2 Sidra basic elements

THE SIDRA MARK

The Sidra mark is made up of 2 elements:
the Sidra flower mark and word mark.

THE SIDRA FLOWER MARK

The Sidra flower mark is a symbol made of 3 parts: the Sidra flower, the leaf and the Sidra berry. The mark is refreshing and inviting.

THE WORD MARK

The Word mark is the way we write the Sidra name. The letters have been specially drawn in Arabic and English forms. The word mark, like the symbol, is soft and customer friendly.

Whenever possible, the mark should be used as a whole ie, the flower mark and the word mark appearing in their fixed relationship.

It is also preferred that the Sidra mark should appear on a Sidra orange background whenever possible.

The flower mark, the word mark, the size relationship, letter spacing, colours, keylines etc. have all been detailed and considered.

No alterations should ever be made to the master Sidra mark.

**PREFERED VERSION
SIDRA MARK ON ORANGE**

SIDRA MARK

SIDRA FLOWER MARK

SIDRA WORD MARK
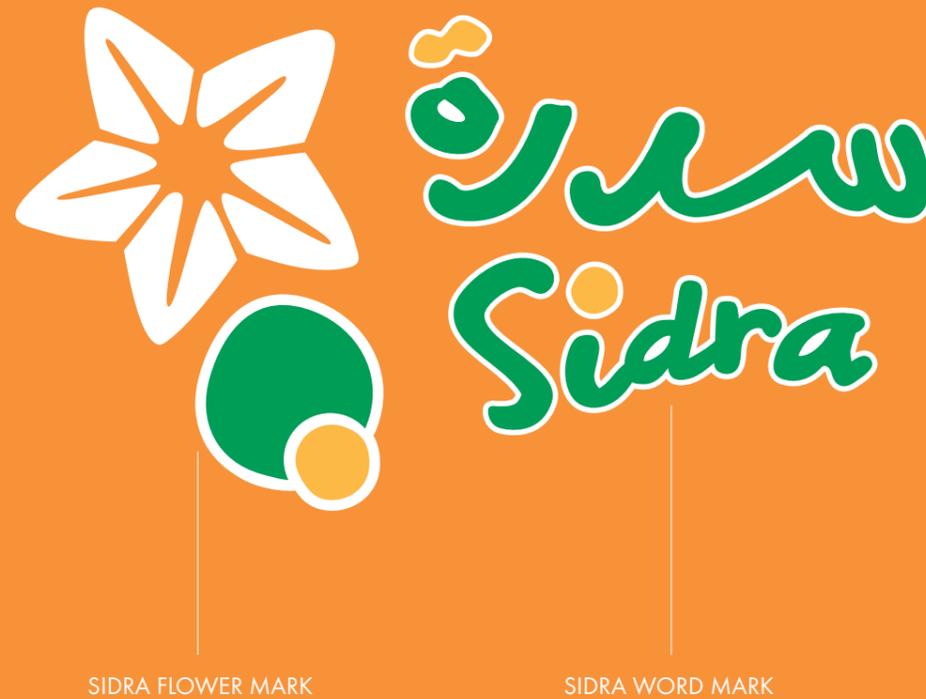
SIDRA MARK ON WHITE

REGULAR USE VERSION

The regular use version is the preferred version of the Sidra mark. It should be used in all print applications where the mark will appear larger than 40mm across measure bar A.

PROTECTIVE AREA

The dotted blue keyline indicates the protective area. This area is intended to ensure a clear surround to the Sidra mark. No other text, logos, or information should encroach on this area.

The flower mark has its own protective white keyline around the star. It ensures that the flower mark stands out when placed on dark coloured backgrounds.

SMALL USE VERSION

The small use version of the Sidra mark should be used in situations where it will be reproduced at sizes between 25mm–40mm across measure bar A. The character spacing in this version of the mark has been adjusted to ensure best legibility at small sizes.

The same principles are used to establish the protective area for the small use version.

MINIMUM SIZE

As a general rule, the Sidra mark should not be reproduced below 25mm across measure bar A.

SIDRA MARK ON ORANGE

PROTECTIVE KEYLINE
(Protects mark on coloured background)

PROTECTIVE AREA

Measure Bar A

SIDRA MARK ON WHITE

PROTECTIVE KEYLINE
(Protects mark on white background)

PROTECTIVE AREA

Measure Bar A

MINIMUM SIZE

25 mm

MINIMUM SIZE

Measure Bar A

25 mm

These are the 4 standard sizes of the Sidra mark.

