



## Corporate Identity Guide

A guide to consistent use of the Naizak brand

The Naizak logo consists of two elements:

The logomark & the logotype, which together form the logo.

The logomark & logotype should always appear as shown:

Position and size relative to each other in exactly the same manner.

Adhering to this treatment ensures consistent application of the logo in any environment.

### Usage of "Naizak" legal name:

Do not use the full name (Naizak FZ LLC or Naizak Global Engineering Systems) unless legally required. Use "Naizak" as one word only.

Always use "Naizak" with a capital "N".

Never use upper case for the whole word; "NAIZAK" is wrong

The Naizak logo



### The corporate tagline

Another element of the Naizak logo is the corporate tagline:

**excellence**  
through dedication

Where appropriate, the Naizak logo should appear paired with the corporate tagline, for example in advertising or marketing materials. The most important factor to consider in application of the tagline is that it never appears larger in weight or point size than the word Naizak.

The Naizak logo paired with corporate tagline

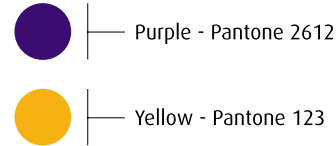




One key component to the Naizak identity is the color palette. Application of these colors within the appropriate guidelines will support consistency of the Naizak logo.

The primary colors consist of Naizak Purple and Yellow.

The secondary colors have been established for collateral and marketing materials to support the primary palette without overwhelming the Naizak Purple.

### Primary Color Palette



	Pantone	CMYK	RGB
	2612 Coated 2612 Uncoated	80/97/10/2	60/10/113
	123 Coated 123 Uncoated	2/29/94/0	249/179/17

### Reversed logos

When using the Naizak logo in reversed form, the preferred background colors are Naizak Purple and Yellow. Other background colors may be considered, provided they offer enough contrast to render the logo visibly.

The reversed logos can also be used in case of One-Color Re-production

### Reversed logos



Do not alter or interchange the logo colors. Always maintain consistent application of the Naizak logo colors.



Do not distort the Naizak logo. Always maintain consistent proportions.



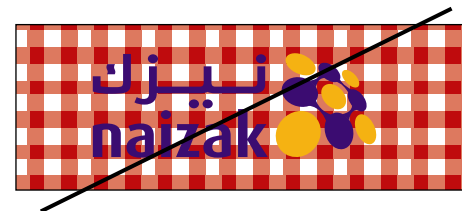
Do not change the placement of the logotype or the logo mark.



Do not use the Naizak logo on a dark background. As you can see in this example. The logo should be reversed out of the background color.



Do not use the Naizak logo on an image or a patterned background. As you can see in this example.



English fonts

Dax Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()":><?

Dax Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()":><?

Dax Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()":><?

Dax Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()":><?**

Dax Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()":><?**

Dax Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()":><?**

Arabic fonts

SaudiAramco Medium

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

SaudiAramco Bold

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

Note: Replaced the Arabic dots with the English ones ●

Type: SaudiAramco - Bold ○

Type: Dax - Bold ○

Note: Lower Case all characters ●

