



BRAND IDENTITY GUIDELINE

SHIDMAN HOLDING logo created to be top luxury brand to Conveys exclusivity, prestige and excellence.

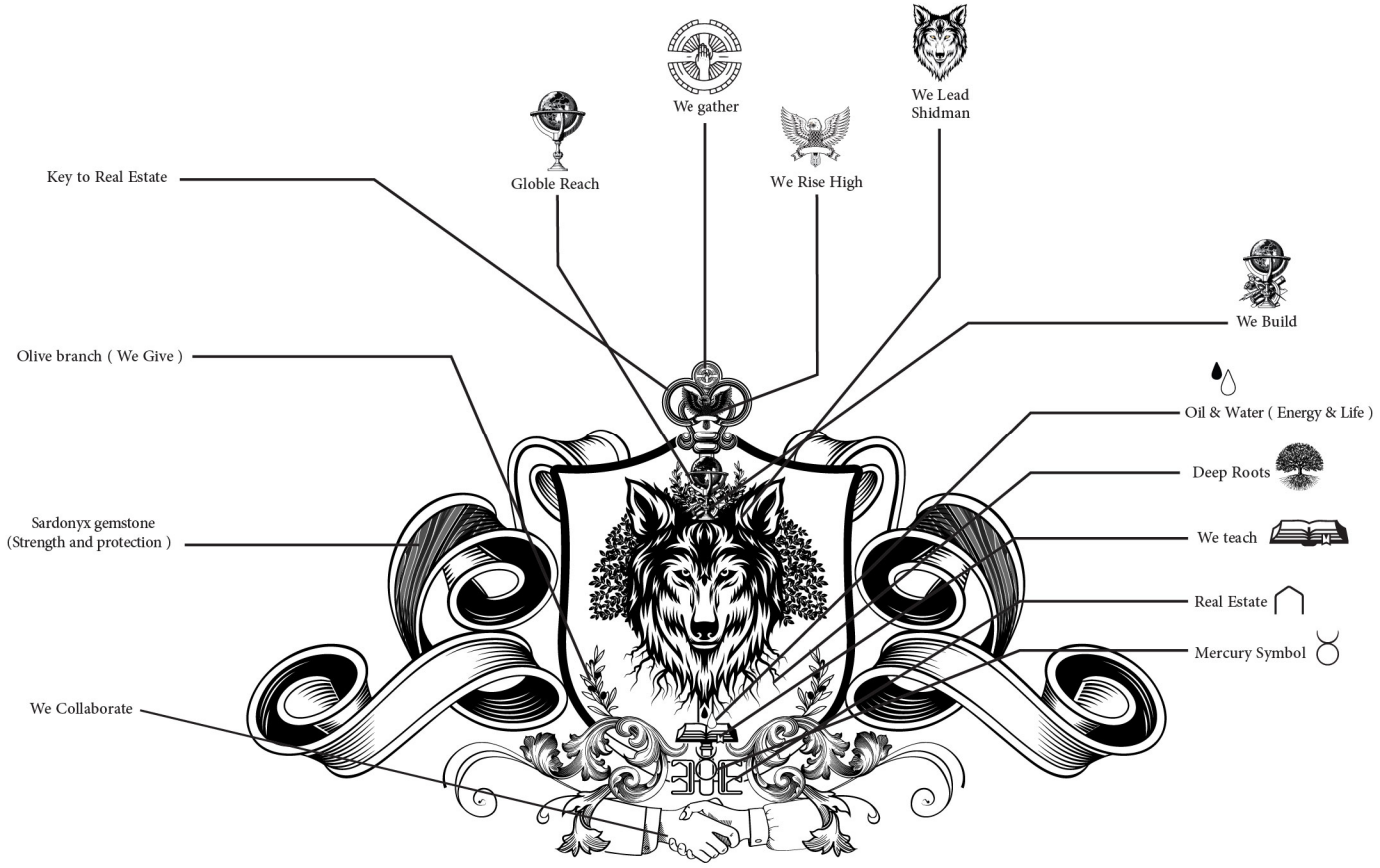
he have Accommodates many details to wright the story to Stands out and to feel Communicates a sense of history and value.

AL-SHIDAMAN (الشَّيْطَانُ) is one of the ancient Arab names for the wolf, can convey some of the brand values such as:

- Confidence
- Strength
- Devotion to family
- Intelligence
- Wolf howls are loud Daring
- Aesthetically pleasing
- Harmony

SHIDMAN

Logo Brand Meaning



SHIDMAN

HOLDING

LOGO SHIDMAN

Visual Brand Guideline



LOGO SHIDMAN

Visual Brand Guideline





SHIDMAN
HOLDING



SHIDMAN
HOLDING

SHIDMAN HOLDING FINAL TRADEMARK
Gold Version (Full Colour)



SHIDMAN
HOLDING



SHIDMAN
HOLDING

SHIDMAN HOLDING BLACK & WHITE LOGO
Black Version (One Colour)

