



ACCULLIGENCE

NAVIGATE THE NOISE

BRAND GUIDELINES

Acculligence Brand Book 2025 v2

Brand guidelines offer clear-cut rules for how your logo, its colors, and its messaging is represented to your audience.

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Content



Acculligance

The Acculligance logo is a strong visual representation of the company's mission to guide clients with precision and innovation, while maintaining cultural relevance. The design elements, including a steering wheel made from interconnected "A" letters, a spider web pattern, and a target shape, all symbolize the company's commitment to direction, connectivity, and goal achievement. The color choices of blue and cyan further enhance these qualities, reflecting trust, clarity, and modernity.

Intro

Logo Identity

The Acculligence logo is designed to communicate the company's core values through symbolic elements

Steering Wheel

The steering wheel, crafted from interconnected "A" letters, symbolizes Acculligence's role in guiding clients effectively, steering them toward success with precision and care.

Spider Web

The spider web design within the steering wheel represents the company's expertise in providing direct and efficient online connectivity, underscoring its technological sophistication.

Target Shape

The wheel's target-like structure reflects Acculligence's focus on precision and achieving well-defined goals, aligning with its mission to deliver accurate and actionable insights.

Arabic Touch

The logo integrates an Arabic aesthetic, emphasizing Acculligence's cultural heritage and its commitment to its roots.

Logo Identity Usages

Logo Usage

This Logo provides general guidelines for the visual identity of our brand, as well as special directions for the application of the brand identity and related elements. We recommend you refer to this guide whenever you need to use or apply our brand identity. Our logo must be scaled to maintain its original proportions. The minimum allowable logo size is width of 5.5 cm.

Color: Do not alter the logo's original colors.

Background: Avoid placing the logo on photos with conflicting colors.

Effects: Refrain from adding drop shadows, outlines, or other decorative elements.

Distortion: Do not distort, rotate, or enclose the logo within frames or graphic elements that encroach on its clear space.

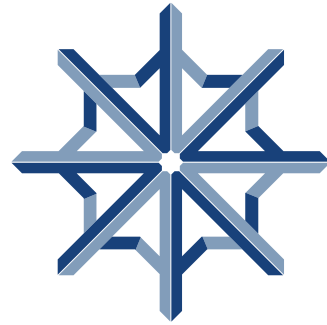
The following rules apply to the use of the logo:

- Don't change the color of the logotype.
- Don't put the logo in its colors on a photo.
- Don't add drop shadows or other etc.
- Don't use the logo as an outline.
- Don't enclose in Frames or graphic elements that violate the clear space area.
- Don't distort or rotate the logo.

On light background

This logo typography is designed to represent the art aesthetic of Acculligence for delivering precise, data-driven insights and media solutions. The steering wheel is crafted from interconnected "A" letters, a spider web, and a target shape as an icon to represent the brand on different platforms.

Light backgrounds are the optimal selection for displaying the logo's architectural components and design patterns.



Logo Variation 1



ACCULLIGENCE

Logo Variation 2



Logo Variation 3

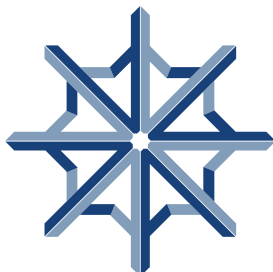


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Logo Variation 4

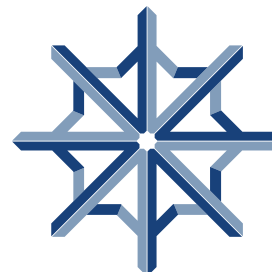


Logo Variation 5



ACCULLIGENCE

Logo Variation 6



ACCULLIGENCE
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Logo Variation 7

On dark background

This logo typography is designed to represent the art aesthetic of Acculligence for delivering precise, data-driven insights and media solutions. The steering wheel is crafted from interconnected "A" letters, a spider web, and a target shape as an icon to represent the brand on different platforms.

