



Brand Guidelines

IDENTITY MANUAL

VERSION 1.0 — 2026

Contents

01	Logo	Concept · Construction · Versions · Clear space · Minimum size · Backgrounds · Misuse · Co-branding
02	Colour	Palette · Balance · Contrast
03	Typography	Typeface · Weights · Scale · OpenType
04	Graphic Elements	Angles · Pattern · Photography · Icons
05	Applications	Stationery · Workwear & operations · Digital

LOGO

Logo

Concept

Construction

Versions

Clear space

Minimum size

Backgrounds

Misuse

Co-branding



01

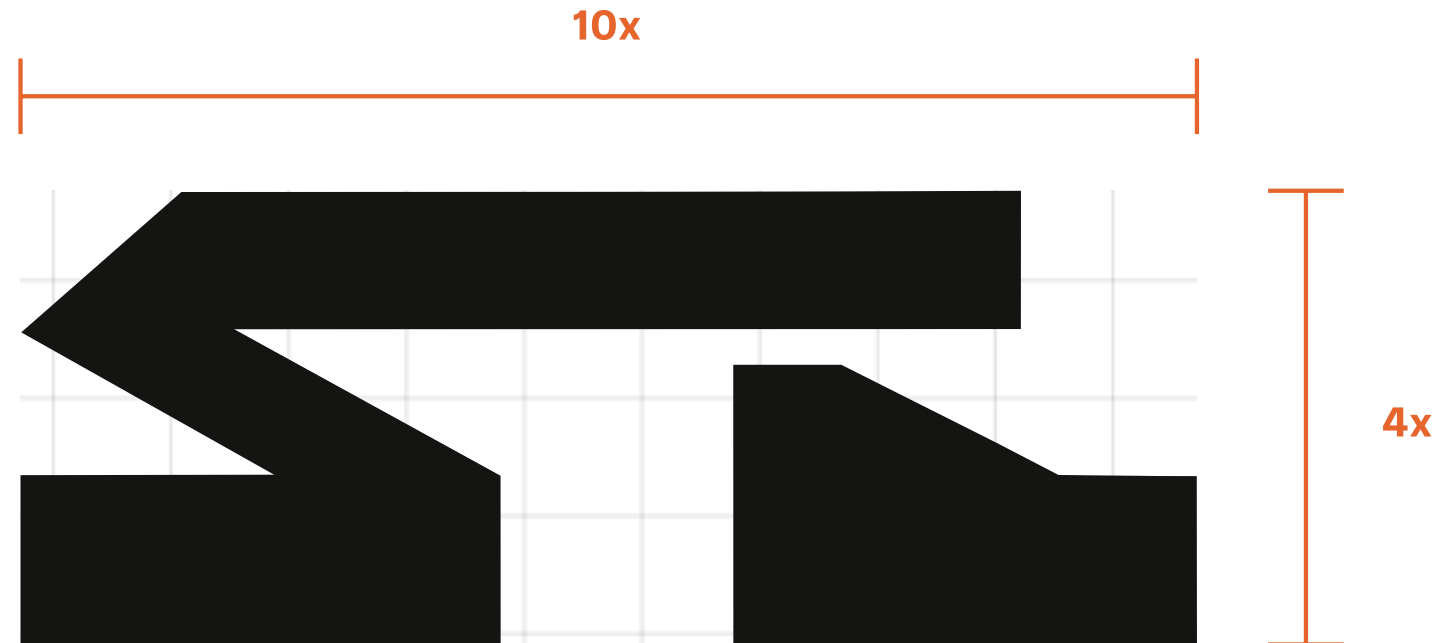
The Logo

Two concrete blocks built from the letters S and C, locked at 45°.



Construction

One unit — x — defines every proportion. Always use the master files.



Versions

Three approved versions. Nothing else.