SIZE 1

The Sidra mark is 50mm across measure bar A. This version of the mark should be used for A4 literature front covers and A4 advertising. Size 1 is the largest of the standard sizes.

SIZE 2

The Sidra mark is 30mm across measure bar A. This version of the mark should be used for A4 literature back covers and A5 advertising.

SIZE 3

The Sidra mark is 40mm across measure bar A. This version of the mark should be used for most stationery applications.

SIZE 4

The Sidra mark is 25mm across measure bar A. This version of the mark should be used for business cards and most envelope applications. Size 4 is the smallest of the standard sizes.

SIZE 1 – 50mm

SIZE 2 – 30mm

SIZE 3 – 40mm

SIZE 4 – 25mm

Measure Bar A

50 mm

Measure Bar A

30 mm

Measure Bar A

40 mm

Measure Bar A

25 mm

COLOUR VERSION OF THE SIDRA MARK

Wherever possible the mark should be used in its full colour version. If this is not possible (for example if one colour printing is being used) the mark may be reproduced in one colour. There are 3 versions available for various situations.

BLACK VERSION

The black version should be used where no colour printing is available. For example, faxes and laser printed documents. The black version may also be used as a template for material finishes such as embossing or engraving.

SIDRA ORANGE/GREEN VERSIONS

These are one colour versions that use the Sidra brand colours. Either of these is the preferred alternative when the Sidra mark cannot be reproduced in full colour.

SOLID SIDRA FLOWER MARK

The solid Sidra flower mark can be used in C-Store graphic applcations.

This version of the Sidra flower has no protective keylines surrounding the elements. Instead, the flower element is a solid colour, matching the leaf and berry elements. This version of the Sidra flower can be reproduced in any of the Sidra brand colours (primary and secondary).

SIDRA BLACK VERSION   SIDRA ORANGE VERSION   SIDRA GREEN VERSION   SOLID SIDRA FLOWER MARK (SIDRA COLOUR PALETTE ONLY)
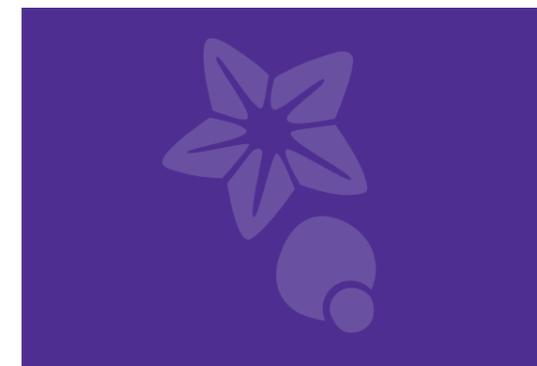
USING THE SIDRA MARK ON DIFFERENT BACKGROUNDS

The Sidra mark has been designed to be very flexible in its application. Each version of the Sidra mark has protective keylines around the elements. A coloured keyline surrounds the flower, and white keylines surround the leaf/berry and the word mark.

These keylines enusre that whatever background the mark appears on, the Sidra mark is always consistent.

