

HEIGHTS

HEIGHTS BRAND MANUAL

The Brand Manual is a set of rules that explain how your brand works.

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🐦 @heights 📷 @heights 📘 @heights 🌐 @heights

The Brand Manual is essentially a set of rules that explain how your brand works.

Our corporate identity is the face and personality we present to the community. It's as important as the products and services we provide. Our identity is the total effect of our work, products, logos, advertising, brochures, and presentations —everything that represents us.

“Your brand is what people say about you when you’re not in the room.”

WHAT IS A BRAND?

A brand isn’t a logo. Or our business cards. It’s not words on a page or images on a screen. It’s not a billboard or an event booth. It’s these things, but really, so much more. Most important, a brand is about people. When you interact with someone, they won’t always remember the particulars of your conversation. But you can be sure they’ll remember how you made them FEEL. That’s a brand.



LOGO USAGE

Symbol

Logo

Minimum Clear Space

Logo positions

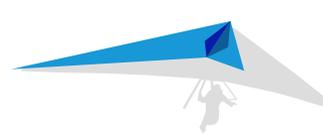
Incorrect logo usage



SYMBOL

A destination before your destination.

The reason for choosing the glider This game is not for amateurs but for professionals Look requests and custom preparations Dynamic balance with speed, air and movement Light mobility It can reach everywhere Always start from mountain tops



The logo is inspired by

Gliders Let's fly
everywhere





LOGO

Our logo is simple, modern, straightforward, and futuristic.



It is made out of a combination of the logotype and the symbol, where the symbol is a composition of opposite triangles.

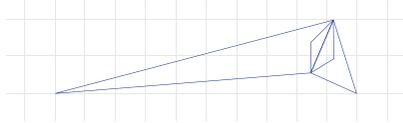


BRAND GRAPHICS

Unlimited variations using one unit..



1



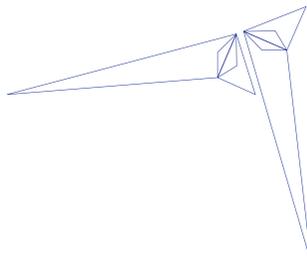
2



3



1



2



3



4



The grid panel is created to make the usage of the triangular shapes flexible, dynamic, and easy to use. The shapes are diverse, and their usage as well! They can be juxtaposed, overlapped, interlocked, decrescent, containing each others... Every usage that is following the grid and visually right is possible!



MINIMUM CLEAR SPACE

Always maintain the minimum clear space around the logo to preserve its integrity



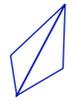
To maintain visual clarity and to provide maximum impact, the logo must never appear to be crowded by copy, photographs or graphic elements. The minimum clear space must never differ proportionally from the diagram demonstrated on this page, divided by 2 (one triangle), divided by 2 (one triangle).