Horizontal — primary



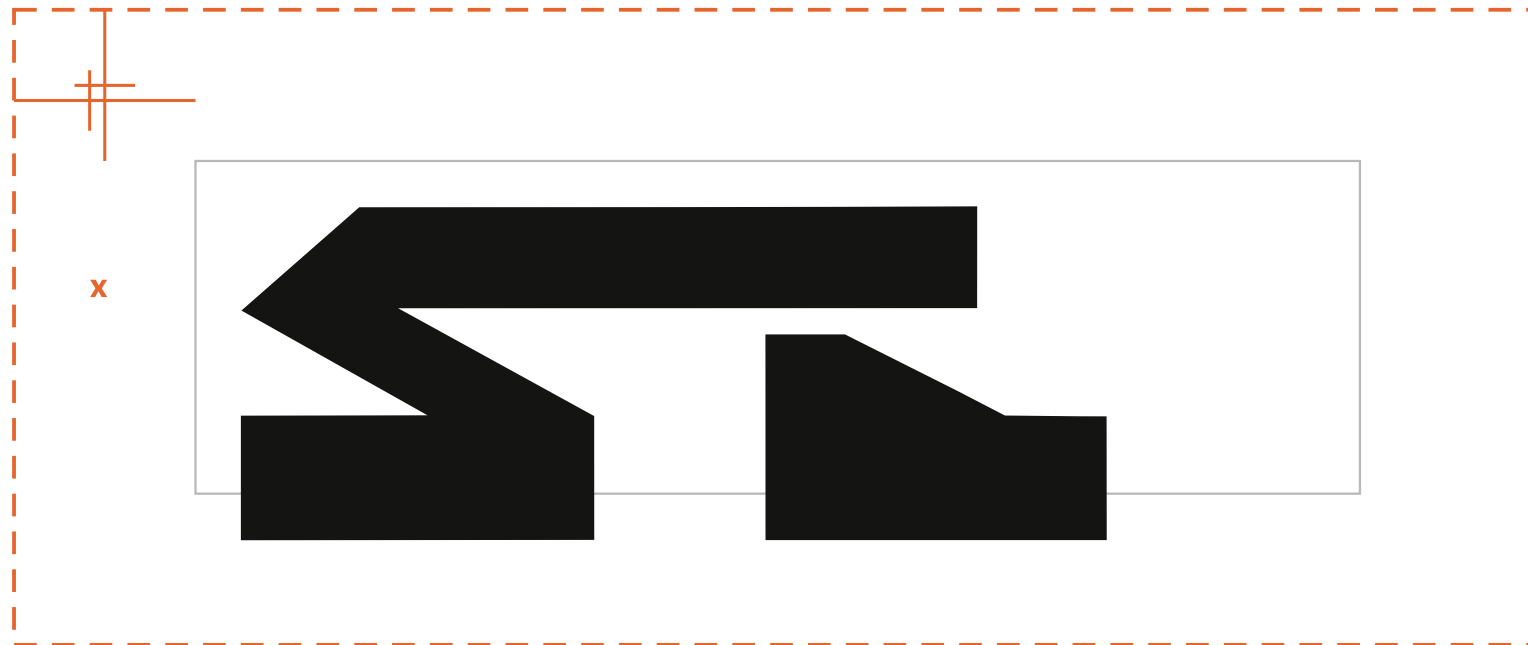
Stacked — narrow formats



Symbol — icons, avatars

Clear Space

Keep a margin of x on all sides. Nothing enters it.



Minimum Size

Below these sizes, use the symbol alone.

