هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority

Brand Identity Guideline

Logo

Primary Logotypes

The primary logo is the logo that should be used in all identity applications.

The secondary logo is the logo that should be used in specific applications such as stamps and uniforms.

The primary logo

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Zakat, Tax and Customs Authority

The secondary logo

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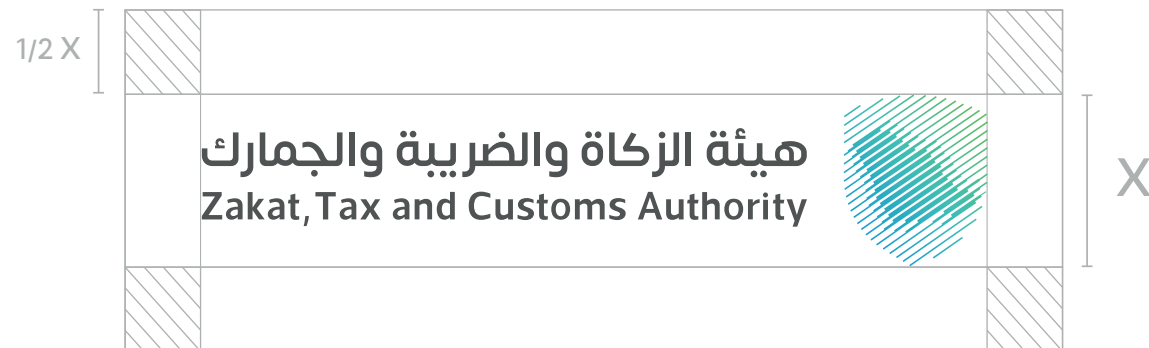
Clear Space

There must be free space around the logo for any other graphic elements to ensure legibility.

The method for determining the free space is based on measuring the height of the logo icon represented by the shield, and it is calculated with the variable X, and the area around the logo is calculated with half of the variable X.

1/2 X

X

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Incorrect Logo Usage

There must be free space around the logo for any other graphic elements to ensure legibility.

Resize using proportion
(hold shift)

Do not add or change the colour

Do not distort the logo

Don't use a low-resolution version

Do not delete any component
of the logo

Do not change the configuration

Do not use incorrect colour values

Do not change the free space between
the emblem and the typography

Do not change the ratio of the
components of the logo

Primary Logotypes

It is recommended to use a colored logo in most uses on a variety of light and dark backgrounds.

However, in the event that it is difficult to use the logo in its full colors, the logo can be colored in one color as shown.