SIDRA FULL COLOUR VERSION   SIDRA BLACK VERSION   SIDRA ORANGE VERSION   SIDRA GREEN VERSION

DO NOT RECOLOUR THE MARK

DO NOT USE COLOUR EFFECTS
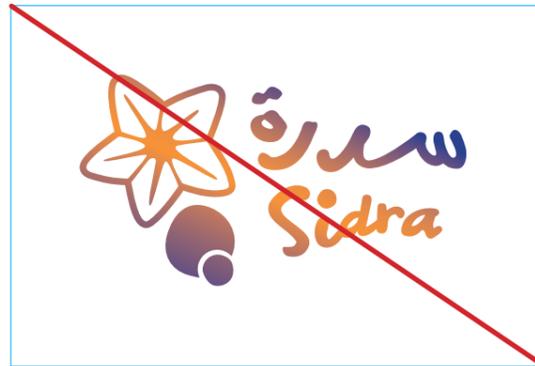
DO NOT USE OTHER COLOUR COMBINATIONS

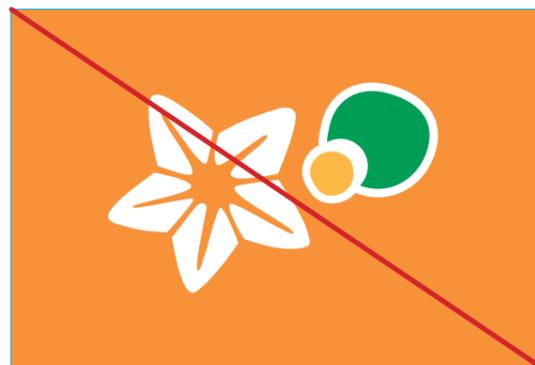**DO NOT** INTRODUCE OTHER ELEMENTS

DO NOT DISTORT THE MARK

DO NOT CHANGE THE RELATIONSHIP OF THE MARK

DO NOT REDRAW THE FLOWER MARK OR WORD MARK

DO NOT REARRANGE THE FLOWER MARK

INCORRECT USE

The elements that make up the Sidra mark have each been carefully designed to fulfil a particular role.

The flower mark, the word mark, the size relationship, letter spacing, colours, keylines etc. have all been detailed and considered.

No alterations should ever be made to any of the master Sidra marks.

Illustrated here are some examples of incorrect use.