25 mm

PRINT



120 px

SCREEN · 31.8MM



10 mm

SYMBOL



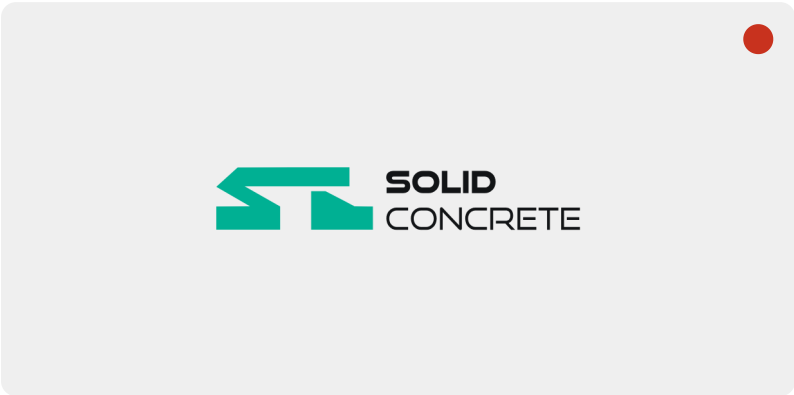
Backgrounds

Pick the version with the strongest contrast.

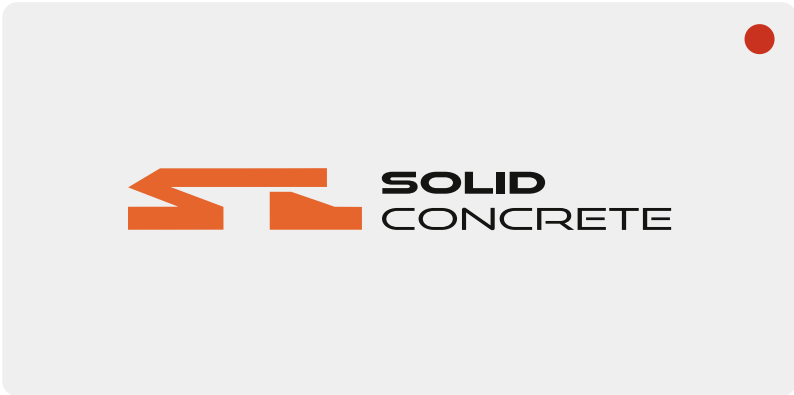


Misuse

Never do any of the following.



Recolour



Stretch



Rotate



Add effects



Rearrange



Low contrast

Co-branding

Separate with a rule. Clear space of 2x on both sides.



COLOUR

Colour

Palette

Balance

Contrast



02

Palette

Four colours. Confirm Pantone with the printer.