Visual Communication

Primary Identity Colours
Secondary Identity Colours
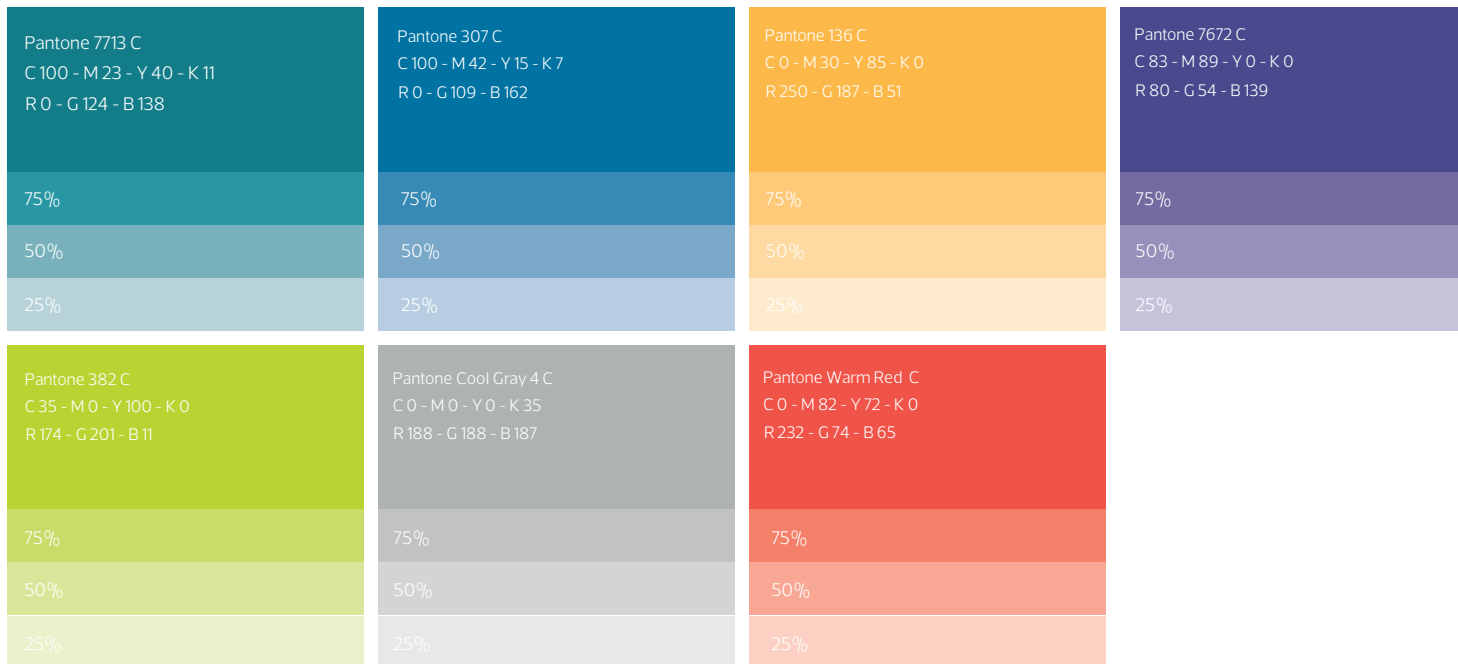Colour Gradient
Fonts used
Design Elements

Primary identity colours

Colours are essential components that add visual value and character to a brand and must be used properly to maintain consistency across all uses.

Pantone 294 C	Pantone 293 C	Pantone 2925 C
C 100 – M 83 – Y 35 – K 20	C 100 – M 75 – Y 0 – K 5	C 77 – M 24 – Y 0 – K 0
		R 9 – G 150 – B 212
R 29 – G 55 – B 97	R 32 – G 83 – B 164	
75%	75%	75%
50%	50%	50%
25%	25%	25%

| Pantone 3252 C	Pantone 360 C	C 0 – M 0 – Y 0 – K 80
C 66 – M 0 – Y 30 – K 0	C 62 – M 0 – Y 86 – K 0	R 87 – G 87 – B 86
R 79 – G 187 – B 189	R 98 – G 179 – B 79	
75%	75%	75%
50%	50%	50%
25%	25%	25%

Secondary identity colours

If more colours are needed, you can use them One of the secondary colours as shown.

Pantone 7713 C	Pantone 307 C	Pantone 136 C	Pantone 7672 C
C 100 - M 23 - Y 40 - K 11	C 100 - M 42 - Y 15 - K 7	C 0 - M 30 - Y 85 - K 0	C 83 - M 89 - Y 0 - K 0
R 0 - G 124 - B 138	R 0 - G 109 - B 162	R 250 - G 187 - B 51	R 80 - G 54 - B 139
75%	75%	75%	75%
50%	50%	50%	50%
25%	25%	25%	25%

Pantone 382 C	Pantone Cool Gray 4 C	Pantone Warm Red C
C 35 - M 0 - Y 100 - K 0	C 0 - M 0 - Y 0 - K 35	C 0 - M 82 - Y 72 - K 0
R 174 - G 201 - B 11	R 188 - G 188 - B 187	R 232 - G 74 - B 65
75%	75%	75%
50%	50%	50%
25%	25%	25%