If we follow these guidelines, the Sidra brand will be very strong. By using the elements consistently, the Sidra brand will communicate professionally and with authority.

USING THE SIDRA FLOWER MARK

The Sidra mark has been designed to be very flexible in its application. Its components, the word mark and the flower mark can be used together or separately as illustrated. When used separately, the flower mark can be applied as a large, dynamic graphic.

It can be rotated, cropped and resized to meet requirements.

Where the Sidra word mark appears near the flower mark, care should be taken to ensure that the Sidra word mark remains legible at all times.

PREFERED VERSION
SIDRA MARK ON ORANGE

SIDRA MARK ON WHITE

SIDRA MARK

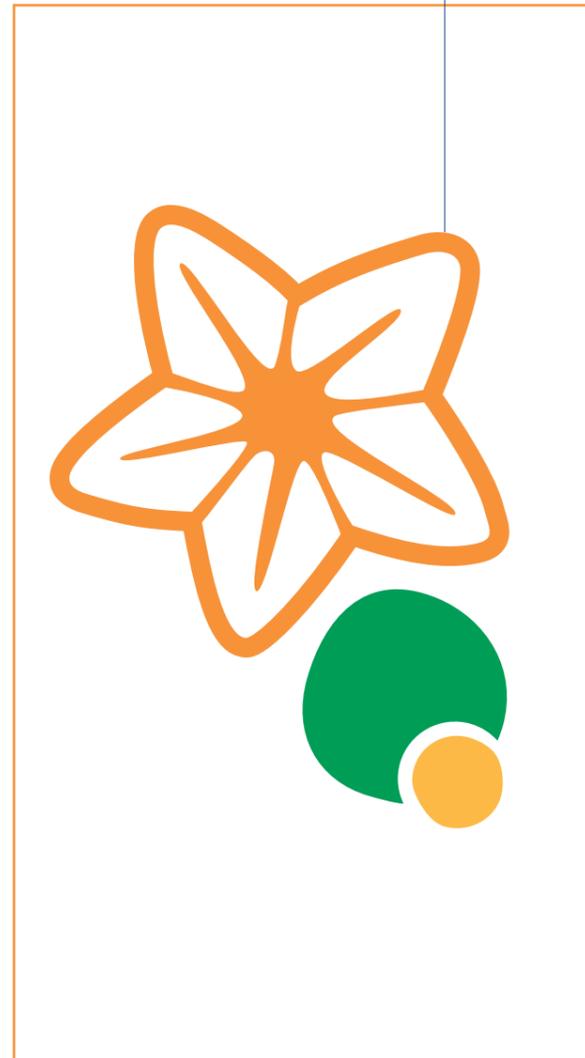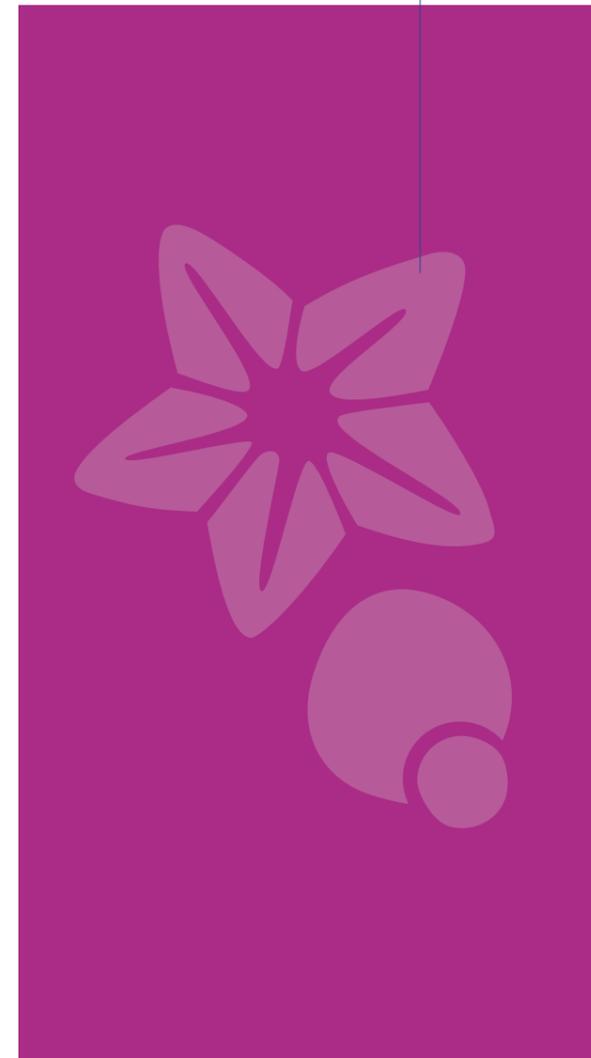SIDRA FLOWER MARK   SIDRA WORD MARK