LOGO MINIMUM SIZE

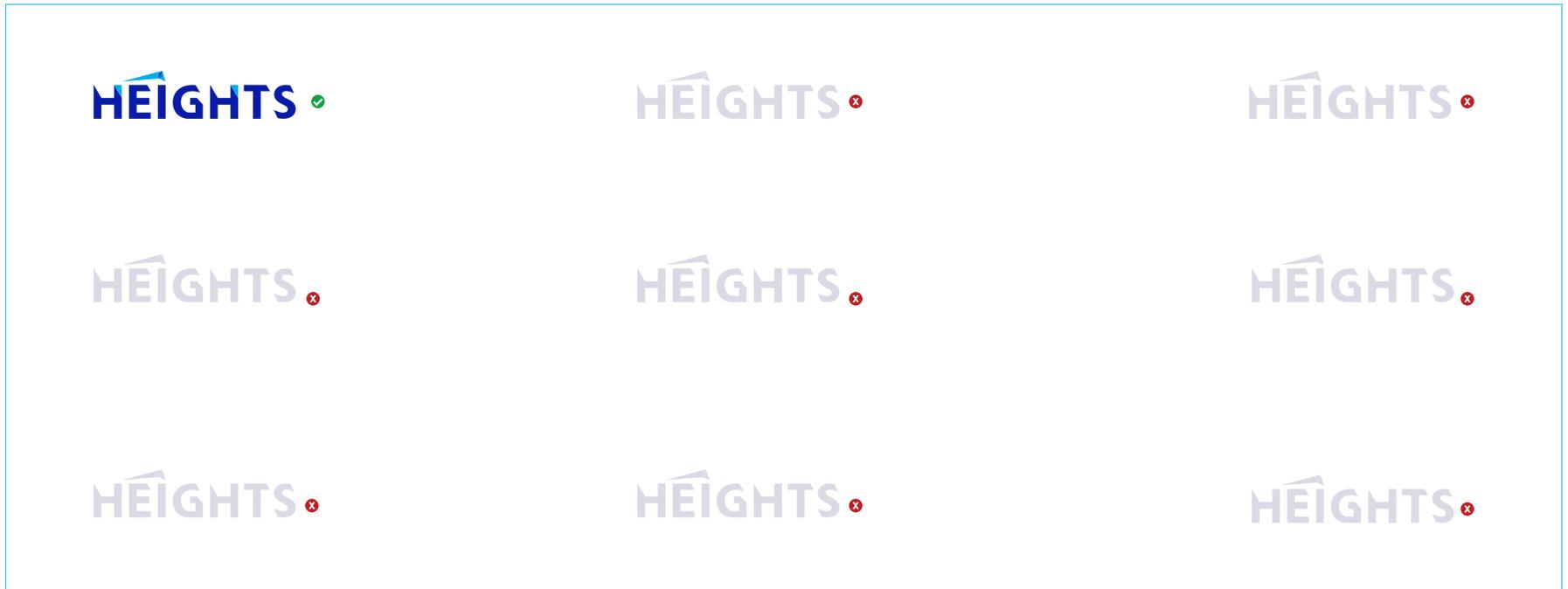
A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype)



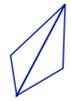


LOGO POSITIONS

On any given format—landscape or vertical,



The preferred placements for the logo are the left corners of that space.



INCORRECT LOGO USAGE

Manipulation of the logo is not permitted in any way, shape or form.

To maintain the integrity of the logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the logo to be avoided.

Don't create a logo lockup with text

Don't stretch/
compress the logo

Don't rotate the logo

Don't rearrange the
logo elements

Don't add a drop
shadow to the logo

Don't change the
proportions between the
symbol and logotype

Don't outline the logo



COLOR USAGE

Primary colors charts

Secondary colors charts

Logo on a colored Background

Monochrome variations

Logo over an image

Incorrect color usage



PRIMARY COLORS CHARTS

They should be dominant in every design and application, stationery, communication forms, events, print and digital executions

Corporate Color System



Torea Bay

CMYK C=95, M=83, Y=0, K=34
 RGB R=8, G=28, B=168
 WEB #081ca8



Color Tone

100% 70% 40% 10%



Picton Blue

CMYK C=88, M=23, Y=0, K=9
 RGB R=28, G=178, B=232
 WEB #1cb2e8



Color Tone

100% 70% 40% 10%



Gray

Gray
 Primary
 Color C

CMYK C=0, M=0, Y=0, K=25
 RGB R=192, G=192, B=192
 WEB #c0c0c0



Color Tone

100% 70% 40% 10%

Color Rule



60%



CMYK C=95, M=83, Y=0, K=34
 RGB R=8, G=28, B=168
 WEB #081ca8

30%



CMYK C=88, M=23, Y=0, K=9
 RGB R=28, G=178, B=232
 WEB #1cb2e8

10%



CMYK C=0, M=0, Y=0, K=25
 RGB R=192, G=192, B=192
 WEB #c0c0c0



LOGO ON A COLORED BACKGROUND

Negative color variations



- ▶ The logo turns into white over colored background.
- ▶ The upper triangle becomes outlined, to make it differentiated from the lower part.
- ▶ The preferred background colors are the brands primary colors, however there is no issue.
- ▶ in placing the logo in any other background if we ensure the readability and contrast.