Colour Gradient

To avoid printing problems, colours must be in the CMYK
Gradient or RGB colour mode, do not use Pantones values
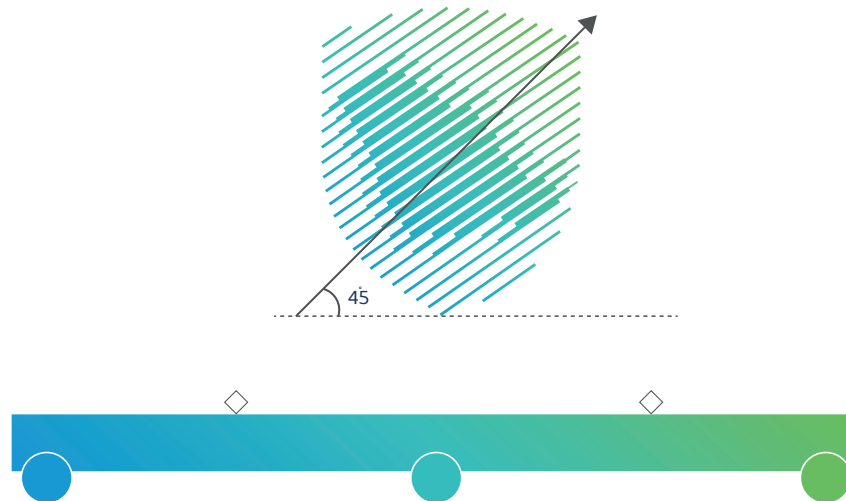
Fonts used

SOMAR is the font used in the identity for headings, subheadings, and paragraphs.

Latin	Arabic
SOMAR	SOMAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&-+=

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

Fonts used

Titles in SOMAR Bold

Sub-heading in SOMAR Medium

Paragraph Heading in SOMAR Medium

Intro paragraph in Somar Regular. Blind text accumsan et iusto praesent luptatum delenit augue ipsum duis dolore te feugait facilisily feugiat

Paragraph Heading in SOMAR Medium

– This paragraph of example copy shows how to form bulleted copy and similar forms of text subdivisions to enable you to compare styles.
– This paragraph of example copy shows how to form bulleted copy to compare styles, weights and sizes of type that are available.

Arabic

العناوين بخط SOMAR بولد

العناوين المساندة بخط SOMAR وسط

رؤوس الفقرات بخطSOMAR وسط

نص الفقرات بخط سومار عادي- نموذج لنص التقديم وهذا النص ليس للقراءة. فقد وضع في هذا المكان لملء الحيز الذي سيشغله النص الصحيح لاحقاً. وفائدته لنا في هذه المرحلة تتخلص نموذجاً للخط.
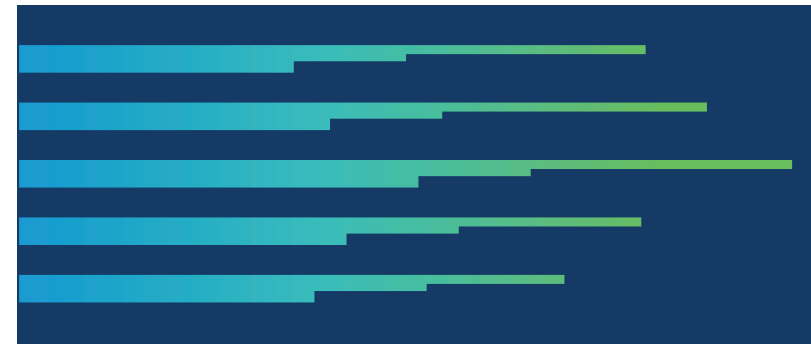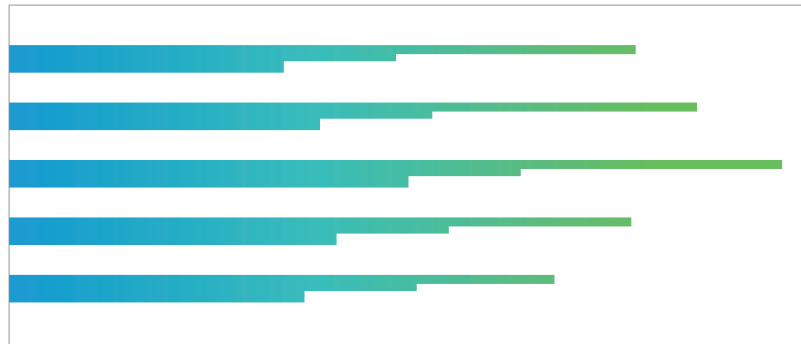
رؤوس الفقرات بخطSOMAR وسط

