



E-MAIL GUIDELINES

E-mail is an extension of SMSA Brand. In order to maintain a consistent look and feel for all communications, it's important that email messages match the styles employed on SMSA Express' website and in print pieces.

This guidelines will help you write effective business emails, consistent with our SMSA brand's aesthetic and corporate style.

Please Note: Every email needs to have 3 main components: **subject, body and (e-mail) signature.**

VISUAL DESIGN GUIDELINES

- Banners and graphics should be created by marketing management department.
- Fonts should never be changed from the default style to reflect a personal preference.
- Text should be left-aligned for English and right-aligned for Arabic (no Center aligned unless necessary).
- Images should be used sparingly.



E-MAIL GUIDELINES

STYLE LAYOUT

01 COLOURS



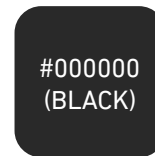
SMSA VIOLET



SMSA ORANGE



ICON COLOR



BODY TEXT



BACKGROUND

02 TYPOGRAPHY

We can use the following font styles to standardize SMSA e-mail communication. Ideally, we need to use website standard font, **Montserrat** which is a goggle font. In its absence, a fallback font needs to be used. The font style needs to be a web-safe font. For English, our fallback font is **VERDANA**, similarly looking to our website font for English.

ENGLISH TYPOGRAPHY

MAIN FONT

Montserrat

Montserrat - Google Font

FALLBACK FONT

Verdana

~~Montserrat - Google Font~~

Verdana - Web Safe Fallback Font

PARAGRAPH

Verdana Regular

10px

Color #000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.

ARABIC TYPOGRAPHY

For the Arabic version, the original website font style is **Cairo**, another google font and the fallback font is **Noto Kufi Arabic**, which is a web-safe font. However, *it is necessary to download the Arabic Font style in your computer.*

MAIN FONT

Cairo (القاهرة)

Cairo (القاهرة الخطوط العربية) - Google Font

FALLBACK FONT

Noto Kufi Arabic

~~Cairo (القاهرة الخطوط العربية) - Google Font~~

نوتو كوفي عربي - Web Safe Fallback Font

PARAGRAPH

Noto Kufi Arabic Regular

10px

Color #000000

صَفَ خَلَقَ خُودَ كَمَثَلِ الشَّمْسِ إِذْ بَرَزَتْ — يَحْطِي الصَّبِيغُ بِهَا
نَجْلَاءَ مِعْطَارٍ. هَلَا سَكَنْتَ بِذِي ضَغْثٍ فَقَدْ زَعَمُوا — شَخْصَتْ
تَطْلُبُ ظَلِيلاً رَاحَ مَجْتَازًا. اصْبِرْ عَلَى حَفْظِ خَضِرٍ وَاسْتَشِرْ فَطْنًا،
وَزَجْ هَمَكَ فِي بَغْدَادَ مِنْثَمَلًا. نَحْنُ حَكِيمٌ لَهُ سِرٌّ قَاطِعٌ وَدُوْ شَأْنٌ
عَظِيمٌ مَكْتُوبٌ عَلَى ثَوْبٍ أَخْضَرَ وَمُغْلَفٌ بِجِلْدٍ أَزْرَقٍ

SM E-MAIL GUIDELINES

STYLE LAYOUT

03 LAYOUT SAMPLE (ENGLISH)

To: dribrahim@outlook.com
Cc: ptrencio@smsaexpress.com
Subject: Meeting Schedule

Dear Dr. Ibrahim,

May the peace, blessings, and mercy of God be upon you.

It is out of the immense friendship and respect that I hold for you that I wish to put forth a small suggestion with regards to the time of our scheduled meeting on Thursday.

Because of the event being held in our office building, I would like to humbly note that our building will be closed at 12:30 PM. If it is convenient for you, we will change the time to 10:00 AM.

Thank you for your kind attention to this matter.

Respectfully yours,

ERIC TAN LEGASPINA

GRAPHIC DESIGNER
Marketing Management Department

☎: +966 11 463 3999

Ext.: 8901

☎: +966 11 463 3999

☎: +966 53 340 6956

📍: Riyadh, Saudi Arabia

✉: elegaspina@smsaexpress.com

🌐: www.smsaexpress.com



The content of this email is confidential and intended for the recipient specified in message only. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.

SM E-MAIL GUIDELINES

STYLE LAYOUT

03 LAYOUT SAMPLE (ARABIC)

To: dribrahim@outlook.com
Cc: ptrencio@smsaexpress.com
Subject: جدول الاجتماعات

الدكتور الفاضل إبراهيم،

السلام عليكم ورحمة الله وبركاته.

بكامل التقدير والإحترام الذي أكنه لك أتقدم لك باقتراح بسيط متعلق بتوقيت لقائنا المجدول ليوم.
الخميس

نظراً للحدث المنظم في مبنى مكتبنا، أود أن أذكر أن المبنى سيكون مغلقاً مع الساعة 12:30 ظهراً.
إذا كان الأمر مناسباً لك، أرى أن نغير توقيت لقائنا إلى الساعة العاشرة صباحاً

شكراً على حسن إنتباهكم إلى هذه المسألة،

مع خالص التقدير والإحترام،

...

السلام عليكم.

ERIC TAN LEGASPINA

GRAPHIC DESIGNER
Marketing Management Department

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