Dark background are the optimal selection to increase the contrast of the type-phase and make it readable



Logo Variation 1



ACCULLIGENCE

Logo Variation 2



أكوليجنس

Logo Variation 3



ACCULLIGENCE
NAVIGATE THE NOISE

Logo Variation 4



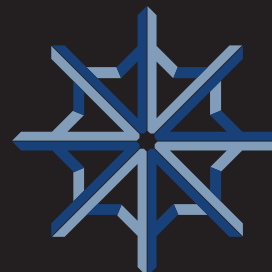
أكوليجنس

Logo Variation 5



ACCULLIGENCE

Logo Variation 6



ACCULLIGENCE

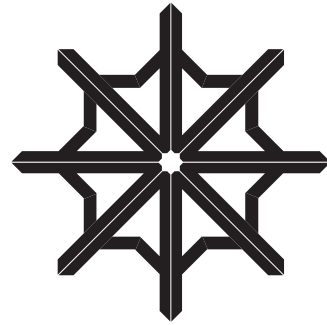
NAVIGATE THE NOISE

Logo Variation 7

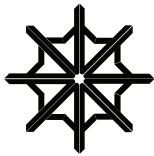
Solid Logo

This logo type-phase is designed to represent the art aesthetic of Acculligence for delivering precise, data-driven insights and media solutions. The steering wheel is crafted from interconnected "A" letters, a spider web, and a target shape as an icon to represent the brand on different platforms.

A solid logo can be used on official documents or stamps as its easy to print.

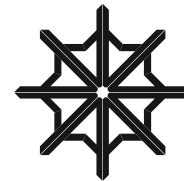


Logo Variation 1



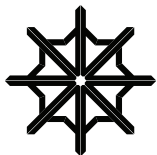
ACCULLIGENCE

Logo Variation 2



أكيوليجنس

Logo Variation 3



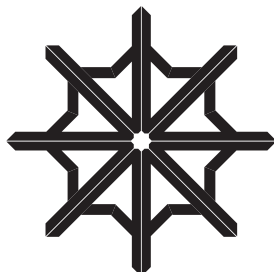
ACCULLIGENCE
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Logo Variation 4



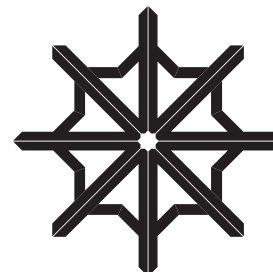
أكيوليجنس

Logo Variation 5



ACCULLIGENCE

Logo Variation 6



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Logo Variation 7

Color Specifications

A brand's colors are a selected group of hues that convey the essence of the brand's character and spirit.

There is a correlation between the success of a brand and the care taken in selecting and implementing brand colors.

Brand colors are consumers' first point of contact, long before any brand objects are introduced.

Colors for a brand are selected with an eye toward getting the maximum appeal to a specific demographic and matching the brand's identity. These colors are what end up staying in people's memories when they think of the brand.

The primary brand color is the brand's signature color and should be used liberally throughout the brand's visual assets.

Secondary brand colors are those that work in harmony with the primary brand color. They are flexible enough to be adjusted in response to shifts in the underlying strategy, prevailing paradigms, or desired outcomes.

Brand Colors



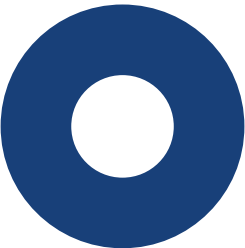
Color Palette

The brand colors should be consistent and strategically applied to reinforce the brand identity. We have selected Navy and Frost as the primary colors for their roles in symbolizing security, trust, and innovation. Navy embodies reliability and tranquility, aligning with our commitment to providing dependable solutions, while Frost reflects innovation and clarity, emphasizing our focus on cutting-edge advancements. These primary colors are supported by secondary shades that complement and enhance the overall brand identity, ensuring a cohesive and dynamic visual presence.



