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BRAND MANUAL | Standards & Guidelines

SMSA Express' Brand Manual Standards and Guidelines

These guidelines describe the visual and verbal elements that represent SMSA Express' corporate identity.
This includes our name, logo and other elements such as color, typeface and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect SMSA Express' commitment to quality, consistently and style.
These provide a framework for consistent application of SMSA Express' commercial identity as reflected in its various trademarks.
As SMSA Express' services, it is important that SMSA Express' brand elements, including all the elements that make up the company's visual identity, remain consistent.

Each of us is respponsible for protecting the company's interests by preventing unauthorize or incorrect use of SMSA Express' name and marks.

If you have any questions, please don't hesitate to contact us at ***marketing@smsaexpress.com***

1

CORPORATE IDENTITY
ELEMENTS

1.1 Signature

SMSA Express' signature, in regards to identity, is a structured logotype.

This is the only approved logo for a two-color positive signature in Arabic and English version.

The logo comprises of the violet letters SM together with its unique rendition of orange letters SA with an iconic arrow symbol inside the letter "a" (English version) and second letter "mim" (Arabic version). This arrow mark is a sublimilial symbol for speed and precision.

The primary and preferred version of the SMSA Express logo is a violet and orange horizontal lockup on a white background. It must be used whenever possible.

1.1.1 SIGNATURE ELEMENTS

English Logotype



Arabic Logotype



1.2 Descriptor

Adescriptor offers information that can be easily remembered. It is a catchphrase that helps the audience understand what our brand stands for and leave them enticed and wanting more.

1.2.1 DESCRIPTOR ALIGNMENT

Our tagline is a part of the logo and placed underneath SMSA typeface.



1.2.2 DESCRIPTOR USAGE

Our descriptor should be used in all our corporate communication

1.2.3 DESCRIPTOR TYPEFACE

Univers Lt (Standard)

1.3 Signature Variations

A logo variation is simply a variation or alternate version of the main logo.

A full brand identity design does not just include one logo, it includes a full alternative family logos that give you the widest range of versitality and potential for brand recognition.

1.3.1 Logo Versions

To apply SMSA Express logo, use one of these preferred logo versions.

These variations are designed to accommodate a wide range of applications.

- Preferred two-colored positive



- Preferred two-colored positive



- Two-color positive Over dark background



- One-color English (black)



- One-color reverse Over dark background



- Two-color positive Over dark background



- One-color Arabic (black)



- One-color reverse Over dark background



1.4 Signature Sizing

As a general rule, we follow this simple formula for calculating our logo size in any layout.

To get the right size logo, divide the longest side of the layout named “L” by the number shown on the sample layout to represent the identity.



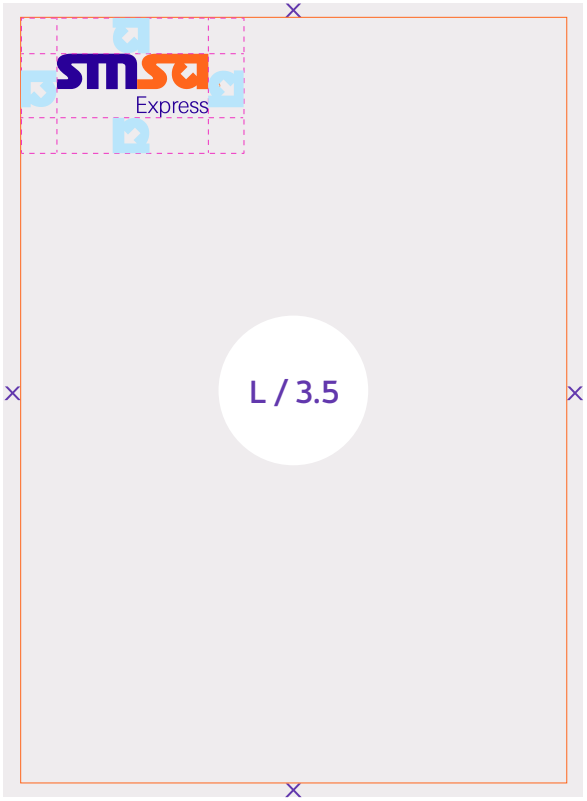
Note: 2.5cm minimum for Logo Application