PRIMARY FONT

Visual Brand Guideline

SHIDMAN HOLDING

8pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

22pt

AA BB CC 123

Main Font

CINZEL DECORATIVE
REGULAR

8pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

22pt

Aa Bb Cc 123

Titel Font

Source Serif Variable
Roman



PRIMARY COLOURS

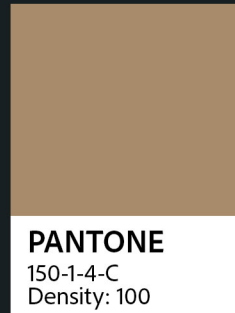
Printed Brand Guideline



C: 00 R: 256
M: 00 G: 256
Y: 00 B: 256
B: 00 B: 256

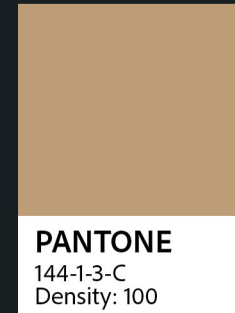


C: 00 R: 035
M: 00 G: 035
Y: 00 B: 035
B: 100 B: 035



C: 00
M: 20
Y: 40
B: 40

R: 175
G: 150
B: 120
#a78b6b



C: 00
M: 20
Y: 40
B: 30

R: 195
G: 165
B: 130
#bc9c78



PRIMARY PATTERN

Printed Brand Guideline



STATIONERY

Printed Brand Guide

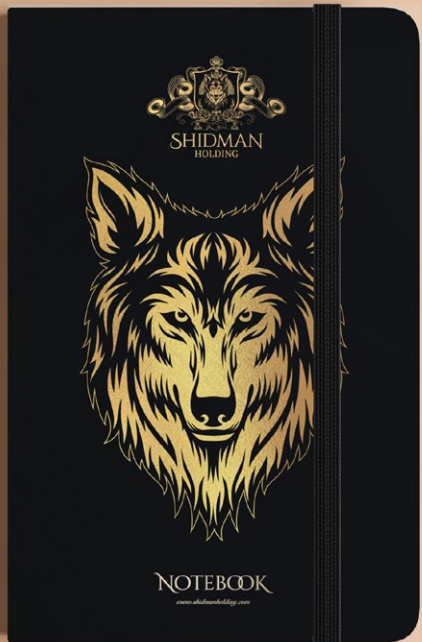


STATIONERY
Printed Brand Guide





NOTE BOOK
Printed Brand Guide