Primary Colors

Navy



PANTONE™ 654 C

FOR DIGITAL USE

R: 30 G: 64 B: 120

FOR WEB USE

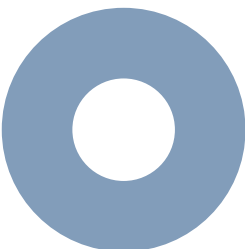
HEX: #1E4179

FOR PRINTING USE

C: 100 M: 85 Y: 25 K: 10



Frost



PANTONE™ 535 C

FOR DIGITAL USE

R: 132 G: 158 B: 187

FOR WEB USE

HEX: #849EBB

FOR PRINTING USE

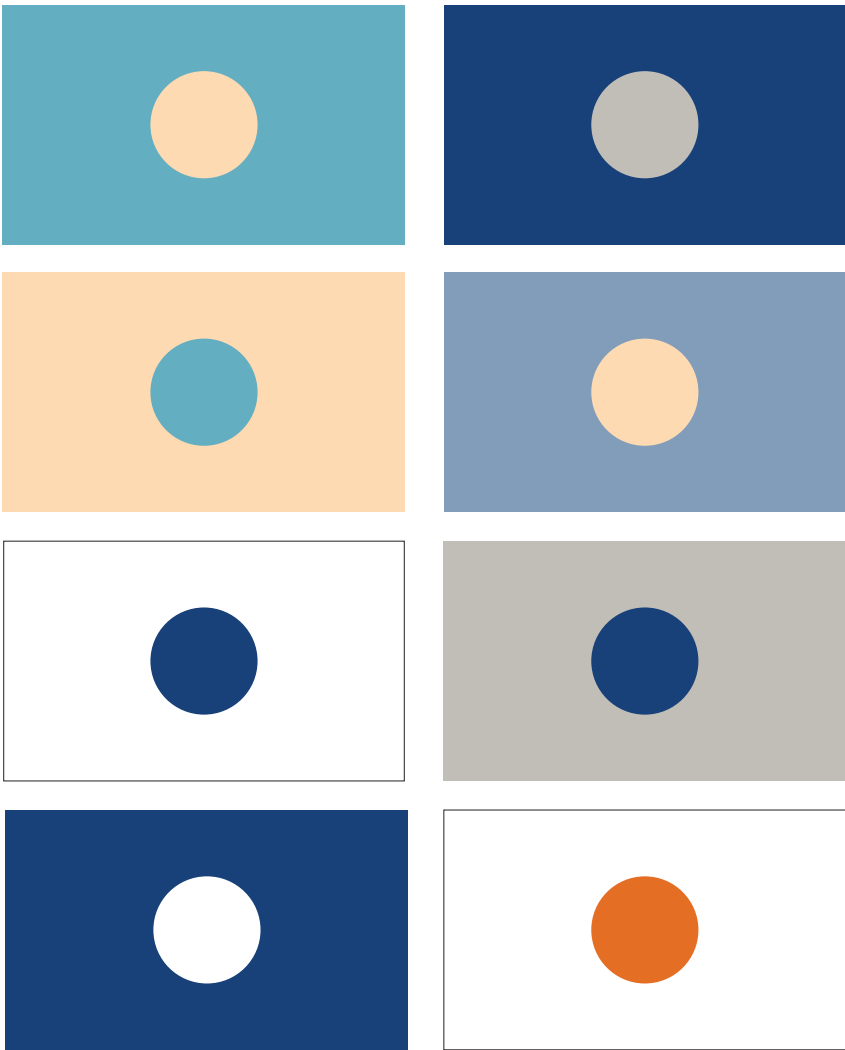
C: 50 M: 30 Y: 15 K: 0



Secondary Colors

Ocean	Wood	Fossil	Sun
PANTONE™ 7458 C	PANTONE™ 7507C	PANTONE™ 400C	PANTONE™ 1655C
FOR DIGITAL USE R: 100 G: 175 B: 193	FOR DIGITAL USE R: 254 G: 219 B: 180	FOR DIGITAL USE R: 193 G: 191 B: 183	FOR DIGITAL USE R: 228 G: 111 B: 37
FOR WEB USE HEX: #64AFC1	FOR WEB USE HEX: #FEDBB4	FOR WEB USE HEX: #C1BFB7	FOR WEB USE HEX: #e46f25
FOR PRINTING USE C: 60 M: 15 Y: 20 K: 0	FOR PRINTING USE C: 0 M: 15 Y: 30 K: 0	FOR PRINTING USE C: 25 M: 20 Y: 25 K: 0	FOR PRINTING USE C: 7 M: 69 Y: 100 K: 0

Color Combination



Font Style

There is more to typography than just picking pretty fonts and it's considered an essential part of the brand identity.

A brand's overall vibe, visual appeal and brand recognition all depend on the quality of the selected font style.

Typo graphy

PRIMARY ENGLISH FONT

Kanit

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@\$%

Kanit

Kanit offers a modern sans-serif design with a clean, geometric structure. Its readability and straightforward appearance make it ideal for digital interfaces and modern branding. Kanit's design balances professionalism with a touch of contemporary flair.

Title
17 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,''''
123456789£\$?!<>{}[]#¢™®

Heading
14 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,''''
123456789£\$?!<>{}[]#¢™®

Content
12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,''''
123456789£\$?!<>{}[]#¢™®

SECONDARY ENGLISH FONT

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%

Roboto

Roboto combines geometric shapes with friendly, open curves, creating a versatile and readable typeface. It's well-suited for both web and print, offering a neutral yet approachable aesthetic

Title
17 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,''''
123456789£\$?!<>{}[]#ç™®

Heading
16 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,''''
123456789£\$?!<>{}[]#ç™®

Content
12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,''''
123456789£\$?!<>{}[]#ç™®

PRIMARY ARABIC FONT

Alexandria

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .