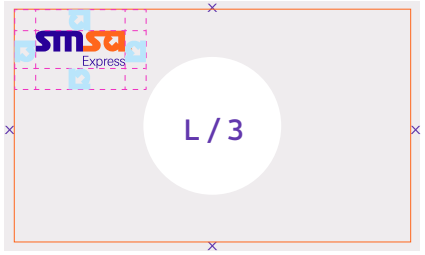
“L”

1.4.1 LOGO SIZING

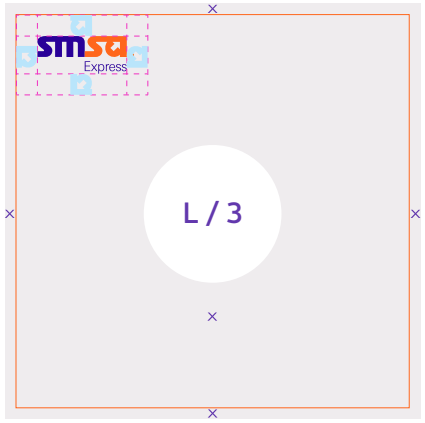
- Vertical



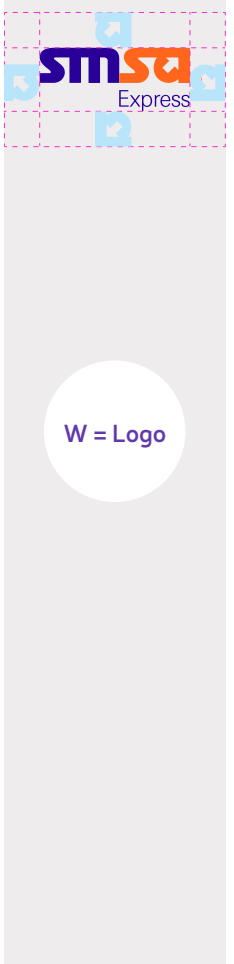
- Horizontal



- Square



- Banner



- Strip



1.5 Signature Usage

Follow these simple rules when using the logo. Always use our full color logo on a solid white background; otherwise you can use the signature variation rules described previously.

1.5.1 LOGO CLEAR SPACE

For SMSA Express logo to communicate effectively, it should not be crowded or overwhelmed by other graphic elements and away from the edge of a field or printed piece.

The minimum clear-space allowance is measured as “a” which equals the “a” height of the “SMSA” wordmark. Allow additional clear space whenever possible.





1.6 Improper Usage

Create a powerful impression by using only the approved logo variations and applying them correctly and consistently. Be sure to avoid these common misuses.

Shown in the figures are some unacceptable uses of SMSA Express logo.

The logo should always be reproduced from the master artwork, do not reconstruct the logo.

The logo should never be altered, redrawn, recolored or manipulated in any way. It is not allowed to append more descriptors to the logo.

1.6.1 IMPROPER USAGE



1.7 COLOR

Color is a powerful tool that promotes visual recognition. Our corporate colors have been selected to reflect a contemporary and fresh environment.

Violet, is a combination of power, energy and strength of red with the integrity and truth of blue. Psychologically purple presents luxury and quality.

Orange is warm, vibrant and flamboyant color. It is energy combined with fun. It represents vitality, inspiration and creates enthusiasm.

It is important to ensure that the corporate colors appear consistently in every medium and application, including high-quality production and reproduction.

