

# The Roman Logo

Master Roman Logo

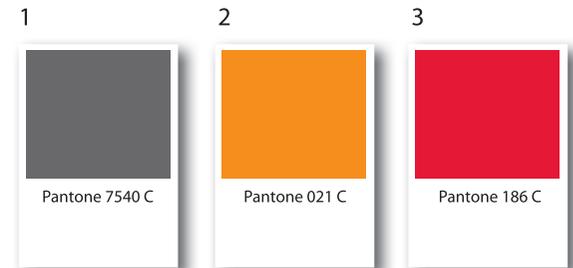


alBaraka 

The main logo features the text "alBaraka" in a bold, dark grey sans-serif font. To the right of the text is a large, stylized icon composed of two teardrop shapes: an orange one on top and a red one on the bottom, both pointing downwards.



Our master logos are comprised of 3 colours. Across all versions of the logo the colours are consistent. For premium applications the wordmark can be printed with silver 877C substituting the grey 7540C.



# Colours

## Logo Colour Palette Roman



The logo can sit on a number of brand master colours.

2) On Orange 021C: the logo is reversed out in white. See point (5)

(5) The reversed out logo can also be printed in silver.

1) On dark grey: logo word mark colour is Pantone 877C silver, the icon uses the usual Pantone Orange 021C and the red Pantone 186C. The descriptor is set to Orange 021C.

3) The wordmark is in 7540C, orange 021C, red 186C if printed on silver.

4) On red 186C: the logo is reversed out in white. See point (5).

# Graphic Language

## Colours & Usage of the symbol



The participation symbol when used in conjunction with the brand logo has to be considered carefully. When the Al Baraka brand mark is used in full colour the participation symbol must be used in Pantone 7540C or 877C. This is to give maximum impact to the brand mark by using a muted palette so that the participation symbol and brand mark do not clash with each other in terms of importance.

This rule applies to all collaterals, including ATM card designs and printed collaterals.



Don't ✘



Do ✔

# Colours

## Master Brand Colour Palette



### 01 Palette

Our primary palette consists of warm colours, orange and red contrasted with grey and silver. This primary palette reflects the geographical origin of the bank. To give the bright colours their full hue, we underlay grey.

### 01 Neutrals

Cool secondary colours, with the same tonal value as PMS 877, may be sampled from photographs and illustrations to be used as backgrounds for imagery and supporting graphics, such as graphs and charts. These colours are never applied to logo elements.



01 Palette



01 Neutrals