MONOCHROME VARIATIONS

The logo without colors.



The monochrome variation of the logo in both gray and black, is similar to its negative color variation desaturated (the upper triangle with stroke).



LOGO OVER AN IMAGE

Same as the solid colors cases.



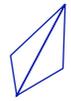
- ▶ Over a dark image (case a), The symbol stays as it is over black or dark background.

The logotype has to be a lighter to show contrast over the black.



- ▶ Over a bright image (case b), the logo stays as it is over white or light background.

There is no possibility to change the logo color in this case



INCORRECT COLOR USAGE

Manipulation of the logo color is not permitted!



Don't mix colors from the palette



Don't use non-approved colors



Don't create a gradient logo



Don't add reflections or any other graphic filters to the logo.



Don't place the logo on a background without sufficient contrast



Don't place the colored logo on other colors from the palette

To maintain the integrity of the logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the logo to be avoided.



TYPOGRAPHY USAGE

Latin typeface

Arabic typeface

Typography usage

Incorrect Typography usage



LATIN TYPEFACE

Poppins writes our words

Latin Typeface

Poppins Font Family

Consistency in the use of typeface plays an important role in reinforcing the corporate image. Poppins font is characterized by its modernity and a slight computerized feel that makes it a very dynamic option for corporate use. This typeface is the corporate font and must be used across all corporate and communication items, whether advertisements, papers, in-house materials, leaflets, digital or others.

The typeface contains four weights: light, Regular, bold, and black. The choice of which weight to use should be considered to best suit the text, message and layout. Skillful combination of these weights can produce interesting designs and layouts.

Link For Download

<https://fonts.google.com/specimen/Poppins>

POPPINS FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&/()=?+*#

Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789



ARABIC TYPEFACE

Loew Next Arabic writes our words

Loew Next Arabic Font Family

Consistency in the use of typeface plays an important role in reinforcing the corporate image. Loew Next Arabic font is characterized by its modernity and a slight computerized feel that makes it a very dynamic option for corporate use. This typeface is the corporate font and must be used across all corporate and communication items, whether advertisements, papers, in-house materials, leaflets, digital or others.

The typeface contains four weights: light, roman, bold, and black. The choice of which weight to use should be considered to best suit the text, message and layout. Skillful combination of these weights can produce interesting designs and layouts.

Link For Download

<https://arbfonts.com/loew-next-arabic-bold-font-download.html>

Arabic Typeface

LOEW NEXT ARABIC FONT FAMILY

غ ع ظ ط ض ص ش س ز ر ذ د خ ج ح ث ت ب أ
ي و ه ن م ل ك ق ف
0123456789!@#\$%&

Light

ص ش س ز ر ذ د خ ج ح ث ت ب أ
غ ع ظ ط ض
ي و ه ن م ل ك ق ف
0123456789!@#\$%&

Medium

ص ش س ز ر ذ د خ ج ح ث ت ب أ
غ ع ظ ط ض
ي و ه ن م ل ك ق ف
0123456789!@#\$%&

Bold

ص ش س ز ر ذ د خ ج ح ث ت ب أ
غ ع ظ ط ض
ي و ه ن م ل ك ق ف
0123456789!@#\$%&



TYPOGRAPHY USAGE

Text over colors and photography

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توسيعين على نطاق اقليمي عالمي حيث نملك فروع في المملكة العربية السعودية , الامارات العربية المتحدة , مصر , التشيك

مؤسسين على نطاق اقليمي عالمي حيث نملك فروع في المملكة العربية السعودية , الامارات العربية المتحدة , مصر , التشيك

بدأنا مجالنا بحلول تقنية منذ عام ١٩٩٩ ، و نشخ في وقتنا الحالي توسعنا وكوّننا رواداً في الخدمات والمؤتمرات والمهرجانات والمعارض والشبكات كما نشر بصوتنا على جوائز كأفضل منظم للمعارض والمؤتمرات