1.7.1 CORE COLORS



Pantone Violet C

- Pantone Coated

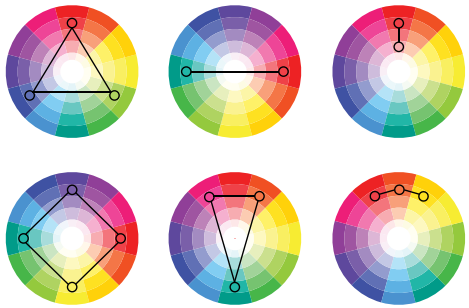
C90, M99, Y0, K0
R68, G0, B153
H267, S100, L30
H267, S100, B60
CSS = rgb (68, 0, 153)
CSS = hsl (267, 100%, 30%)
Hex #440099
Websafe #330099

Pantone 165

- Pantone Coated

C0, M70, Y100, K0
R255, G103, B31
H19, S100, L56
H19, S88, B100
CSS = rgb (255, 103, 31)
CSS = hsl (19, 100%, 56%)
Hex #ff671f
Websafe #ff6633

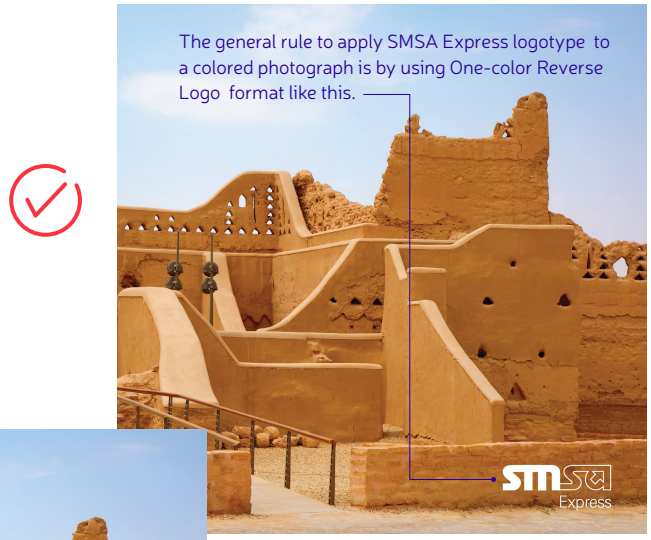


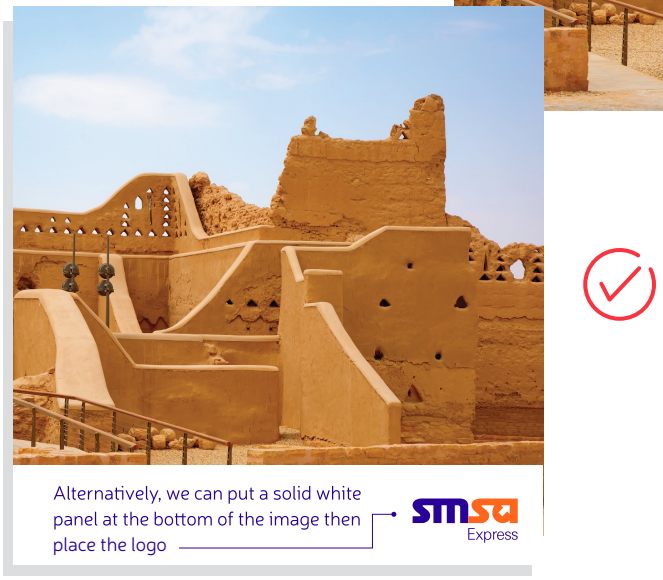


SMSA Express اكسبريس

1.7.2 COLOR USAGE







1.7.3 COLOR MISUSES





For colored photograph, use One-color Reverse Logotype format (white) and avoid using logo formats shown in this page



1.8 English Typography

Both Arabic and English typeface have been selected to compliment SMSA Express' identity system; and to create a consistent recognizeable look for the wide variety of visual communications.

1.8.1 TYPEFACE OVERVIEW

- English Typeface

Univers Font Family (Headline)

Univers

A B C D E F G H I J K L M N O P Q R S T U V W X W Y
a b c d e f g h i j k l m n o p q r s t u v w x w y
1 2 3 4 5 6 7 8 9 0 - ! @ # $ % ^ & * ( )

Secondary

Univers LT Std 55 Roman (Body)
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

Univers LT Std 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

Univers LT Std 67 Bold
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

Tertiary

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

SMSA Express

1.9 Arabic Typography

GE Dinar One is the primary Arabic typeface. We use this in two different weights for all functional communications.

This is complemented by the GE Flow and Simplified Arabic typeface to display numerals and words such as body texts and social media hashtags.