Ensure white keyline reproduces
around leaf and berry elements

Ensure orange keyline reproduces
around flower element

Use solid tint version of Sidra flower mark.
Keylines do not reproduce.

SIDRA ORANGE BACKGROUND

WHITE BACKGROUND

SIDRA SECONDARY COLOUR

a

b

USING THE SIDRA FLOWER MARK

a **Banners** The flower mark can be used as a graphic device with, or without the word mark.

b **C-Store collateral** The flower mark has been used as a graphic device in conjunction with the word mark. The examples show versions on orange and on white backgrounds.

c **C-Store side elevation** The flower mark has been applied as a large vinyl decal to the exterior of the C-Stores. In this situation, the Sidra word mark does not appear.

d **C-Store zonal bulkhead** The flower mark has been applied to product zone graphics within the C-Store. Solid colours and tints from the Sidra secondary palette have been applied to the bulkhead.

e **C-Store gondola graphics** The flower mark has been applied to product zone graphics within the C-Store. Solid colours and tints from the Sidra secondary palette have been applied to gondolas.

The Sidra flower mark can only be coloured in secondary corporate colours, when used within the C-Store as zonal bulkheads, or as gondola graphics.

Sidra

Sidra

Sidra

c

d

News & magazines جرائد ومجلات

e
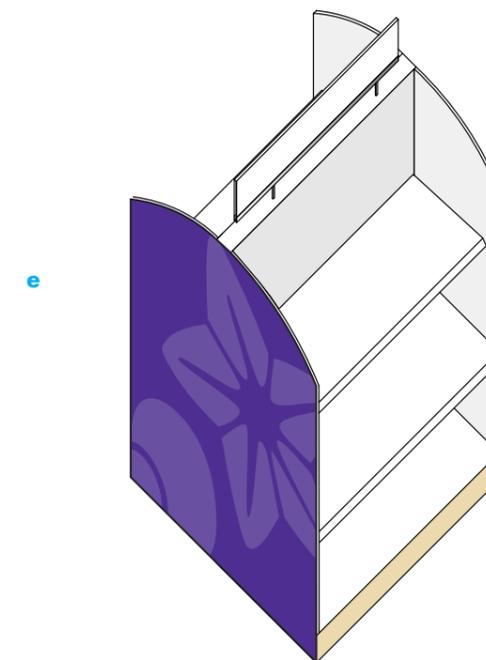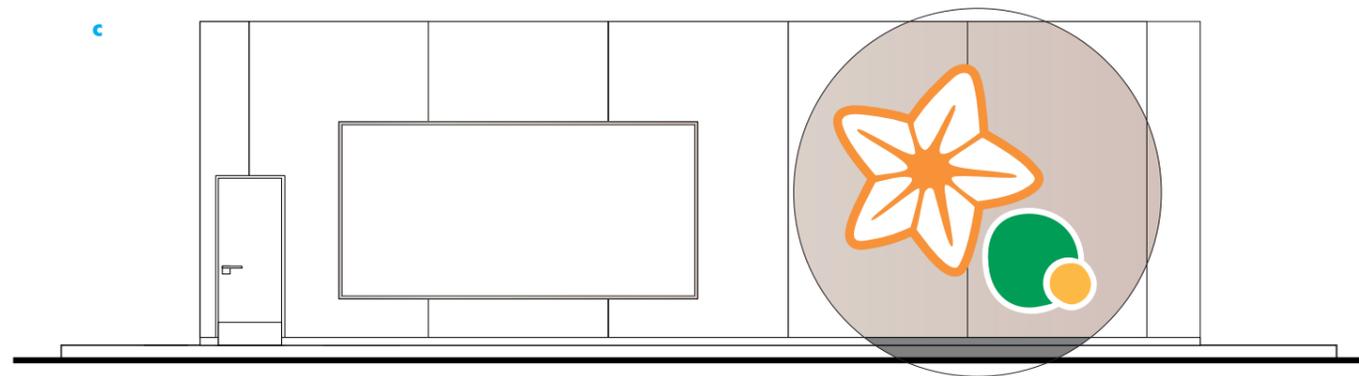
PRIMARY CORPORATE COLOURS

The Sidra brand is identified by four strong primary colours.

SIDRA ORANGE is used as the preferred background for the Sidra brand. It is used for ID signs, for example.

SIDRA GREEN is the colour of the Sidra word mark. It is the same green as Woqod green.

SIDRA COOL ORANGE is the colour used for the Sidra berry. It is a lighter shade of orange that contrasts with Sidra orange.

WHITE is the preferred background colour for the Sidra mark when Sidra orange is either unavailable or unsuitable.

SIDRA ORANGE

PANTONE 021

CMYK: **C** 0   **M** 60   **Y** 100   **K** 0
RGB: **R** 255   **G** 92   **B** 0
WEBSAFE: FF6600
RAL: 2004
SCOTCHCAL: 3630-44

SIDRA GREEN

PANTONE 355

CMYK: **C** 100   **M** 0   **Y** 92   **K** 0
RGB: **R** 0   **G** 153   **B** 51
WEBSAFE: 009933
RAL: 6024
SCOTCHCAL: 3630-156 (VIVID GREEN)

SIDRA COOL ORANGE

PANTONE 143

CMYK: **C** 5   **M** 36   **Y** 98   **K** 0
RGB: **R** 239   **G** 170   **B** 35
WEBSAFE: FF9933
RAL: 1028
SCOTCHCAL: 3630-84