نقدم خدماتنا بـ ٣٦ درجة بدءاً من الفكرة والحلول، ثم التنفيذ والتنظيم حتى التسليم وعندما نوقف الكيبرون ، استمرينا لان نطبعنا سعي ايجاد حلول مبتكرة تحلنا نأقلم في جميع الظروف حيث وفرنا خدماتنا الافتراضية التي تشمل المعارض والمؤتمرات الافتراضية والمنتجات الإلكترونية، نعملنا تواصل دون انقطاع عن الخدمات وسبل الابداع

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توسيعين على نطاق اقليمي عالمي

وعندما نوقف الكيبرون ، استمرينا لان نطبعنا نسمى ايجاد حلول مبتكرة تحلنا نأقلم في جميع الظروف حيث وفرنا خدماتنا الافتراضية التي تشمل المعارض والمؤتمرات الافتراضية والمنتجات الإلكترونية، نعملنا تواصل دون انقطاع عن الخدمات وسبل الابداع



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- Whenever we write on a colored background, the text should be white.
- Whenever we use imagery as a background:
 - For Bright images with a big white space, headline has to be dark and we highlight with light the body copy has to be in gray (as long as they are readable and can show contrast over the image).
 - Dark images with black color dominating, headline has to be light and we highlight with white, and the body copy has to be white.
 - Colored images, must have both headline and body copy in white.



BRAND STATIONARY

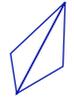
Business Card

Letterhead

Envelope

Presentation Folder

ID



BUSINESS CARD

Dimension

90 x 5 mm

Pepper Name

Art pepper

Pepper Weight

350gr

Print

CMYK Offset





HEIGHTS



Phone +966 554671177
HQ – Riyadh Olaya Towers (Tower B), Floor (2),
Muhammad Ibn Abdulaziz Road, Saudi Arabia

Email info@ha.com.sa

Wejdan Alessa
Chief Operating Officer
وجدان العيسى
الرئيس التنفيذي للعمليات

HEIGHTS
ha.com.sa



LETTERHEAD

Dimention

90 x 5 mm

Pepper Name

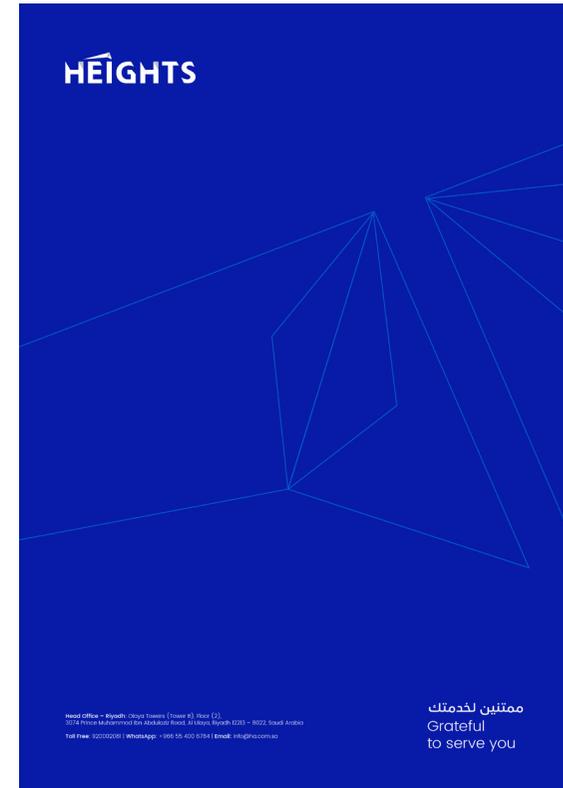
Art pepper

Pepper Weight

350gr

Print

CMYK Offset



HEIGHTS

Reference
XML2015100012

Subject
Business Proposal

Date
09-13-2020

Dear client,

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 qui officia deserunt mollit anim id est laborum.

