80 Gsm

Colour:
Pantone 276 C (Dark Blue)
Pantone 281 C (Light Blue)
Pantone 717 C (Orange)

Neo Tech Light 9pt
upper, & lower case,
70% Pantone Black 7547 C

Neo Tech Light 9pt
upper, & lower case,
70% Pantone Black 7547 C



Receipt Voucher

SECTION 3 - CORPORATE IDENTITY MANUAL

15 mm 85 mm

10 mm

SEA SANDS SHIPPING

رسم البحر للملاحة
SEA SANDS SHIPPING ش.م.ع.

CASH RECEIPT-I

Received With thanks From :

Address : Receipt No : CASH_RCT.01120.09/14
Date :
Mode :
Doc Type :
Tel/Fax : User Code :
Code :
Currency :
Amount in Figures :
Amount in Words :
In Settlement of :

Confirmed By : Received By :
EEO.E SSS-F A-016

Neo Tech Light 9pt
upper, & lower case,
70% Pantone Black 7547 C

Neo Tech Light 10pt
upper, & lower case,
70% Pantone Black 7547 C

Neo Tech Light 9pt
upper, & lower case,
70% Pantone Black 7547 C

Tel. : +971 4 2387784 ; Fax : +971 4 2387785 ; P.O. Box 63129, Office 417-422, 4th Floor, Al Naukhita Building (also known as New Customs Building), Hamriya Port, Al Khaleej Road, Near Al Manzar, Deira, Dubai, United Arab Emirates ; E-mail : osama@sssuoe.com

www.seasandshipping.com

Size: A4 (21x29.7 cm)

Stock:
Connoisseuer Wood Free - 80 Gsm

Colour:
Pantone 276 C (Dark Blue)
Pantone 281 C (Light Blue)
Pantone 717 C (Orange)

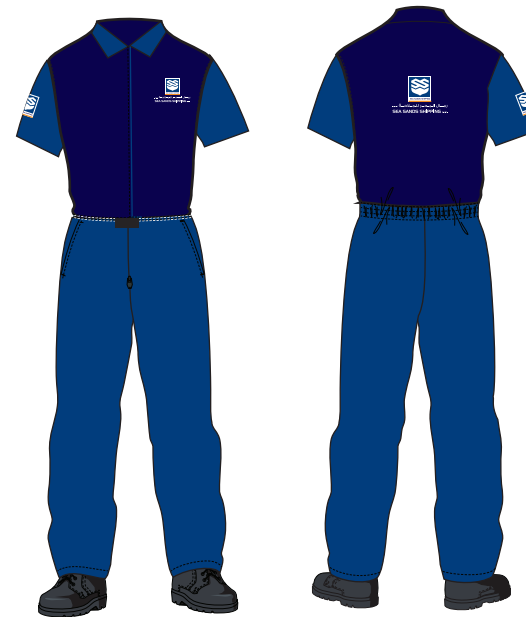


Uniform

SECTION 3 - CORPORATE IDENTITY MANUAL



Option 01



Option 02



Stick Note

SECTION 3 - CORPORATE IDENTITY MANUAL



Size: (850 x 850 mm)

Colour:

Process Colour CMYK



CD Label and Case

SECTION 3 - CORPORATE IDENTITY MANUAL

CD Label (reduced)



Neo Tech Light 9pt
upper, & lower case,
70% Pantone Black 7547 C



Neo Tech Bold 20pt
upper, & lower case,
70% Pantone Black 7547 C

Neo Tech Regular 9pt
upper, & lower case,
70% Pantone Black 7547 C

Colour:
Pantone 276 C (Dark Blue)
Pantone 281 C (Light Blue)
Pantone 717 C (Orange)

SECTION 04
SIGNAGE



Exterior Signage

SECTION 4 - CORPORATE IDENTITY MANUAL

Size: 2200 cmx300cm

Colour:

Process Colour CMYK



Size: 800 cmx300cm

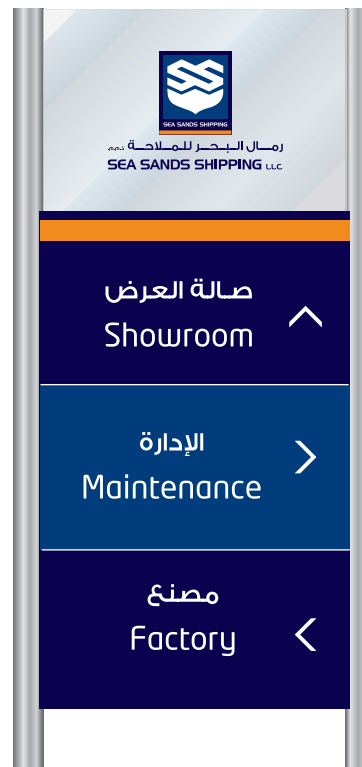
Colour:

Process Colour CMYK



Exterior Totem (Pylon)

SECTION 4 - CORPORATE IDENTITY MANUAL



Size: Any Size



SECTION 4 - CORPORATE IDENTITY MANUAL

[illegible]

Size: (1465cm x 600cm)

Colour:
Process Colour CMYK



Megacom

SECTION 4 - CORPORATE IDENTITY MANUAL



Size: (300cm x 400cm)

Colour:
Process Colour CMYK



Mupi

SECTION 4 - CORPORATE IDENTITY MANUAL



Size: (150cm x 388cm)

Colour:
Process Colour CMYK



Roll Up

SECTION 4 - CORPORATE IDENTITY MANUAL

Manual



Preview



Size: (850 x 2000 mm)

Colour:
Process Colour CMYK



Pop Up

SECTION 4 - CORPORATE IDENTITY MANUAL



Size: (2990 x 2260 mm)

Colour:
Process Colour CMYK



Window Sticker

SECTION 4 - CORPORATE IDENTITY MANUAL



Roof Directional



Door Directional



Wall Directional



SECTION 05
ADVERTISING



Press Ad - Landscape

SECTION 5 - CORPORATE IDENTITY MANUAL

Size: (Landscape)

Colour:
Process Colour CMYK





Press Ad - Portrait

SECTION 5 - CORPORATE IDENTITY MANUAL



Size: (Portrait)

Colour:
Process Colour CMYK



Press Ad - Landscape (Black and White)

SECTION 5 - CORPORATE IDENTITY MANUAL

Size: (Landscape)

Colour:
Black and White





Press Ad - Portrait (Black and White)

SECTION 5 - CORPORATE IDENTITY MANUAL



Size: (Portrait)

Colour:
Black and White



Press Ad - Flexible

SECTION 5 - CORPORATE IDENTITY MANUAL



رمال البحر للملاحة
SEA SANDS SHIPPING LLC

Lorem Ipsum dolor sit amet consectetur adipiscing



Lorem ipsum dolor sit Lorem ipsum
Lorem ipsum dolor sit Lorem ipsum Lorem ipsum dolor sit Lorem ipsum

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Size: (Any Size)

Colour:
Process Colour CMYK

SECTION 06
PRINT (BTL)



Corporate Brochure (Cover-Inside)

SECTION 6 - CORPORATE IDENTITY MANUAL



Cover



Inside



Promotional Brochure (Cover-Inside)

SECTION 6 - CORPORATE IDENTITY MANUAL



Cover



Inside



Leaflet

SECTION 6 - CORPORATE IDENTITY MANUAL



Size: (A4)

Colour:
Process Colour CMYK

Preview



Inside Manual

Cover Manual



Poster

SECTION 6 - CORPORATE IDENTITY MANUAL



Size: (297 x 420 mm)