1.9.1 TYPEFACE OVERVIEW

- Arabic Typeface

Primary Typeface (Headline)

GE Dinar One Medium

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

١٢٣٤٥٦٧٨٩٠

Secondary

GE Flow Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ع غ ف ق ك ل م ن ه و ي ١٢٣٤٥٦٧٨٩٠

GE Flow Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ع غ ف ق ك ل م ن ه و ي ١٢٣٤٥٦٧٨٩٠

GE Dinar One Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ع غ ف ق ك ل م ن ه و ي ١٢٣٤٥٦٧٨٩٠

Tertiary

Simplified Arabic

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

١٢٣٤٥٦٧٨٩٠

1.10 Typography Alternatives

Both Arabic and English typefaces use as an alternative typefaces for consistent recognizable look.

1.10.1 ALTERNATIVE TYPOGRAPHY

- English Typeface

Helvetica Font Family (SubHeadline)

Helvetica Bold

A B C D E F G H I J K L M N O P Q R S T U V W X W Y Z
a b c d e f g h i j k l m n o p q r s t u v w x w y z
1 2 3 4 5 6 7 8 9 0

Helvetica Regular

A B C D E F G H I J K L M N O P Q R S T U V W X W Y Z
a b c d e f g h i j k l m n o p q r s t u v w x w y z
1 2 3 4 5 6 7 8 9 0

Helvetica Light

A B C D E F G H I J K L M N O P Q R S T U V W X W Y Z
a b c d e f g h i j k l m n o p q r s t u v w x w y z
1 2 3 4 5 6 7 8 9 0

- Arabic Typeface

MJ_Thameen Book (SubHeadline)

MJ_Thameen Book

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

١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

1.10.2 USAGE

Headline — Helvetica Bold

Sub Headline — Helvetica Neue Medium

Body Copy — Helvetica Regular/ Light
Body Copy

1.10.3 TYPOGRAPHY MISUSES

HEADLINE — Always use Bold on Headline

Sub Headline — Don't Use Bold on Sub Head

Body Copy — Use normal spacing of letters
Body Copy

Pharagraph — Never distort the text

1.10.4 TYPOGRAPHY and the INFLECTION POINT/ MISUSES

Kerning
To adjust the kerning between two letters, place your cursor between the two letters to be adjusted.

Ke rning

Tracking
To adjust the tracking, make a specific selection and the adjustment will be carried out uniformily across all o f the slected characters.

Track ing

Leading
To adjust the leading, select either the entire block or just the lines you want to adjust.

Leading is the space between lines of type.
Leading is the space between lines of type.
Leading is the space between lines of type.

Baseline Shift
To adjust the baseline shift, select the letter above or below the baseline.

Bas eline Shift

NOTE: It is better not to adjust Kerning, Tracking, Leading and Baseline Shift unless needed

1.11 Grid System

A grid is used to organize space and information for the reader. It maps out a plan for the overall project.

