نادك

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Nourishing your life everyday

Brand **GUIDELINES**

The NADEC Color Palette

The NADEC Logo consists of a specific set of colors, Blue, green and Cyan, that are specified on the right. These three colors are the Primary Color Palette of NADEC.

Primary Color Palette

NADEC Blue	NADEC Green	NADEC Cyan
PANTONE ® 072 C	PANTONE ® 376 C	CYAN 100%

4-Color CMYK

CMYK	CMYK	CMYK
100%	57%	100%
90%	0%	0%
12%	100%	0%
2%	60%	0%

RGB and HEX

R: 39	R: 127	R: 0
G: 52	G: 186	G: 159
B: 128	B: 39	B: 227
HEX: 273480	**HEX:** 7FBA27	**HEX:** 009FE3

The NADEC Logo

The NADEC Logo must not be redesigned in any way. It must not be distorted or modified, and it must always be shown whole and never reproduced partially.

The following pages will detail the use of the NADEC Logo, color specifications, spacing and size requirements.
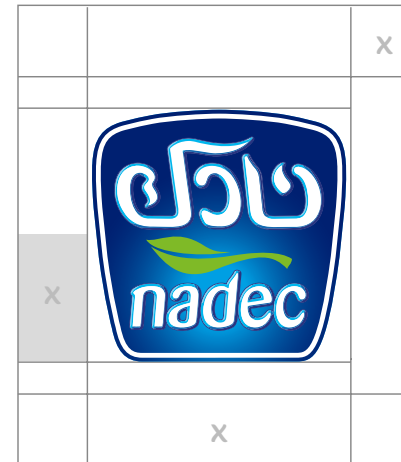
Logo Spacing

In order for the NADEC Logo to be clearly legible in the context of surrounding graphics and information, the spacing rules must be followed.

No graphic element which is not part of the NADEC Logo may be placed in the area "x" surrounding it. This area, also called the "area of isolation," is derived by using the NADEC Logo's lowercase letter height "x" as a unit of measurement.

The grid surrounding the NADEC Logo helps to visualize the distance and spacing protecting it in a layout for print or digital media.

NADEC Logo Area of Isolation

Spacing and isolation on white background

Spacing and isolation on grey background

Acceptable NADEC Logo Use

The following are examples of acceptable NADEC Logo usage.

These are the only acceptable colors and variations unless otherwise specified in this manual.

NADEC Logo on Color Field

.01 Corporate colors on white

.02 Reversed white corporate gold

.03 Reversed white corporate grey

.04 Corporate colors on CYAN

.05 Solid black on white can be used only in one-color print applications such as newspapers

.06 Reversed white on black or very dark background can be used only in one-color print applications such as newspapers

Unacceptable NADEC Logo Use

This page illustrates a series of changes to the NADEC Logo which are not allowed in any way.

.01 The NADEC Logo must not be distorted, and a shadow cannot be applied. Its shape must always be maintained and the ratio between elements must not be modified.

.02 The NADEC Logo must not be used over any non-approved colored backgrounds, or photographic backgrounds that do not provide adequate contrast.

Special Effects
Special effects cannot be applied to the NADEC Logo such as drop shadows, 3D effects, Photoshop beveling or embossing, posterization, distortion or recoloring that does not conform to the identity standards.

.01 Do not distort the NADEC Logo by compressing horizontally, vertically or applying a shadow.

.02 Do not use the NADEC Logo on any low-contrast photographic or non-approved colored backgrounds.

NADEC Typography

Primary Typeface

Cocon® Next Arabic. is the preferred typeface on all NADEC materials.

This typeface is available in three different weights: light, regular and bold. All the weights.

It is advisable to use this font in online and electronic media. This font has been chosen as a secondary typeface because it is clearly legible, both on printed and digital materials.

Weights :
light
Regular
Bold

Cocon® Next Arabic (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

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

١٢٣٤٥٦٧٨٩٠

Aa

Cocon® Next Arabic (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

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

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Aa

Cocon® Next Arabic (Bold)

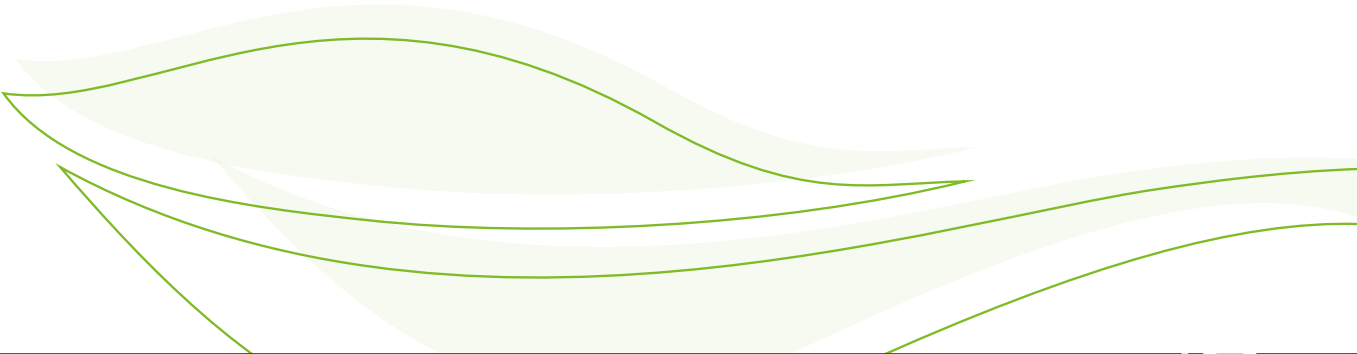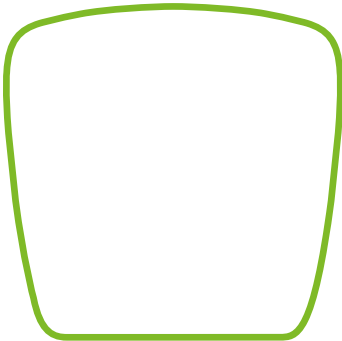**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

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

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NADEC Elements

Shapes Elements

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