Solid Orange

#E5652C

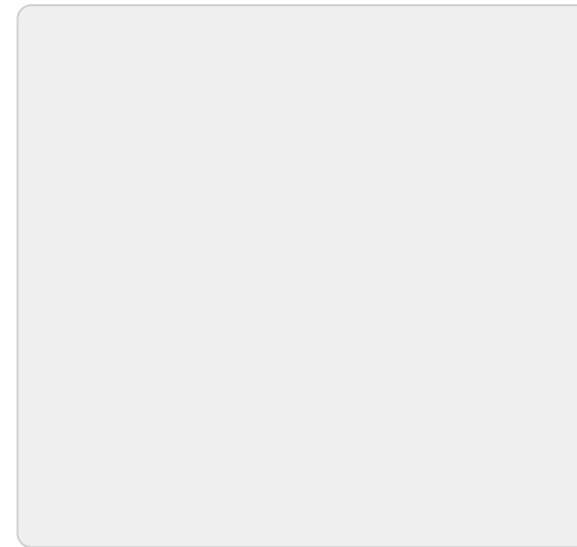
Pantone 165 C



Solid Black

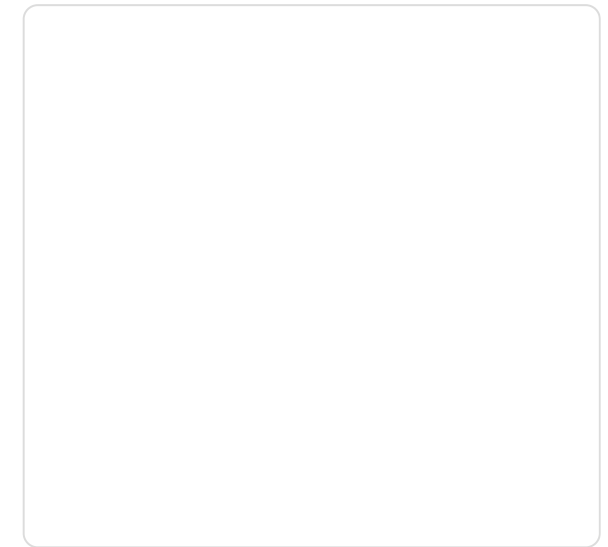
#141412

Pantone Black 6 C



Light Grey

#EFEFEF



White

#FFFFFF

Balance

Black carries the design. Orange accents it.



Black — backgrounds, text

White & grey — space

Orange — accents

Contrast

Orange with white is for large text only.

Aa

White on black

Aa

Black on orange

Aa

White on orange — large only

Aa

Orange on white — large only

TYPOGRAPHY

Typography

Typeface

Weights

Scale

OpenType



03

Typeface

Thmanyah Sans. One family for Arabic, Latin and figures.

Aa أبجد

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789 ٢٠٢١ % — /

Weights

Five weights. Black for display, Regular for text.

Light 300

Building a solid future

Regular 400

Building a solid future

Medium 500

Building a solid future

Bold 700

Building a solid future

Black 900

Building a solid future

Scale

Reference sizes for A4. Scale proportionally.

DISPLAY · BLACK 900 · 44/1.1

Building a solid future

HEADING · BOLD 700 · 24/1.3

One network across Riyadh

SUBHEAD · MEDIUM 500 · 14/1.5

Engineering support and site supervision

BODY · REGULAR 400 · 11/1.8

Ready-mix concrete for projects across Riyadh, backed by 20+ plants, a large fleet and on-site supervision.

OpenType

Built-in features. Use sparingly.