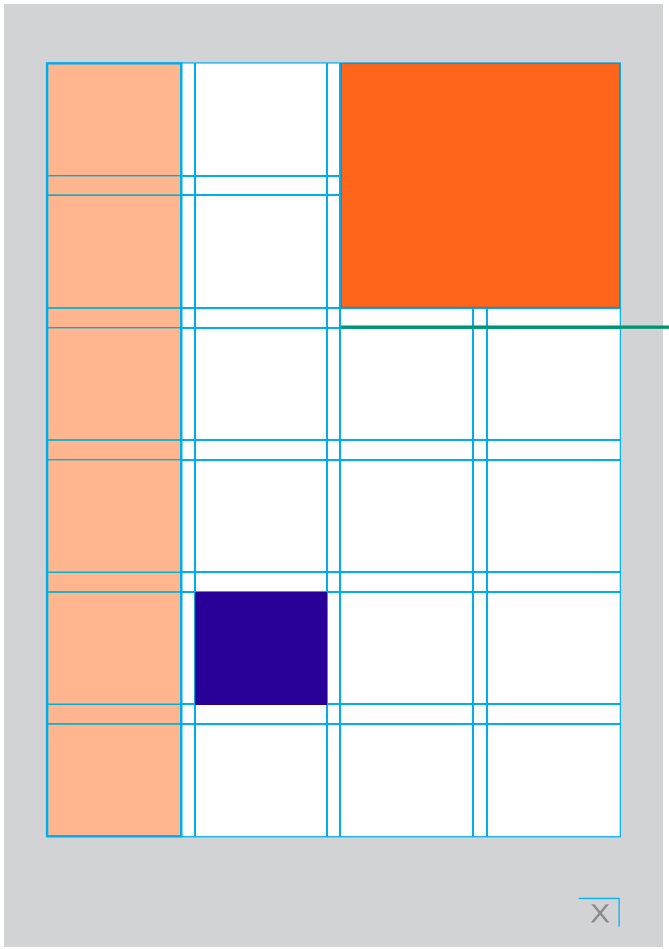
1.11.1 GRID COMPONENTS

The main components of a grid are margins, markers, columns, flowlines, spitual zones and modules.

COLUMNS
Are vertical containers that hold type or images. The width and number of columns on a page or screen vary, depending on the content.

MODULES
Are individual divisions separated by consistent space, providing a repeating ordered grid.
Combining modules can create columns and rows of various sizes.

MARGINS
Are buffer zones. They represent the amount of space between the trim size, including gutter, and page content. Margins can also house secondary information, such as notes and captions



SPATIAL ZONES
Are groups of modules or columns that can form specific areas for type, ads, images, or other information.

FLOWLINES
Are alignments that break space into horizontal bands. Not actual lines, flowlines are a method for using space and elements to guide a reader across a page.

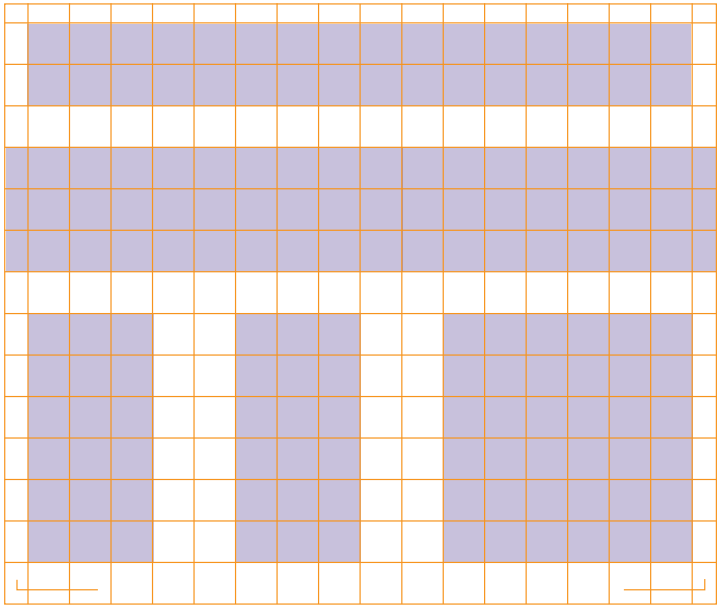
MARKERS
Help a reader navigate a document. Indicating placement for material that appears in the same location, markers include page number, running heads and feet (footers/ icons).

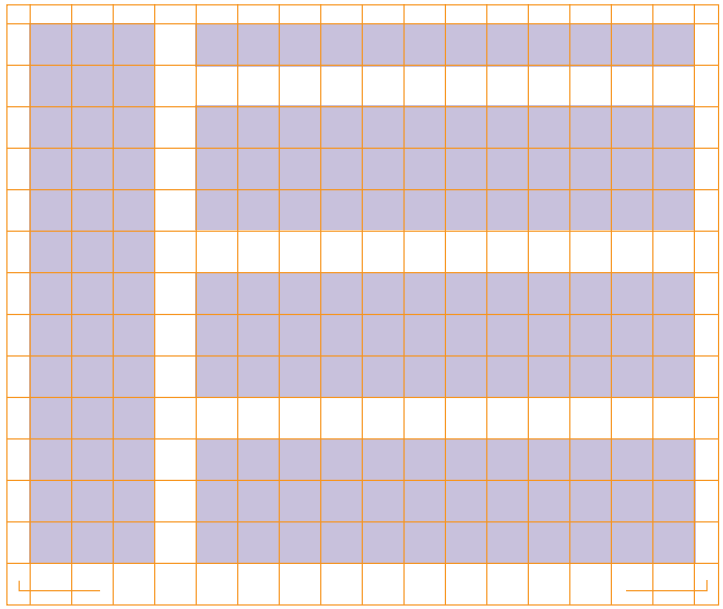
1.12 Modular Grids

Are best for controlling the kind of complex information found in newspapers, calendars, crafts and tables.