Alexandria

A timeless serif font with classical roots, Alexandria lends a sense of sophistication and elegance to the brand. Its refined strokes and traditional appearance make it suitable for formal and upscale contexts. Ideal for conveying professionalism while maintaining a touch of heritage

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .

عنوان
20 pt

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .

فرعي
16 pt

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .

محتوى
14 pt

SECONDARY ARABIC FONT

Baloo Bhaijaan II

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

Baloo Bhaijaan 2

This playful, rounded typeface adds a friendly and approachable feel to communications.
Baloo Bhaijaan 2's casual style is perfect for creating a welcoming atmosphere.
Its bold and clean lines ensure readability and visual appeal in both print and digital media.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

عنوان
20 pt

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

فرعي
16 pt

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

محتوى
14 pt

THIRD ARABIC FONT

Zain

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .

Zain

Zain features a modern, geometric design that brings a fresh and contemporary look to text. Its clean lines and balanced proportions make it a versatile choice for various applications. Suitable for branding materials that require a sleek and professional appearance

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .

عنوان
20 pt

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .

فرعي
16 pt

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .

محتوى
14 pt



At Acculligence, our tone of voice is a reflection of our brand identity—reliable, innovative, and culturally grounded. When communicating on behalf of Acculligence, it's essential to use language and style that resonate with our core values and visual identity

Key words and Themes

Nautical References

Given our logo's inspiration, incorporate maritime themes when appropriate. Words like "navigate," "steer," "anchored," "compass," and "horizon" can help reinforce our role in guiding clients in the right direction.

Innovation and Precision

Use terms like "cutting-edge," "innovative," "precise," "targeted," and "advanced" to highlight our focus on modern, effective solutions.

Trust and Security

Words such as "reliable," "secure," "trustworthy," "confident," and "stable" should be used to emphasize our commitment to providing dependable services.

Cultural Identity

Reflect our Arabic roots by integrating phrases that highlight heritage, unity, and cultural pride, such as "rooted," "heritage," and "unified."

of Voice
Tone

Digital Designs



QR Codes

It is a machine-scannable image that can instantly be read using a Smartphone camera. Every QR code consists of a number of black squares and dots which represent certain pieces of information. When your Smartphone scans this code, it translate that information into something that can be easily understand by humans.