Colour:
Process Colour CMYK



Newsletter

SECTION 6 - CORPORATE IDENTITY MANUAL



Cover



Inside

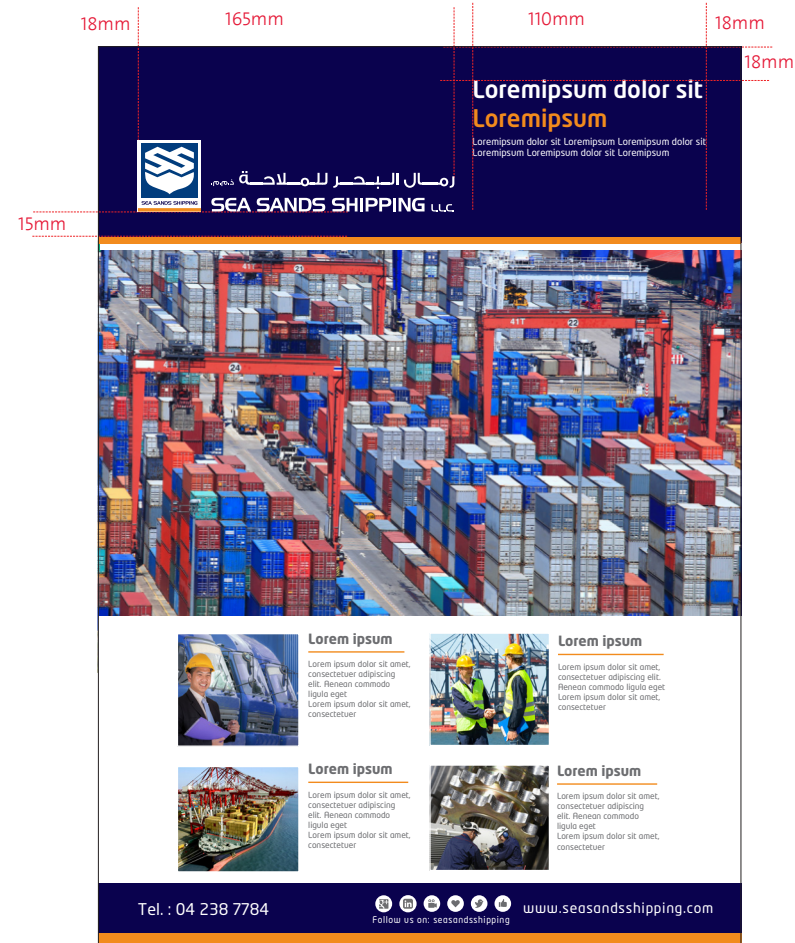
Size: (24x34 cm)