They combine vertical and horizontal columns which arranage the structur into smaller chunks of space no matter the size. This shows flexibility in terms of building the appropriate layout.

1.7.4. GRID SIZE, SCALLING & FLEXIBILITY

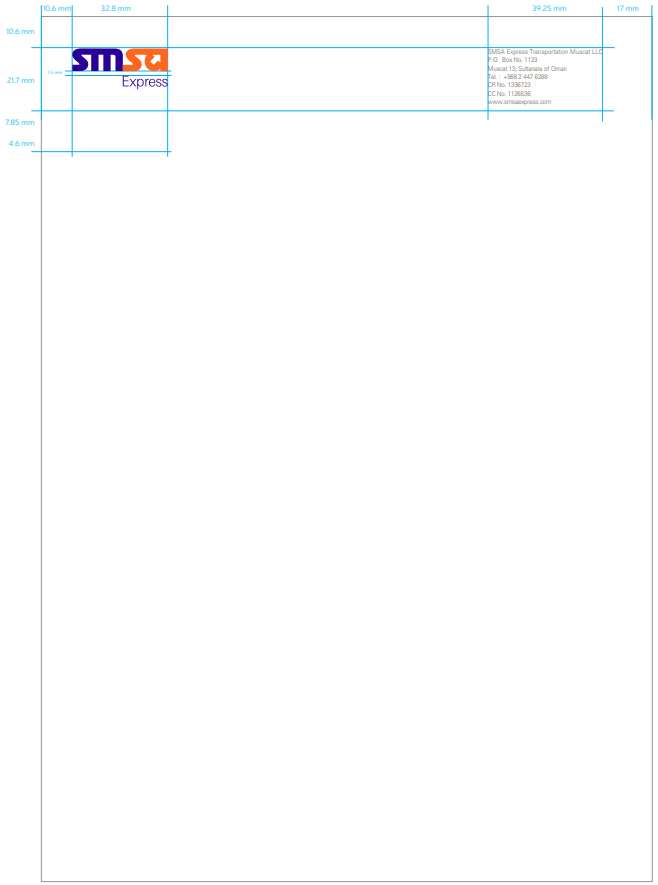


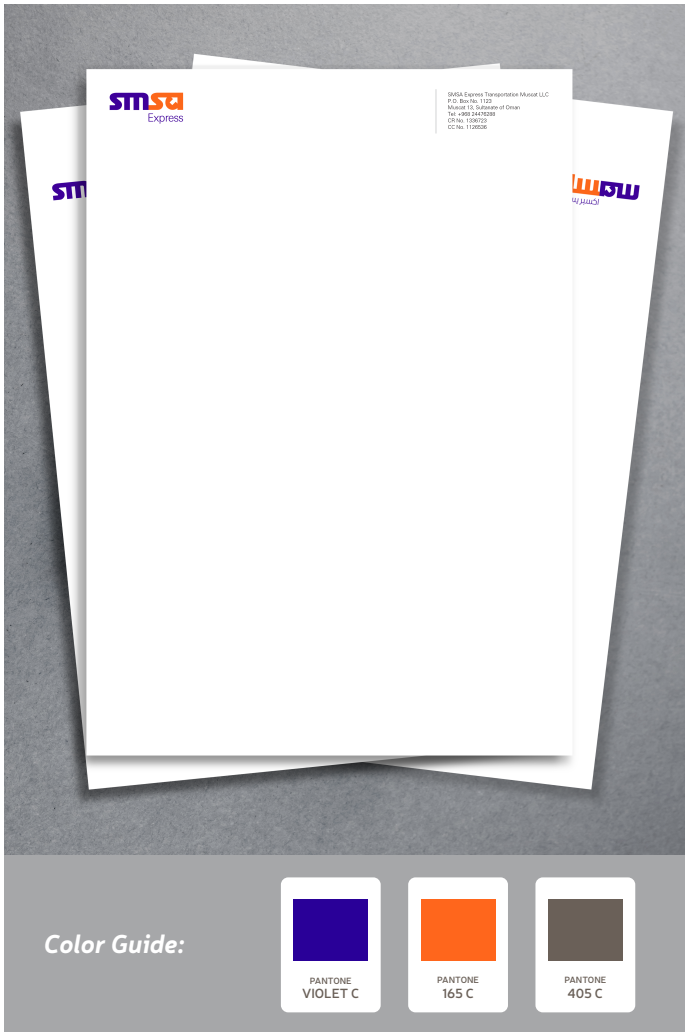


2 STATIONERY MANUAL

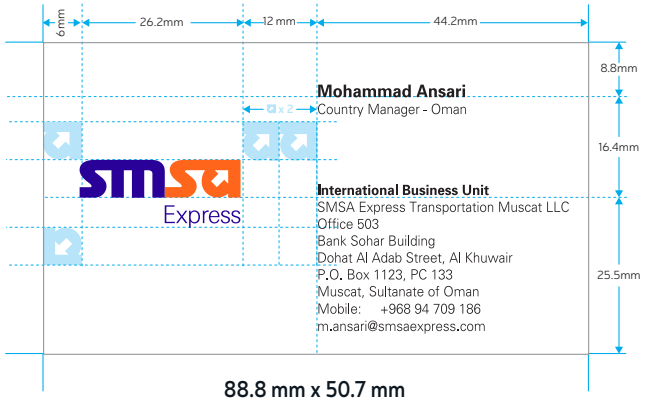
2.0.1 Letterhead

English version



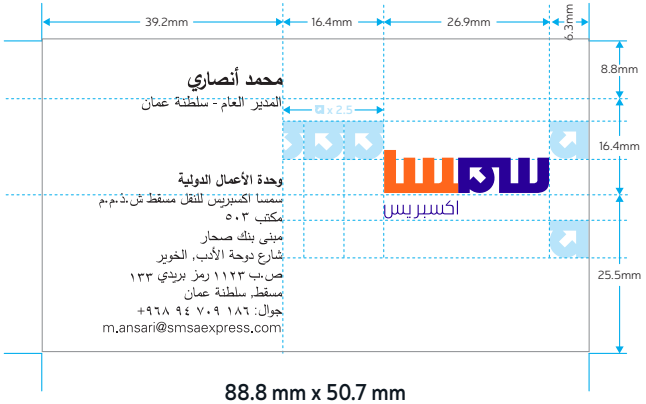


2.0.2 Business Card



88.8 mm x 50.7 mm





88.8 mm x 50.7 mm





Paper/ Material Specification:

- Specs 001 / Staff : Printed on CX22 (Conqueror Diamond White Paper) 320 GSM
- Specs 002 /Manager: Printed on Ice Gold 300 GSM

2.0.3 General Guidleints

Paper tells about the fundtion of the product. It's feeling and quality. Therefore it's a crucial part of the overall experience of your final product. Best of all is to start thinking about the choice of paper even before you start your work on the computer, not only to get the feeling right but also because of printing issues and costs.

Coated or Uncoated?

The decision to use either coated or uncoated paper is probably the choice that will affect the overall feeling of your product the most. So choose carefully. Coated papers have coating applied to one or both sides. It comes in a veriety of smoothness, like matte, semi-matte or silk, and gloss.

All of the above except matte coated papers are usually best for printing photographs and other kids of art. Why is that? Because of the paper quality the ink in the printer doesn't get absorbed by the paper fibers but stays at the top. This gives brigther colors and the paper a somewhat glossy finish.