QR Code Variation 1



QR Code Variation 2



QR Code Variation 3



QR Code Variation 4

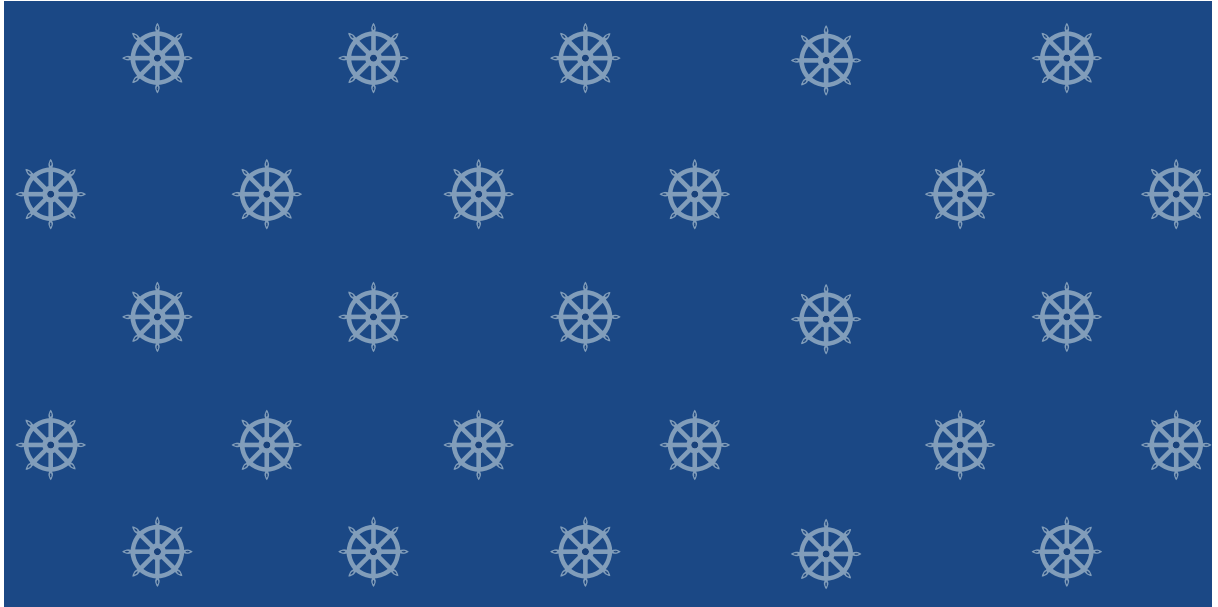
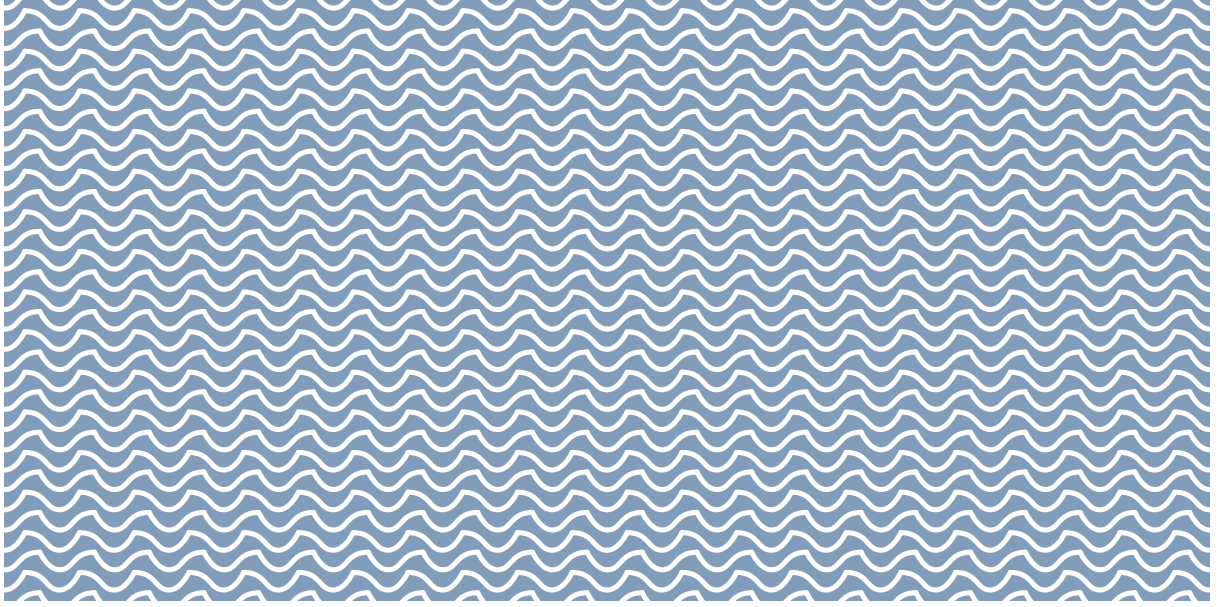
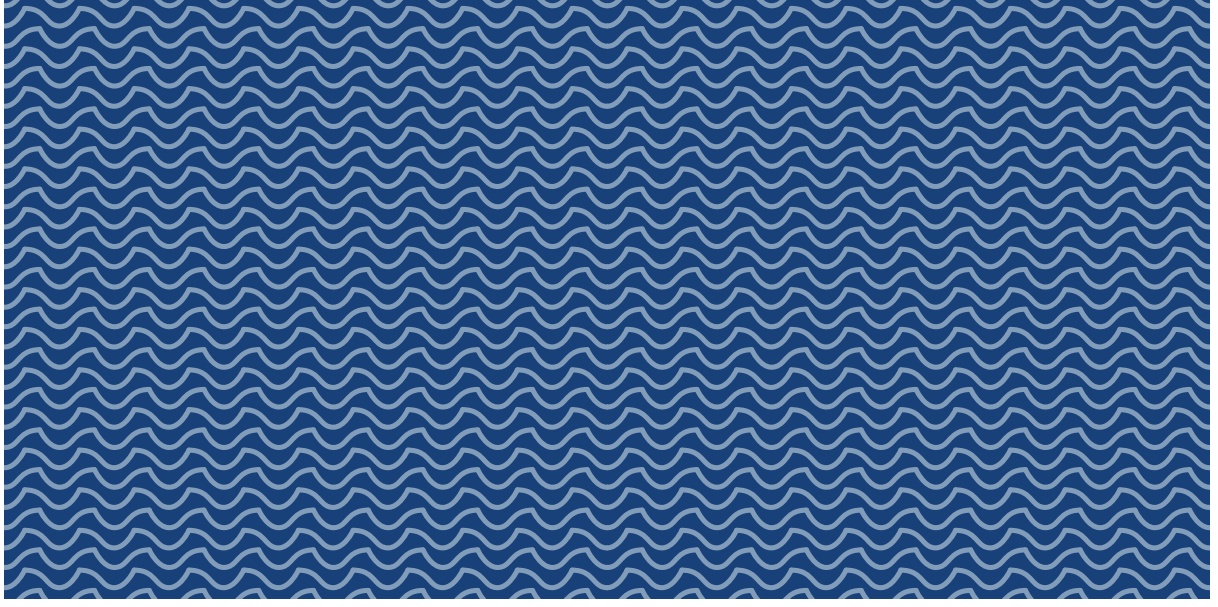
Pattern Design