- هذا النص ليس للقراءة.فقد وضع في هذا المكان لملء الحيز الذي سيشغله النص الصحيح لاحقاً.
- هذا النص ليس للقراءة.فقد وضع في هذا المكان وفائدته لنا في هذه المرحلة تتلخص في كونه نموذجًا لنوع الخط.
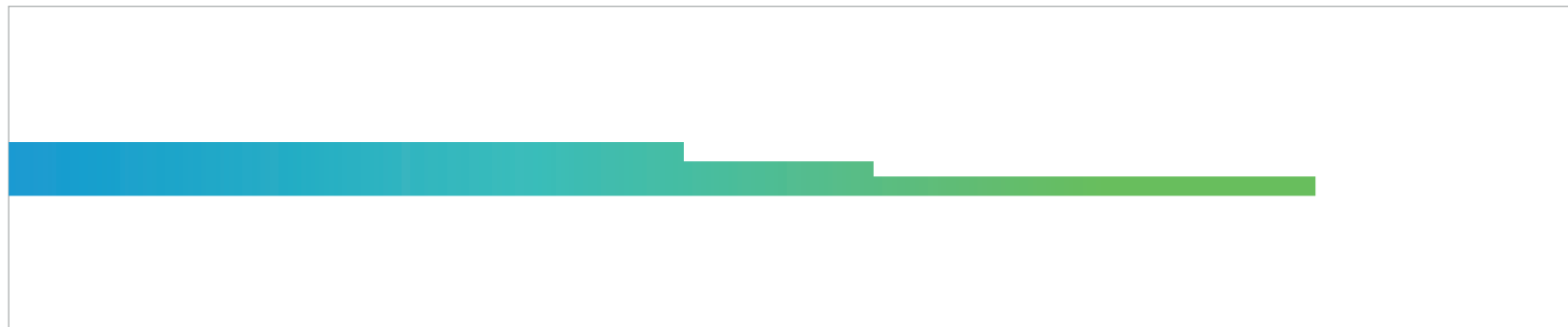
Design Elements

The design elements consist of a group of straight lines, gradient in shape and color, and can be used on a light or dark background

Graphic 1

Graphic 2

Placing the logo with other logos

Placing the logo with other logos

The logo is placed in this way if it is associated with other logos, taking into account the empty spaces around the logo, and the space around the logo is calculated by half of the variable X.

Companion logo	Companion logo	Companion logo
Companion logo	هيئة الزكاة والضريبة والجمارك Zakat, Tax and Customs Authority	Companion logo
Companion logo	Companion logo	Companion logo

Sub Logos

Sub Logos

أكاديمية الزكاة والضريبة والجمارك
Zakat, Tax and Customs Academy

أكاديمية الزكاة والضريبة والجمارك
Zakat, Tax and Customs Academy

أكاديمية الزكاة والضريبة والجمارك
Zakat, Tax and Customs Academy

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Sub Logos

Sub Logos

Sub Logos

هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority
PRIORITY أولــــوية

هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority
PRIORITY أولــــوية

هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority
PRIORITY أولــــوية

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Zakat, Tax and Customs Authority
PRIORITY أولــــوية

Sub Logos

Sub Logos

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Thank You