نبني مستقبلاً راسخاً

swsh — display Arabic only

250 ﷲ

Type “ﷲ” for the Saudi Riyal symbol

Building a solid future

ss08 — alternate a, g

½ ¾

frac — fractions

GRAPHIC ELEMENTS

Graphic Elements

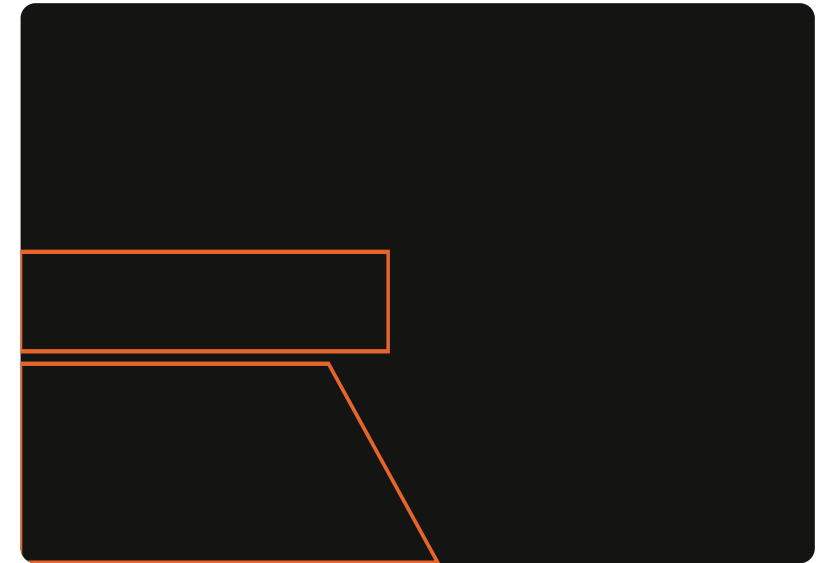
Angles Pattern Photography Icons



04

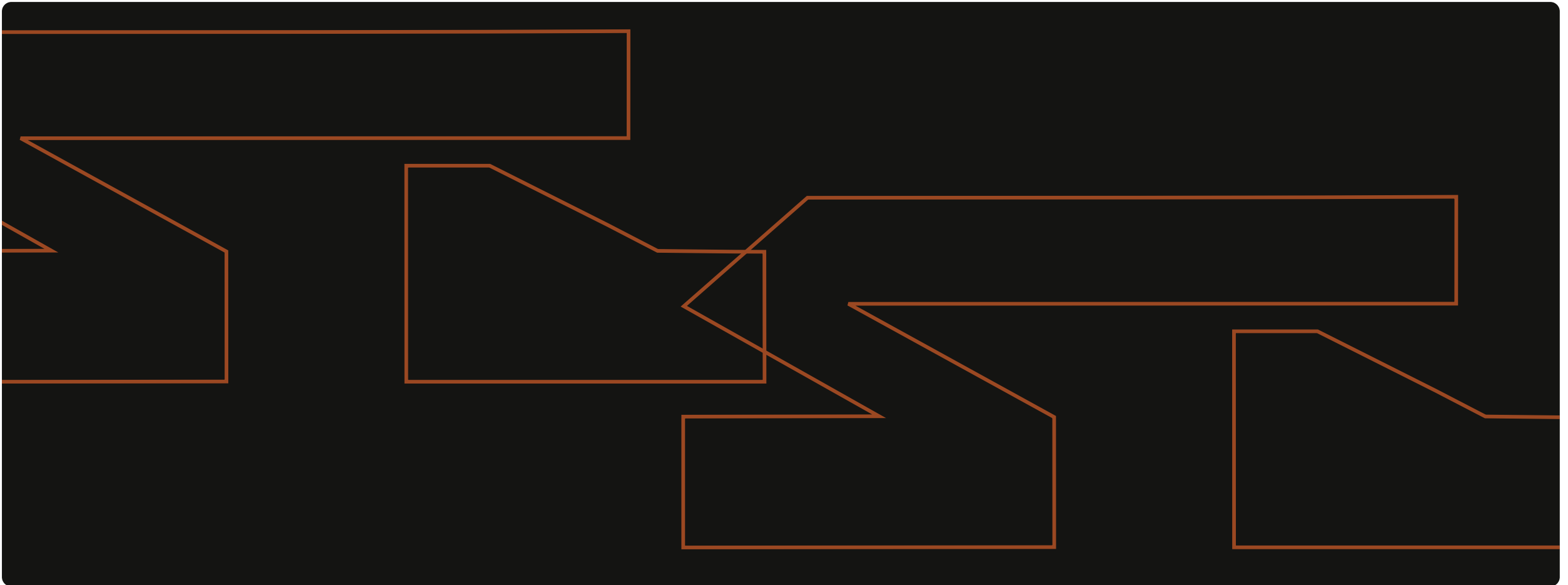
Angles

Shapes cut at 45°, taken from the symbol. Always from the edge.



Pattern

The symbol, outlined and oversized, bleeding off the edge.



Photography

Real sites, real crews, honest light.

026 · بروفايل الشركة



Icons

Line icons on a 24 unit grid, 1.7 stroke, rounded ends.



APPLICATIONS

Applications

Stationery

Workwear & operations

Digital



05

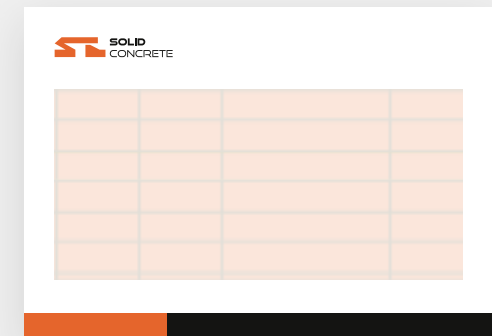
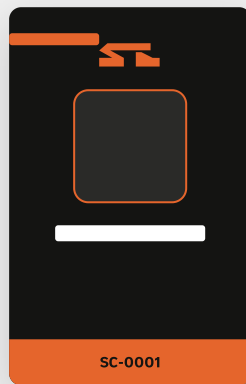
Stationery