The design patterns are the most exciting and interesting branding elements, they play an important role in creating strong brand recognition, bringing depth in a brand identity and creating a memorable and unique brand experience.

The suggested pattern inspired by the iconic Chinese astrology clock shape. This sleek pattern blends the traditional Chinese symbolism with contemporary elements. The pattern design features clean lines and simple geometric shapes; the circular motif of the Chinese astrology clock symbolizes the cyclical nature of time and life.

The subtle details within the pattern convey a sense of interconnectedness. Delicate swirls and precise lifework create a harmonious balance and inviting viewers to appreciate the beauty of simplicity.

Pattern

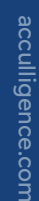


Icons

You can ensure that icons effectively communicate, enhance usability, and contribute to a positive user experience. Remember, icons should be clear, functional, and accessible to all users.







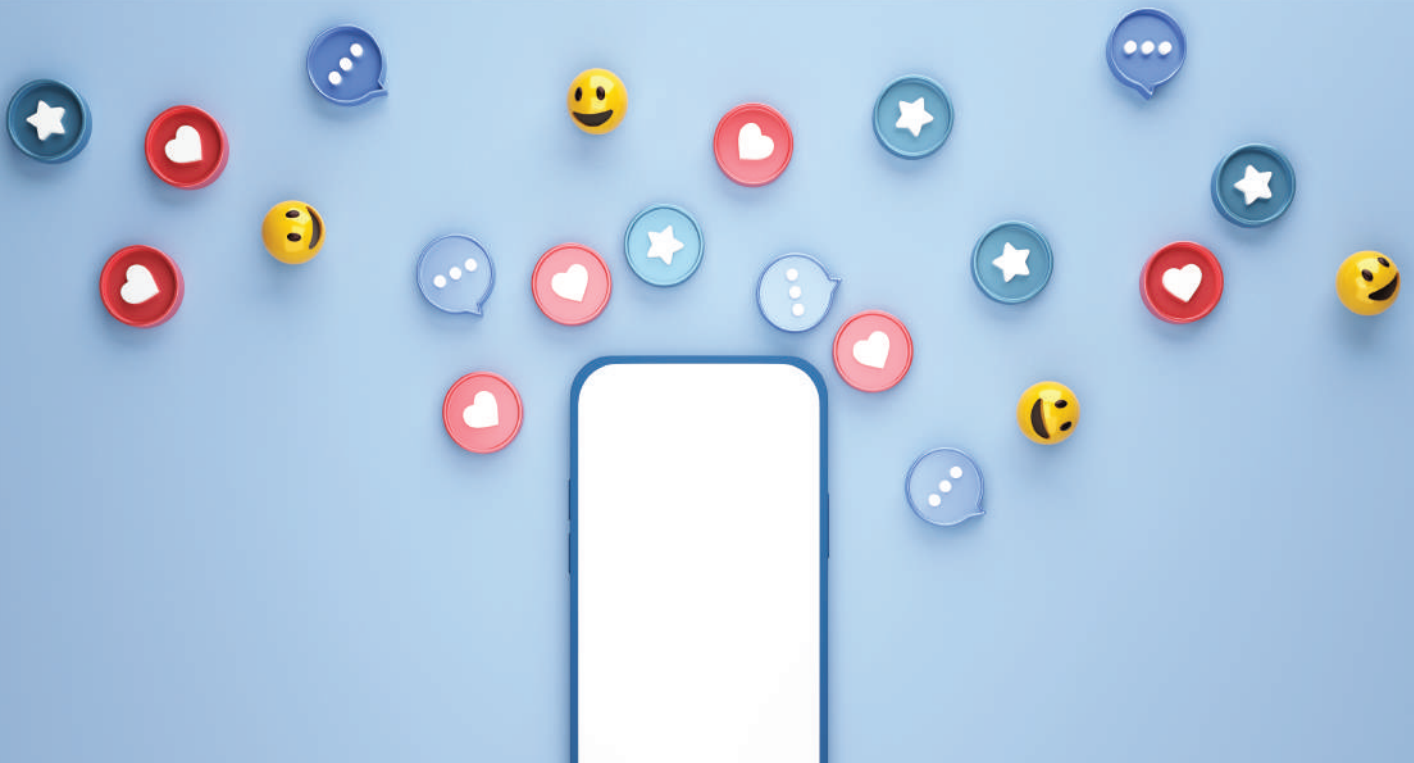
Social Media Kit is designed to ensure consistency and impact across all digital platforms. It includes a comprehensive set of tools and guidelines for maintaining the brand's identity online:

Profile and Cover Images: Optimized for various platforms, featuring the company's logo and colors.

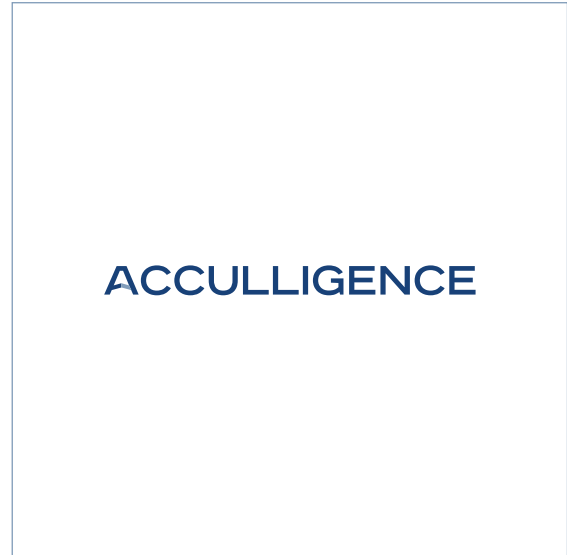
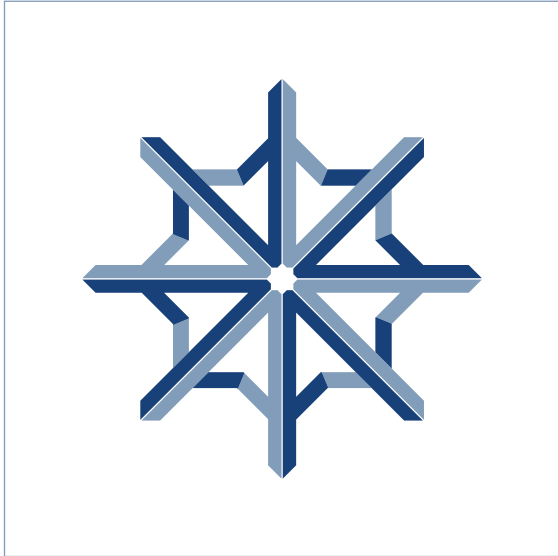
Branded Templates: Customizable templates for posts, stories, and advertisements that align with the brand's visual identity.

Content Guidelines: Clear instructions on tone, typography, and imagery to ensure brand consistency across all social media channels.

Social Kit



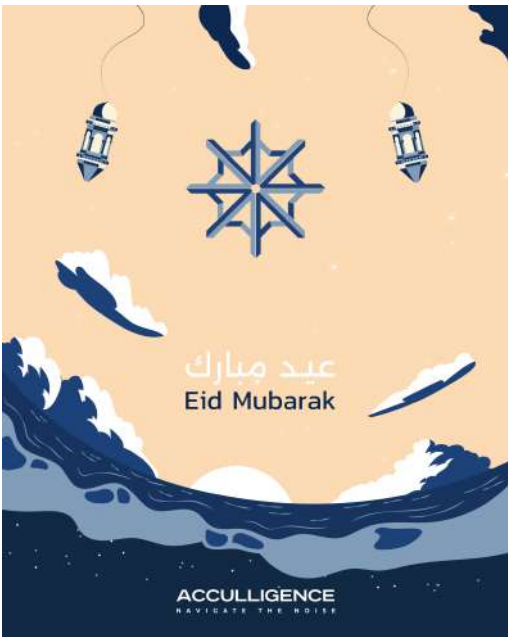
Facebook Profile Picture



Facebook Cover Photo



Posts Templates



Stationery

Guideline



Back Side

The backside of the business card is most recommended to be designed in black color as it's a durable color unlike the white color and the logo to be placed at the center of the card to be obvious specially with the black background that will highlight the logo colors.