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Yours Sincerely,



Wejdan Alessa
Chief Operating Officer

Claya Towers (Tower B), Floor (2) 3074 Al Olaya Riyadh 12213 – 8022, KSA
Phone +966 554671177 | Email w.alessa@ha.com.sa

ممتنين لخدمتكم
Grateful to serve you

HEIGHTS

Head Office – Riyadh: Claya Towers (Tower B) floor (2)
3074 Prince Mohamed Bin Abdulaziz Road, Al Olaya, Riyadh 12213 – 8022, Saudi Arabia
Toll Free: 920022081 | WhatsApp: +966 55 400 6784 | Email: info@ha.com.sa

ممتنين لخدمتكم
Grateful
to serve you



ENVELOPE

Dimension

90 x 5 mm

Pepper Name

Art pepper

Pepper Weight

350gr

Print

CMYK Offset







PRESENTATION FOLDER

Dimension

90 x 5 mm

Pepper Name

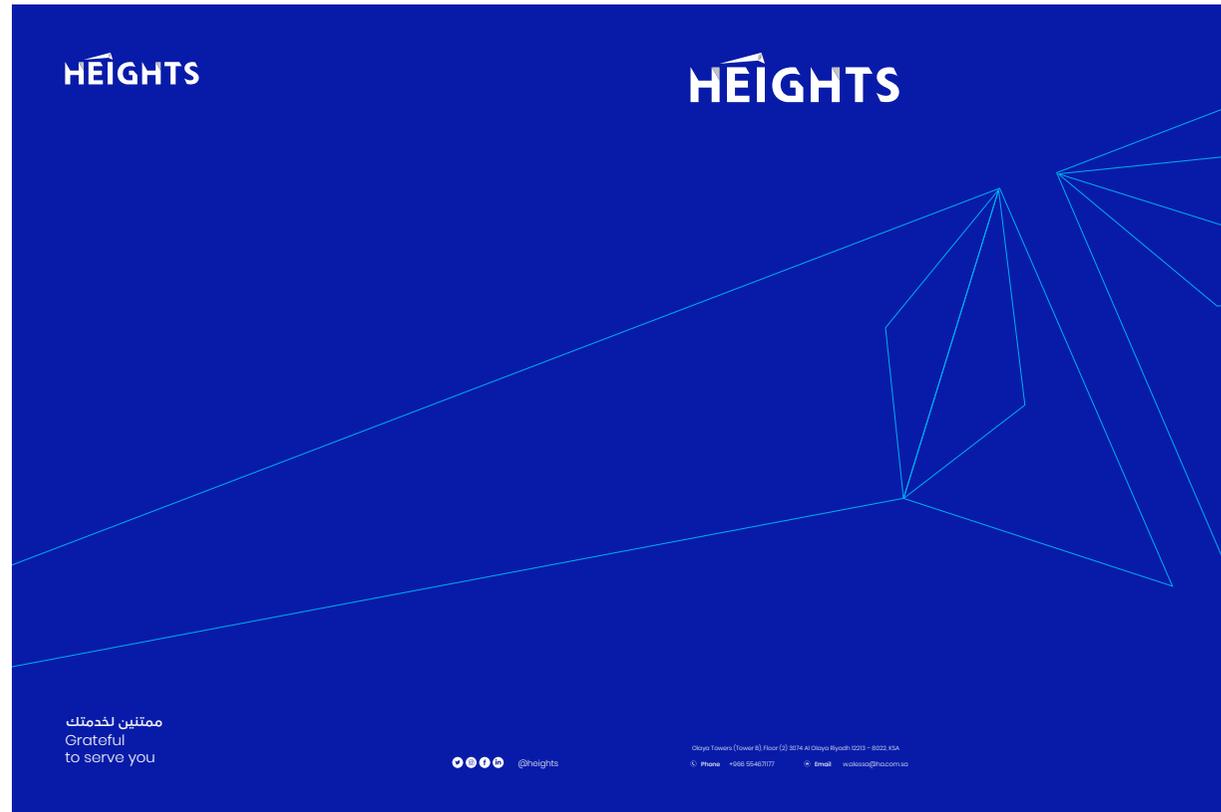
Art pepper

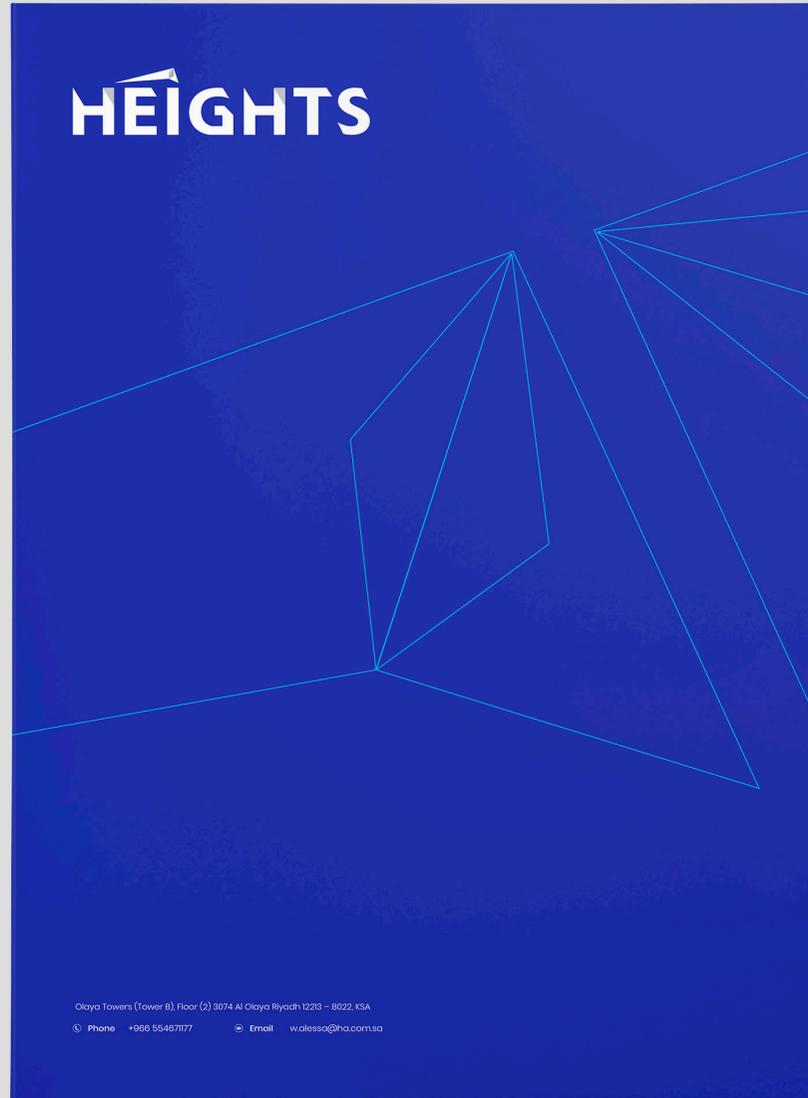
Pepper Weight

350gr

Print

CMYK Offset





Olaya Towers (Tower B), Floor (2) 3074 Al Olaya Riyadh 12213 – 8022, KSA
Phone +966 554671177 Email w.alessa@ha.com.sa



