



Aseel

Branding Style Guide



2022





Mission

Our mission is to create disruptive technology solutions to global challenges.



Vision

Our vision is to be the most impactful global public company.



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Logo

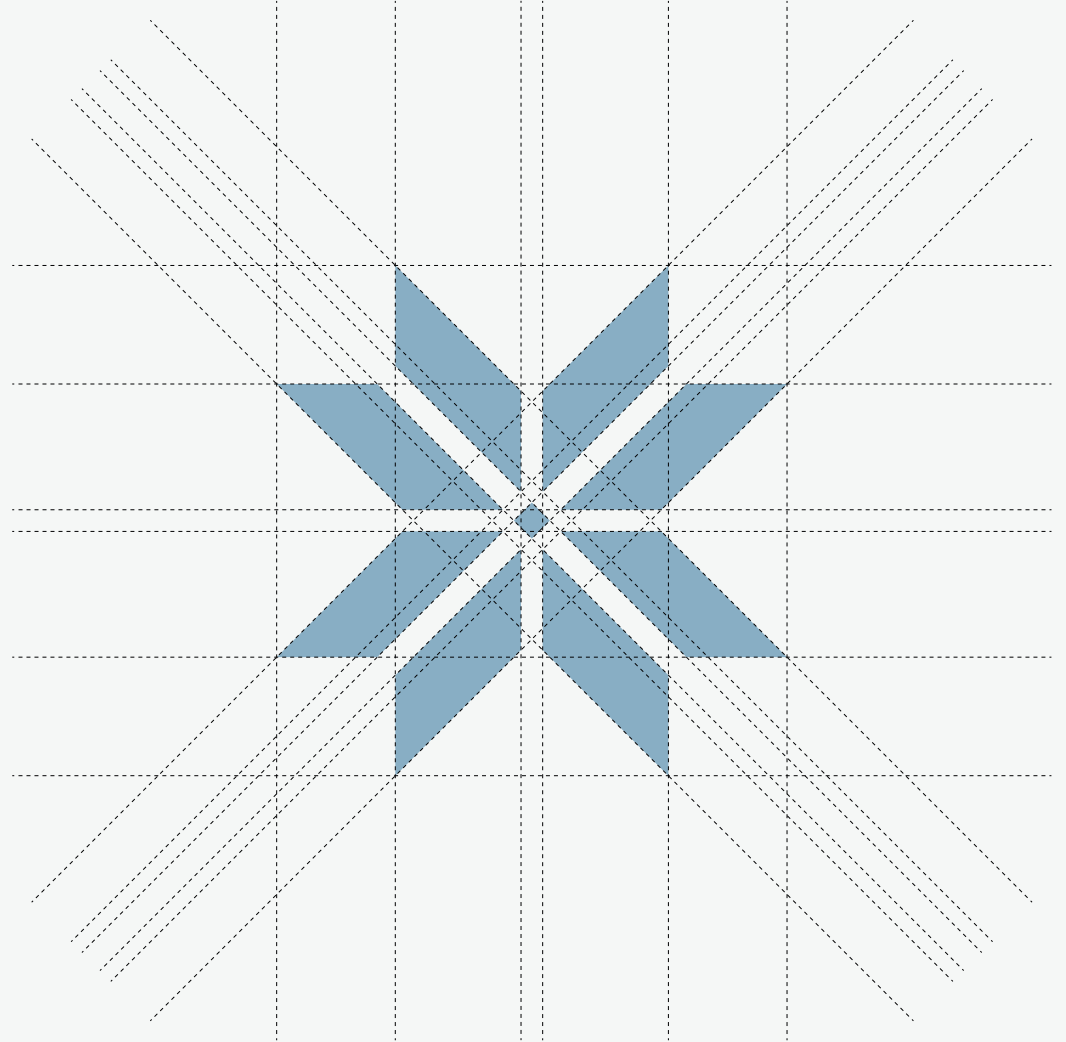
Aseel's logo is a flower shape that has been used for thousands of years in architecture, clothing, and other design forms in different cultures.

The idea to use this shape as Aseel's logo came when the Aseel CEO Nasrat Khalid asked a carpet weaver, the oldest shape on a carpet, and the waver showed this shape.

Aseel's is an Arabic word that means original and authentic. And this shape with a history of thousands of years represents the Aseel meaning.



Logo Construction



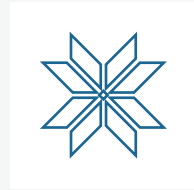
How to use

There are only four ways of using the Aseel logo, based on the document or template requirement. Other than these four, it's not allowed to use other self-made versions.



Don't

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Name & Slogan

Pay attention to the font details to write the Aseel name with its slogan as a title. Aseel should be written bolder than the slogan. Forex; Semibold font for Aseel and Regular font for the slogan.

Aseel | Buy Good, Do Good

Semi Bold

Regular

Exclusion Zone

To protect the clarity of the logo and ensure it has as much impact as possible, it should be surrounded by an area of space known as the exclusion zone. The exclusion zone is measured a 3 to 30 pixels.



Colors

Two color plates are being used in Aseel. A shade of blue colors to present Buy Good and a shade of green to present Do Good.

Buy Good



Primary
color



Secondary
color

Do Good



Primary
color



Secondary
color

Font

Product Sans is the font used in Aseel branding.
It is simple, beautiful, and easy to read.

Aseel | Buy Good, Do Good

Aseel | Buy Good, Do Good

Aseel | Buy Good, Do Good

Aseel | Buy Good, Do Good

Aseel | Buy Good, Do Good