Front Side

Most important for the front side of the business card to be white color as it will make the font of the card readable, clear, and easy to be scanned or detect its text by camera readers.



Sample Name

Founder and CEO

Adress St., New Cairo,
Downtown, Egypt.

Mobile: + 202 011234 56789
Office: + 202 010 1234 56789

info@acculligence.com
acculligence.com

Letterhead

For the Letterhead most recommended maintaining white large spaces to reduce the printing cost and give extra room for the data that will be hand-written.



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Dear Sir,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa.

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae.

Sincerely,

Adress St., New Cairo,
Downtown, Egypt.

Mobile: + 202 011234 56789
Office: + 202 010 1234 56789

info@acculligence.com
acculligence.com

Envelope

An envelope does not require too much text, only the logo, address, and contacts. These data should be distributed wisely and creatively and avoid consuming large space.

Using the white color is a must, even if we added the see-through part that shows underneath it will look uniform and appropriate.

The text distribution gives the print house the freedom to use any type of envelope shape he has because this is the standard design for modern envelopes.



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Downtown, Egypt.

Mobile: + 202 011234 56789
Office: + 202 010 1234 56789

info@acculligence.com
acculligence.com

acculligence.com

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Notes

Notes are typically small and usually comes in a standard size, so it's recommended to use a small-sized logo with a 10% opacity level.

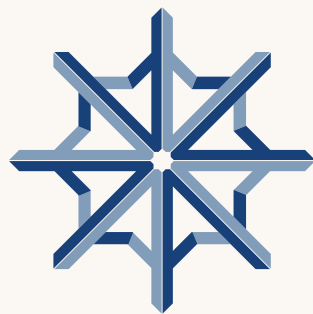


Folder

Similar to Envelope, it doesn't require too much text, only the logo, address and contacts. There should be a plenty of space to enable writing information and since folders are different in sizes; it's advisable to designate specific areas for writing information tailored to each size.

Block Note

Notebook design should be catchy. Notebook covers should include most of the brand elements such as, logo, Pattern design and Note book info.



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Uniform

For uniforms, it's most recommended to be white so the logo colors will appear vibrant and have clear typography.

The Logo will be placed on both the front and back sides. for the front side, it will be placed at the pocket side and for the back side, it will be enlarged and placed at the center of the uniform.

It's fine to color the the uniform with black it will not affect the logo colors however, we can't color the uniform with the gold color as it will interfere with the logo colors.

White color reflects the cleanness of the staff uniforms while still the gold and brown colors can be used in the accessories such as the hat, scarf or skirt.

Sign Board

Because of the visual nature of billboard design, the next step is to determine how best to convey the intended message through pictures and words. You should think strategically as you create a design.

One traditional way to make an impact is by utilizing a familiar idiom or a short humorous sentence that'll create a chuckle and will help your message stick.

The average time driver will spend only five to ten seconds taking in your billboard's design, reading any text, and processing the meaning of your message. While the billboard is in view for those 5-10 seconds, the driver may also be looking at something else.

Sign Board

Poster Design

Unlike the billboard, poster design will encounter more information because it's nearer to the audience and has plenty of time to look and focus on the details so the visuals should be in high resolution.

Most important for posters to focus on the details and the Call-to-Action or contacts part to encourage the audience to engage with the brand and likely to place it on the upper side of the poster than the footer.

Avoid putting the most crucial information at the bottom of the poster, where there's a good chance it won't be seen by the target audience, and instead center it at human eye level.





Roll-up Design

The roll-up design is similar to the poster design in the concept but differs in the visual usage, as it preferred to use portrait photos instead of landscape photos because the roll-up is a bit longer than the poster height, which may exceed 2 meters.

Campaign messages should be placed at the human eye level and give the logo breathing room in order to appear obvious and highlighted.

Backdrop Design

The backdrop design differs from the poster and the roll-up, as the backdrop normally exists in events or conferences where there are objects and an audience existing most of the time in front of it so the campaign message should be placed at the top of the backdrop to be visible from a long distance.

The main message should be typed in a large font and placed on the top of the design as well as the visuals and objects to be placed on the upper side, while the minor information can be placed at the bottom of the design.

In designing the backdrop, graphic designers should choose the colors carefully and to be complementary with the room colors to create harmony in the colors and not to cause visual discomfort for the guests.



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