LANYARDS & ACCESS CARD

Dimention

90 x 5 mm

Pepper Name

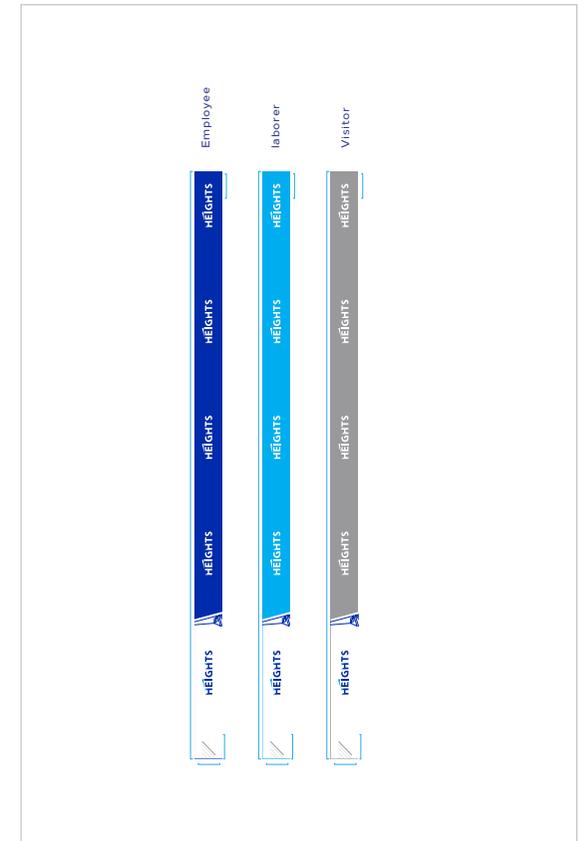
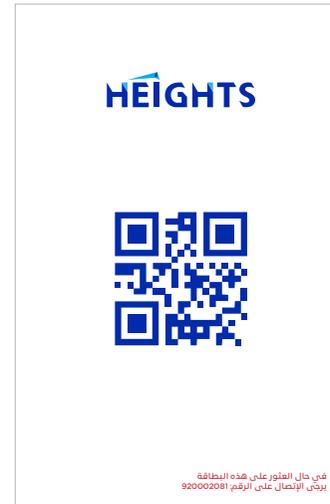
Art pepper

Pepper Weight

350gr

Print

CMYK Offset





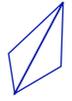


EMAIL SIGNATURE

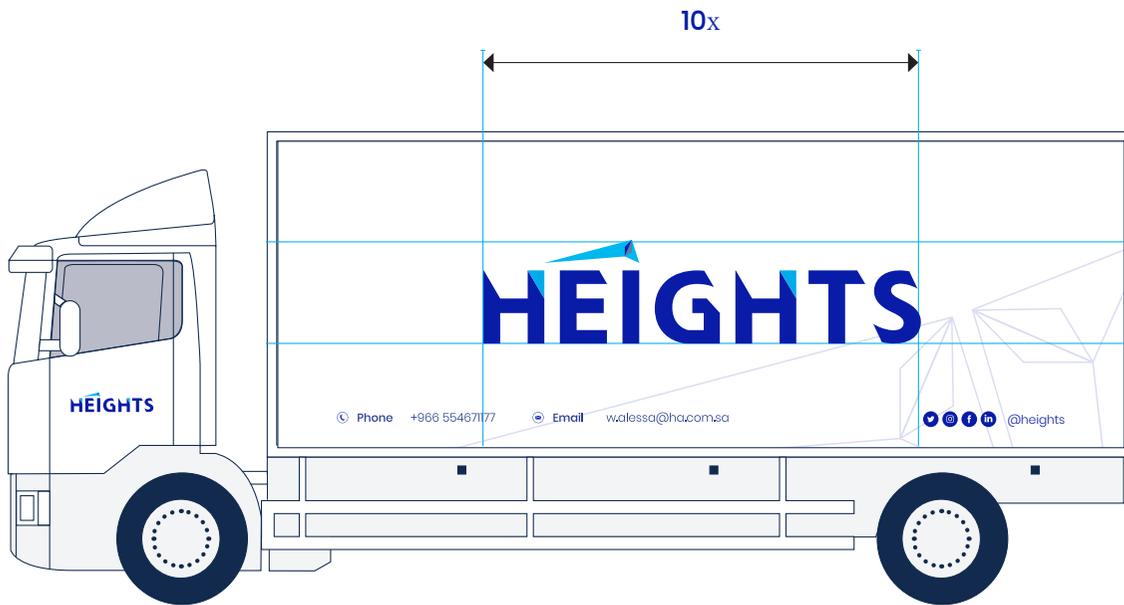
Dimension

90 x 5 mm





COMPANY VEHICLE

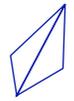


Colour Scheme 1



Colour Scheme 2





SOCIAL MEDIA





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