‫#تحرك_والعب‬

Brand Guideline

Logo
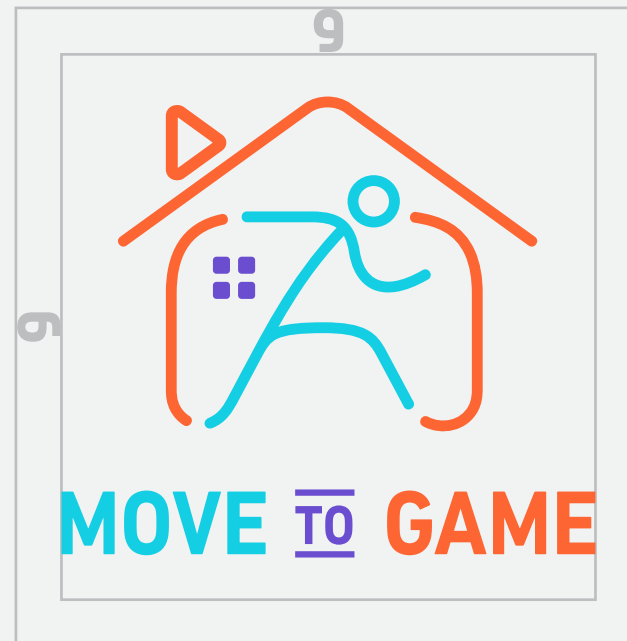
 Workout

 Home

 videogame

تحرّك و العب

MOVE TO GAME

1

Clear Space

Clearspace around the logo is equal to the highest of the letter " **9** "
This will ensure optimal breathing space and clarity.

تحرّك **9** العب

MOVE **TO** GAME

Lock-ups

Logo should be dark on light backgrounds and light on dark backgrounds.

Incorrect Use
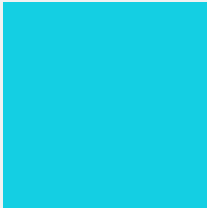
1- Don't stretch or manipulate the logo.
2- Don't change spacing, or relative locations of the design elements.
3- Don't add elements.
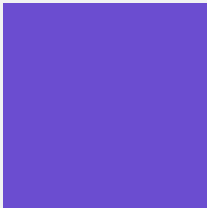4- Don't add extraneous effects.

Color
Palette

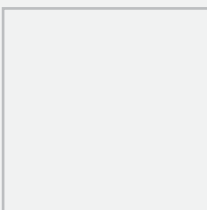RGB: 253 101 51
CMYK: 0 75 85 0
HEX: fd6533

RGB: 20 207 227
CMYK: 64 0 14 0
HEX: 14cfe3

RGB: 107 77 208
CMYK: 70 75 0 0
HEX: 6b4dd0

RGB: 255 194 25
CMYK: 0 25 97 0
HEX: ffc219

RGB: 241 242 242
CMYK: 4 2 3 0
HEX: f1f2f2

Typho–
graphy

For English and Arabic font we
use DIN Next LT W23

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
: ; < = > ! " @ # $ % & ' ( ) * + , – . /

ف غ ع ض ص ش س ر ز ر ذ د خ ح چ ج ث ت ب أ
0 9 8 7 6 5 4 3 2 1 ي و ه ن م ل ك ق
؟ !+ – ( ) @ $ ^ * & % #

Regular
Bold

Icono-graphy

- All icons should be playful and colorful.
- All icons should be drawn with 10px stroke.
width for outlines.
- Imagery should be simple and iconic.
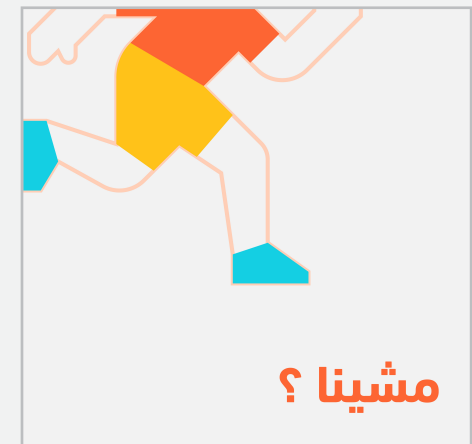- Use straight on perspective to cut down on complexity.

Running

Rocket

Erth

Megaphone

Ads Com-position

Examples of social media posts design.

التزم
بوعدك
لنفسك

تتوقع نقدر نلف الأرض!؟
طيب، كم مرة ؟

بداية الشهر!
بداية الاسبوع!
بكرة!
ليه تنتظر؟!
انطلق

مو لازم نكون
سوبر مان
عشان نمشي
1000000000
خطوة!

أصلا هو يطير

يلا نمشي

1 0 0 0 0 0 0 0 0 0
0 0 0 0 0 0 0 0 0 0
0 0 0 0 0 0 0 0 0 0
0 0 0 0 0 0 0 0 0 0
0 0 0 0 0 0 0 0 0 0

خطوة؟

مشينا ؟

Applica-tions

When using the social media post as a direct from the team, we placed the logo at the top center, or placed it at the bottom center keeping it away from all elements, and the entities logos should be placed on the bottom corners.

The Logo

Hero Tittle

Content

Logo1,2

Icon

Content

Logo 2

Logo1

The Logo

تحرّك و العب