A4 letterhead · 90×50 card · DL envelope



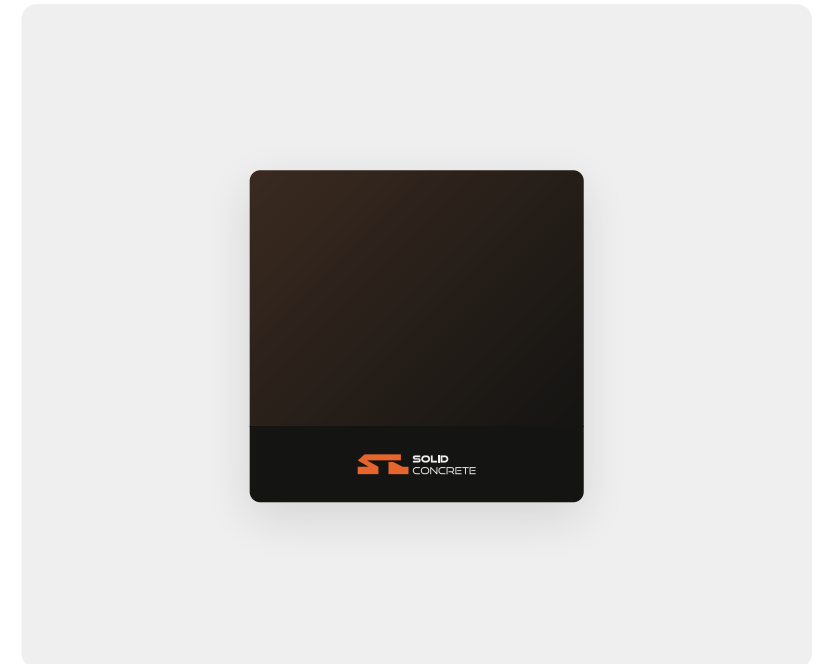
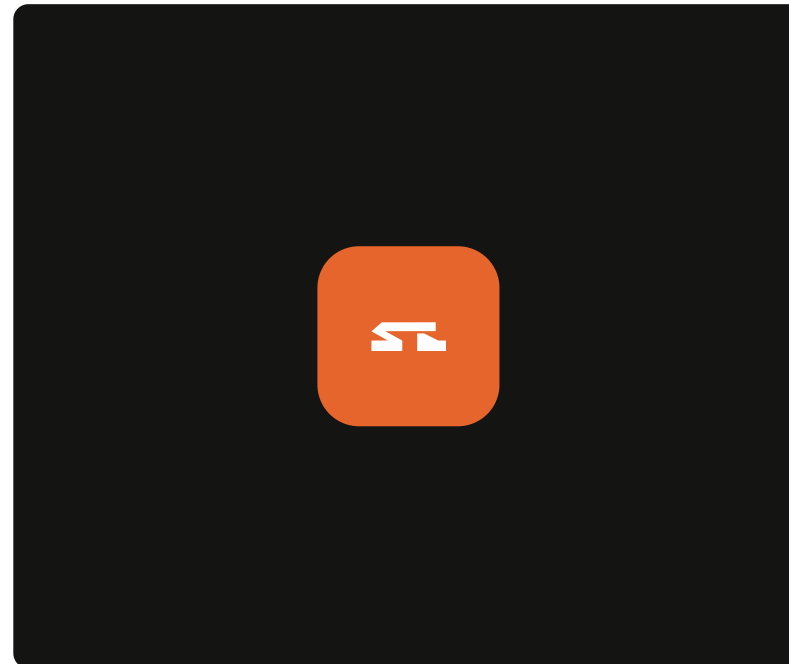
Workwear & Operations

ID card · corporate stamp · delivery voucher



Digital

Email signature · avatar · social





Building a solid future.

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