SIDRA WHITE

CMYK: **C** 0   **M** 0   **Y** 0   **K** 0
RGB: **R** 255   **G** 255   **B** 255
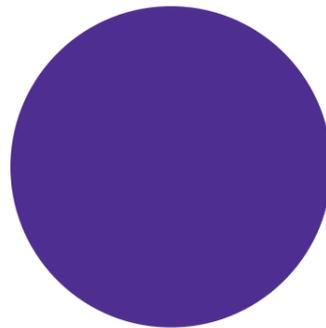**WEBSAFE:** FFFFFF
RAL: 9003
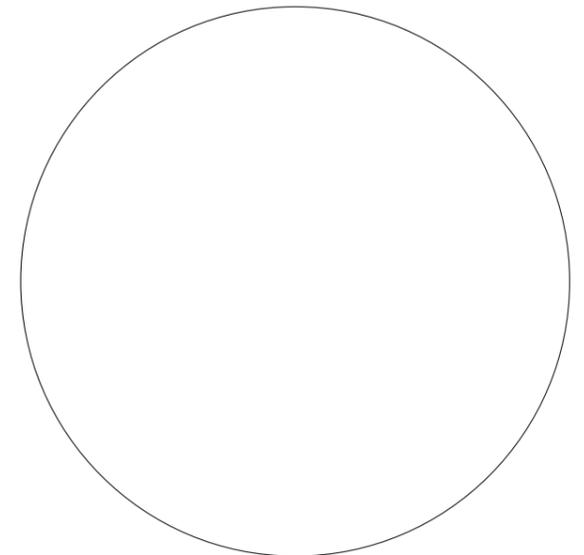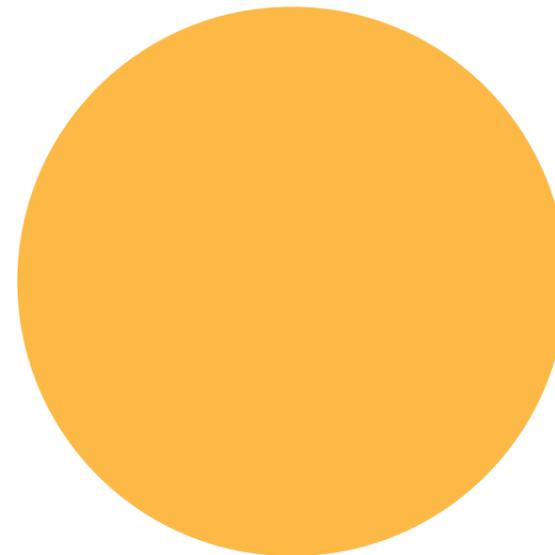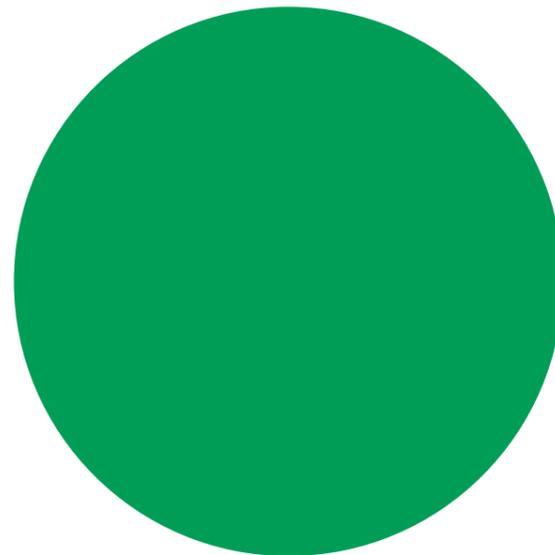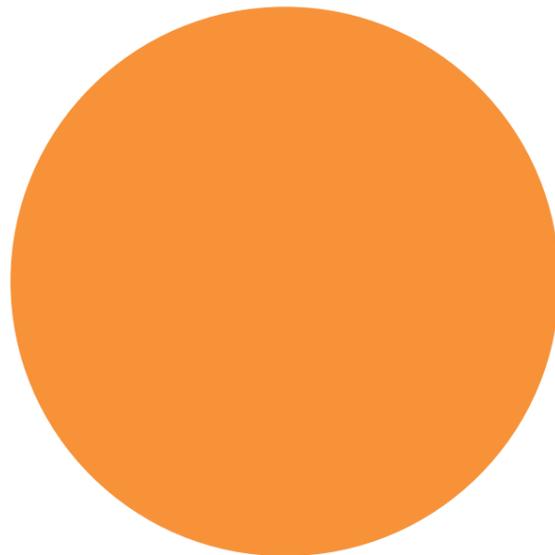
SECONDARY COLOURS

Sidra secondary colours provide a palette of colours to support the primary brand colours.
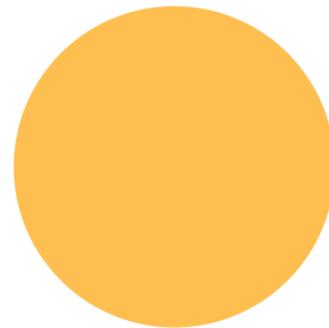
Secondary colours should be combined with one or more of the primary colours to create flexible and consistent corporate communications.

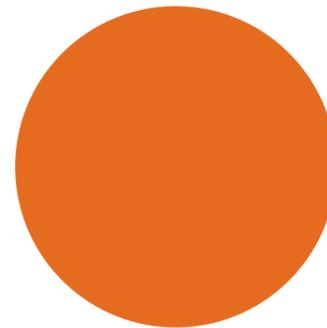Secondary colours are used within the Sidra C-Store to distinguish product zones.