Colour:
Process Colour CMYK



Product Flyer

SECTION 6 - CORPORATE IDENTITY MANUAL

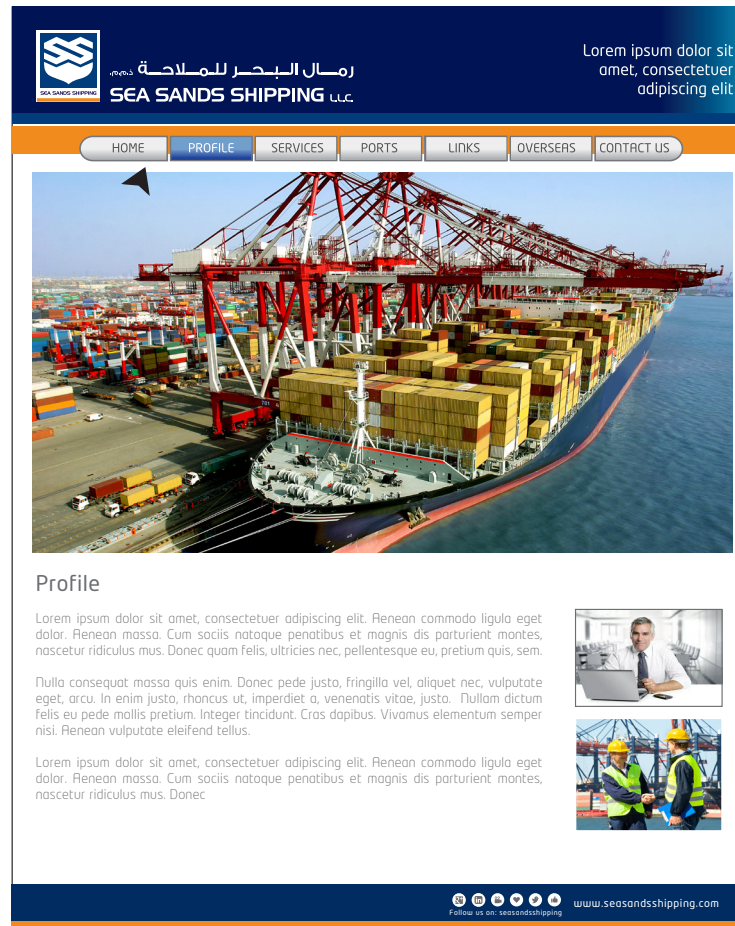


Size: (A4)

Colour:
Process Colour CMYK

SECTION 07
MULTIMEDIA





SECTION 08
VEHICLE BRANDING



Truck

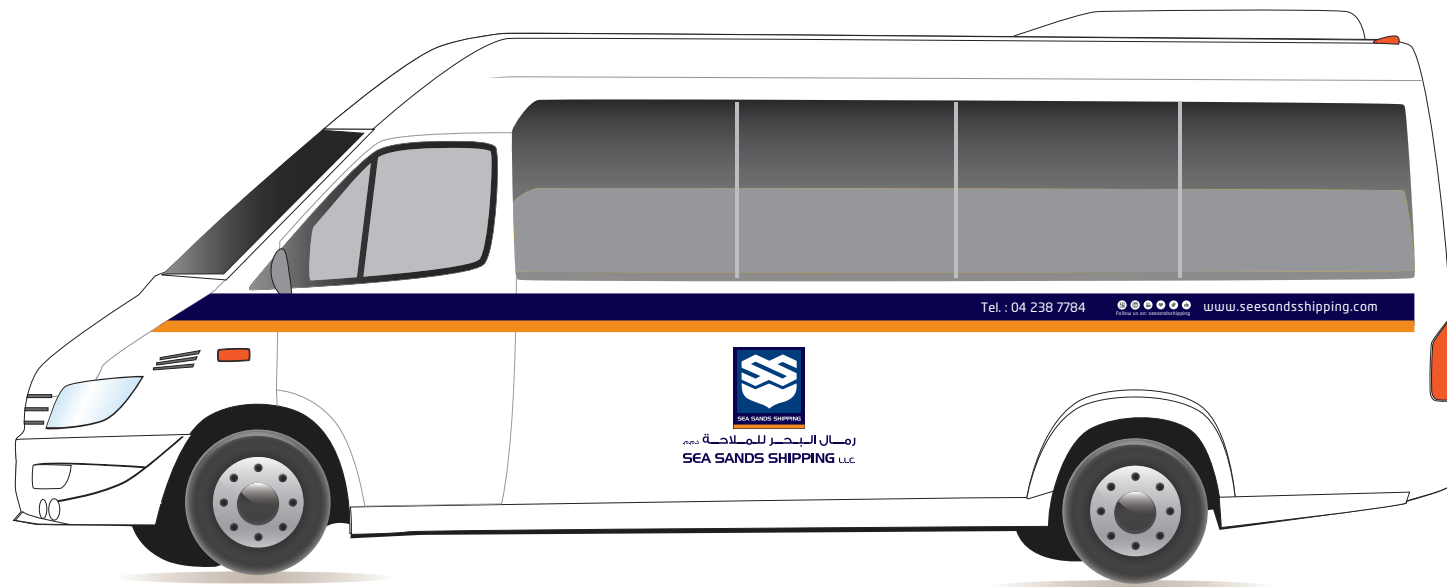
SECTION 8 - CORPORATE IDENTITY MANUAL





Bus

SECTION 8 - CORPORATE IDENTITY MANUAL







SEA SANDS SHIPPING