COMPETENCY

FOR TRAINING

These identity guidelines have been developed to provide us with a consistent 'look & feel' by which our audiences can identify with Competency

Inroduction
About Competency
New Identity

Welcome to Competency for training corporate identity guidelines manual.

Corporate identity is the "persona" of a corporation which maintains its individuality and recognizability.

A strong identity establishes a solid presence in the marketplace and creates a longlasting, unique, and favorable mental image in the consumer's mind. Consistency is very important to maintain visual continuity and brand recognition across all physical manifestations of the brand.

These identity guidelines must be strictly followed by whoever's involved in designing and implementing any communication material or marketing application for Competency.

Logo
Guidelines

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Logo Dimentions
Clear Space

Color
Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors. When in doubt, use the most legible version of the logo for the available background.
For printed executions, special care should be given to ensure logo legibility on the final media or material used

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COMMON ERRORS

Note: This is not a comprehensive list of errors. These are simply the most common or egregious error

Brand
Color

The colors we've chosen for our brand is a key factor
in differentiation and brand recognition.
As such, it is vital that our colors are reproduced faith-fully
and combined in the right way.
This section covers these guidelines in detail.

PRIMARY COLOR PALETTE

HEX
434343

C : 67
M : 60
Y : 59
K : 44

HEX
FFFFFF

C : 0
M : 0
Y : 0
K : 0

HEX
000000

C : 75
M : 68
Y : 67
K : 90

Secondary COLOR PALETTE

HEX
2139a6

C : 96
M : 89
Y : 0
K : 0

HEX
e4cd96

C : 11
M : 16
Y : 46
K : 0

TYPO GRAPHY

Few things communicate the look and feel of a brand more clearly than the way letters,num-bers, and symbols are put together.
We believe typography should strike a balance between legibility and interest.
This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.
Any typeface not referenced in this section will be considered unauthorized for use.

BRAND
COLLATERAL

Pre-designed layouts, crafted with care

we've created several template files for print and production.
In this section, you will find guidelines on using the
accompanying template files for standardized brand
collateral.

Most of the specific guidelines, instructions. and details are
contained within the template files themselves

REDWING
FONT FAMILY

WEIGHT

Medium

Aa Bb Cc Dd Ee Dd Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
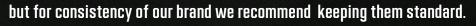1234567890

Light

Aa Bb Cc Dd Ee Dd Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

STATIONERY

Our printed marketing collateral may be created in various sizes depending on their content and usage.

You may use sizes other than these (such as a square or horizontal format),

but for consistency of our brand we recommend keeping them standard.

Collateral's are generally printed using -4colour techniques,

you may also use Pantone colours to accurately reproduce

our brand colours – always consider a high quality paper

stock to print on. Special finishing techniques may also

be specified (book binding, stitching, perfect binding,

varnishes, foiling, embossing etc.)

letterhead

COMPETENCY
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Certificate

COMPETENCY FOR TRAINING
"CFT"

THIS IS TO CERTIFY THAT
AHMED ABDEL LATIF
HAS SATISFACTORILY ATTENDED

"PMP" PROJECT MANAGEMENT PROFESSIONAL

CONDUCTED AT
"ONLINE PROGRAMME"
29 OCTOBAR 2023

Mr. Khalid Bashir
Managaning Director

Envelope A4

Business Card

AHMED BELTAGY
Technical Consultant

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COMPETENCY
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Envelope Amircan

Book

COMPETENCY
FOR TRAINING

برنامج
إدارة المخلفات والمواد الخطرة

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Mug

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Coster

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Stamp

Flash

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