ENVELOPES & BUSINESS CARD
Printed Brand Guide



BAGS
Printed Brand Guide

SHIDMAN HOLDING

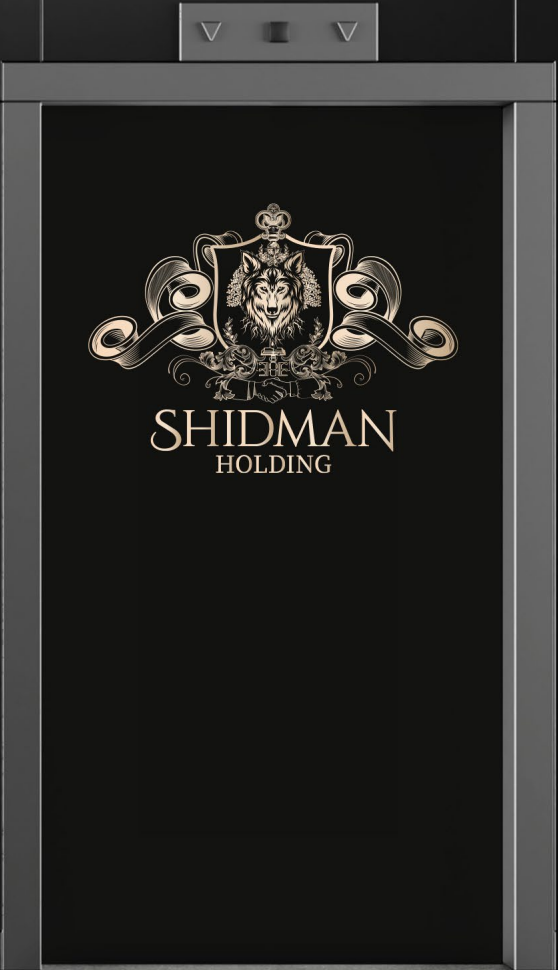
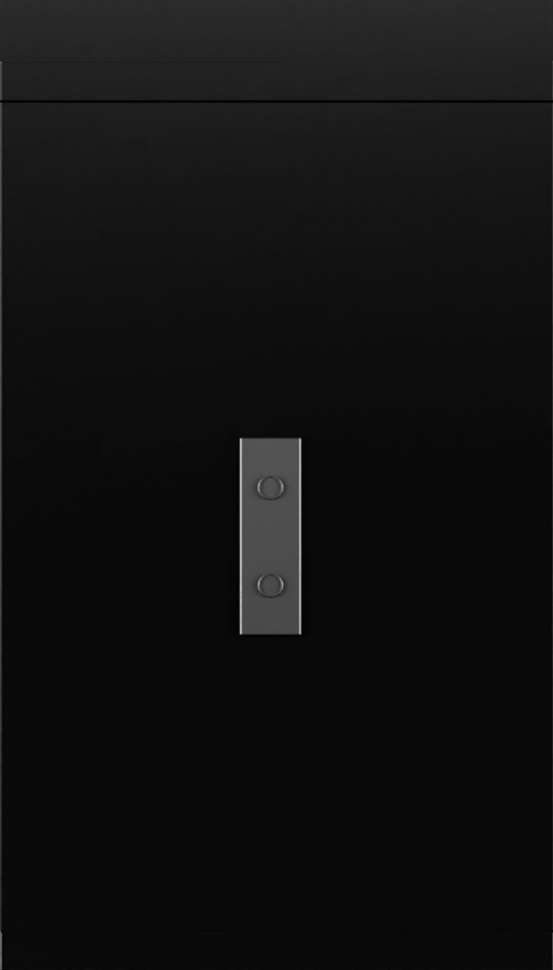
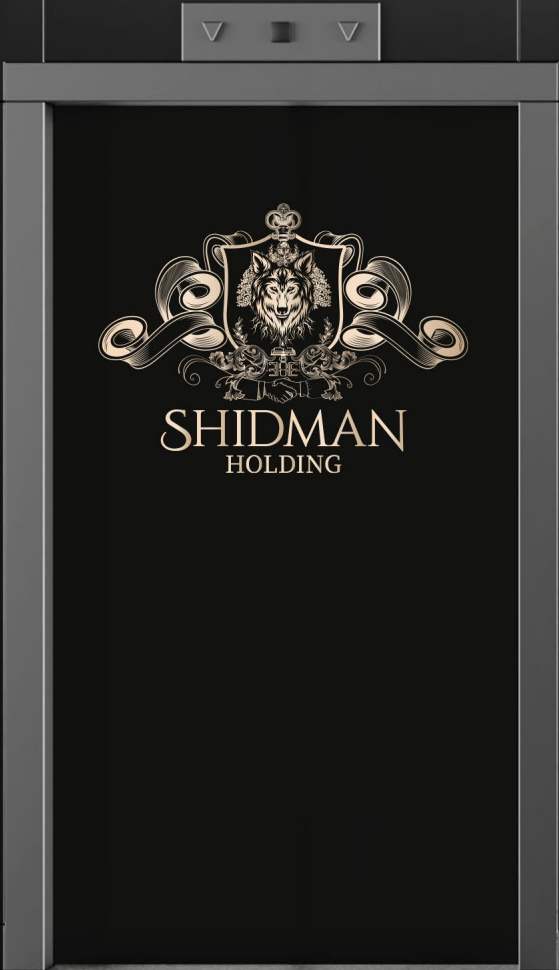




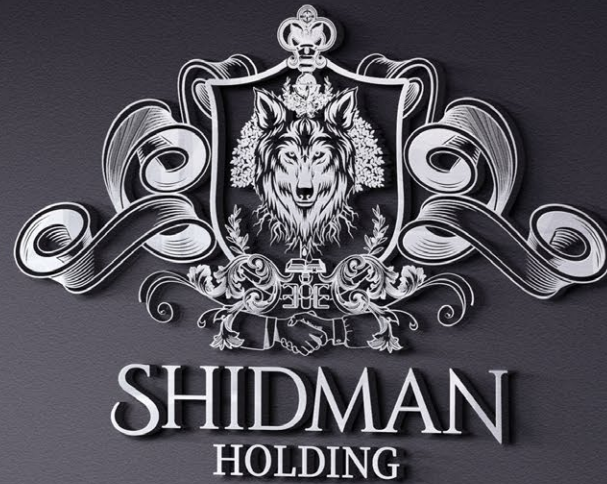
FOLDERS
Printed Brand Guide



ELEVATOR DOORS
Printed Brand Guide



OFFICE SIGN
Printed Brand Guide



FLAYER
Printed Brand Guide



GIFT PACKAGE
Printed Brand Guide





SIGNS
Printed Brand Guide



SHIDMAN HOLDING

NO.1 In the World



MUGS & POTTLE
Printed Brand Guide



MUGS & POTTLE
Printed Brand Guide





GIFTS & ACCESSORIES
Printed Brand Guide



CAP & WATCH
Printed Brand Guide



FLAG
Printed Brand Guide



REBBON AND ID CARD
Printed Brand Guide



T-SHIRT MALE & FEMALE
Printed Brand Guide

UNIFORM TEA BOY MALE & FEMAL

Printed Brand Guide



THANK YOU.

www.shidmanholding.com