PANTONE 2597

CMYK: **C** 80 **M** 97 **Y** 0 **K** 0
RGB: **R** 90 **G** 5 **B** 141
WEBSAFE: 663399

PANTONE 136

CMYK: **C** 0 **M** 27 **Y** 79 **K** 0
RGB: **R** 255 **G** 188 **B** 58
WEBSAFE: FFCC33

PANTONE 173

CMYK: **C** 0 **M** 76 **Y** 84 **K** 5
RGB: **R** 216 **G** 69 **B** 25
WEBSAFE: CC3300

PANTONE 241

CMYK: **C** 30 **M** 98 **Y** 0 **K** 0
RGB: **R** 172 **G** 4 **B** 129
WEBSAFE: 990099
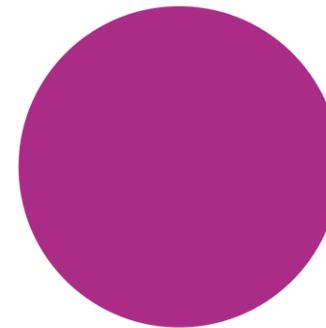
PANTONE 320

CMYK: **C** 100 **M** 0 **Y** 40 **K** 0
RGB: **R** 0 **G** 151 **B** 172
WEBSAFE: 009999
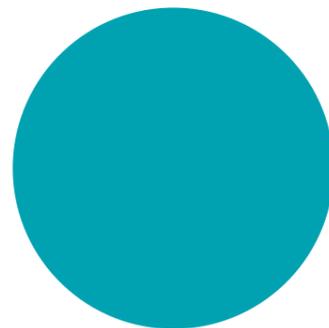
PANTONE 206

CMYK: **C** 0 **M** 100 **Y** 46 **K** 3
RGB: **R** 215 **G** 0 **B** 77
WEBSAFE: CC0066
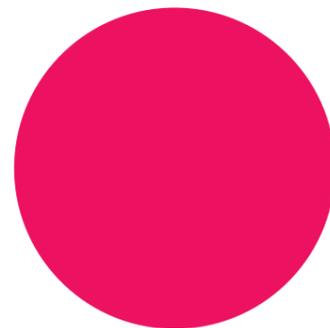
PANTONE 299

CMYK: **C** 82 **M** 10 **Y** 0 **K** 0
RGB: **R** 0 **G** 160 **B** 226
WEBSAFE: 0099CC
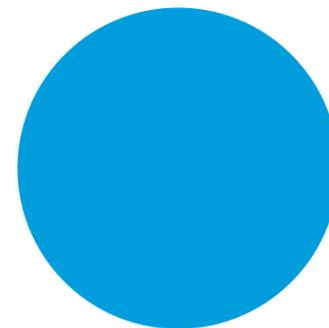
PRIMARY TYPEFACES

Sidra has two primary typefaces (these are the same as the Woqod primary typefaces).One Arabic typeface, Alkhalij, and one English, Futura Bold.
Like our brand mark and colours, the primary typefaces will become instantly recognisable as Sidra.

These typefaces have been chosen because they are both strong, clear and simple. They are modern and elegant, and fit well with the Sidra brand identity.

In the retail environment, Sidra primary typefaces must be used for all applications.

In corporate applications, the primary typefaces should be used to make an impact. Use them for titling, main headings and sub-headings.

WOQOD ALKHALIJ

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

WOQOD FUTURA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PRIMARY TYPEFACES ARE USED FOR SUB-BRANDING AND SERVICE OFFERS

Bakery مخبز

Cashier الصندوق

Refreshing انعاش

SECONDARY TYPEFACES

Futura Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

DEFAULT TYPEFACES

Century Gothic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY TYPEFACES

A set of secondary typefaces has been specified to support the primary typefaces.

These typefaces are the same as the Woqod secondary typefaces.

Secondary typefaces should not be used to communicate key brand information, statements or signage around the retail environment.

Futura Book

In corporate applications, Futura Book can be used for body text applications and address details.

Myriad Roman and Italic

In corporate applications, Myriad can be used for body text applications, introductions and notation etc. The two weights (roman and italic) provide flexibility across corporate applications.

Default typefaces, Century Gothic/Arial

In lieu of the corporate typefaces, default typefaces may be used for system generated word processing and electronic applications such as Powerpoint®. Century Gothic is a headline font and is a suitable substitute for Futura. Arial can replace Myriad or Futura. Both are available as system fonts on all PCs.