The uncoated paper, which has a rough, natural feel to it, is preferred before coated paper for productions that include lots of text. With this paper and the printer ink gets inside the top layer of the paper reflects light more than uncoated paper does. This can sometimes make it harder to read longer texts. Still the final decision should be all about what feeling you want to achieve with your product.

Usually coated paper is used for:

- Photography
- Things that should "pop"
- Annual Reports

Often Uncoated Paper is Used for:

- Stationery
- Books

2.3.1 Paper Stock, kind, color and weight

Letter Head:
- Conqueror, Stonemarque, uncoated paper, Diamond white, 100 gms

Business Cards:
- Conqueror, Stonemarque, uncoated paper, Diamond white, 300 gms

DL Envelopes:
- Conqueror, Stonemarque, uncoated paper, Diamond white, 120 gms

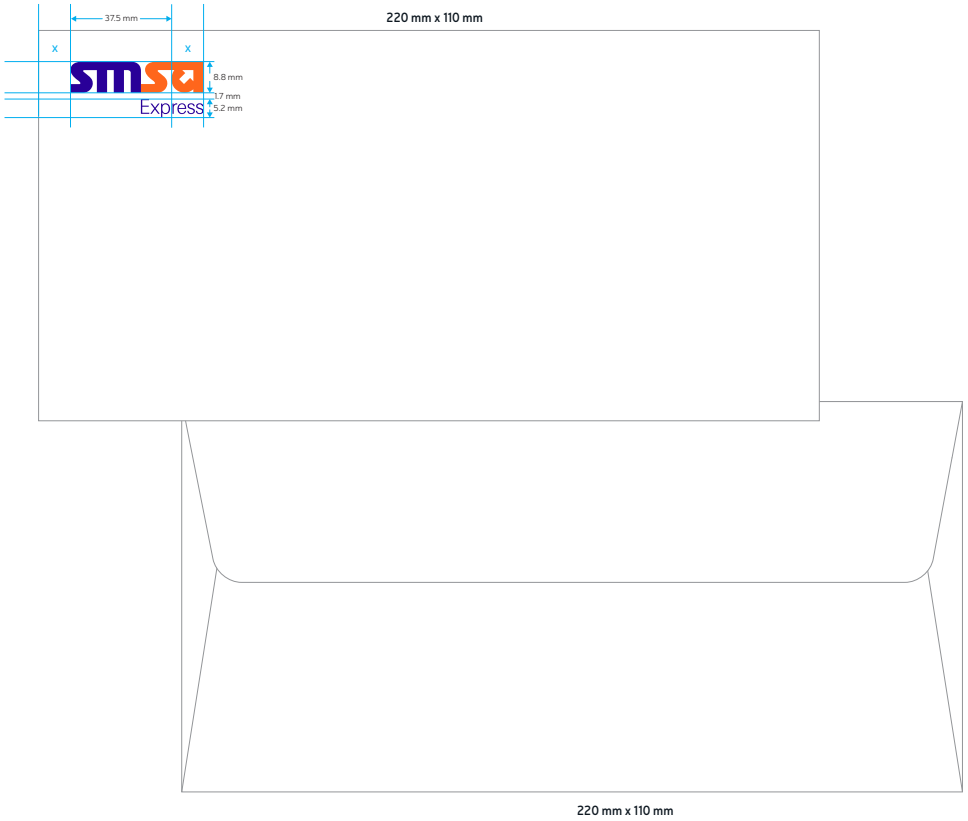
2.3.1 Paper Stock for Executives

Letter Head:
- Conqueror, Iridescent uncoated paper, Silver Mist, 100 gms

Business Cards:
- Conqueror, Iridescent uncoated paper, Silver Mist, 250 gms

DL Envelopes:
- Conqueror, Iridescent uncoated paper, Silver Mist, 120 gms

2.0.4 DL Envelope





DL Envelope

- A DL (Dimension Lengthwise) envelope measures 110 x 220mm.
- It fits A4 paper folded into thirds. These envelopes are popular for both professional and personal correspondence.

2.1.3 B4 & C3 Envelopes



B4 Envelope

- B4 envelope measures 250 x 353mm.
- Slightly larger than C4 envelopes, it fits unfolded ***A4 paper*** and is ideal for thicker documents.



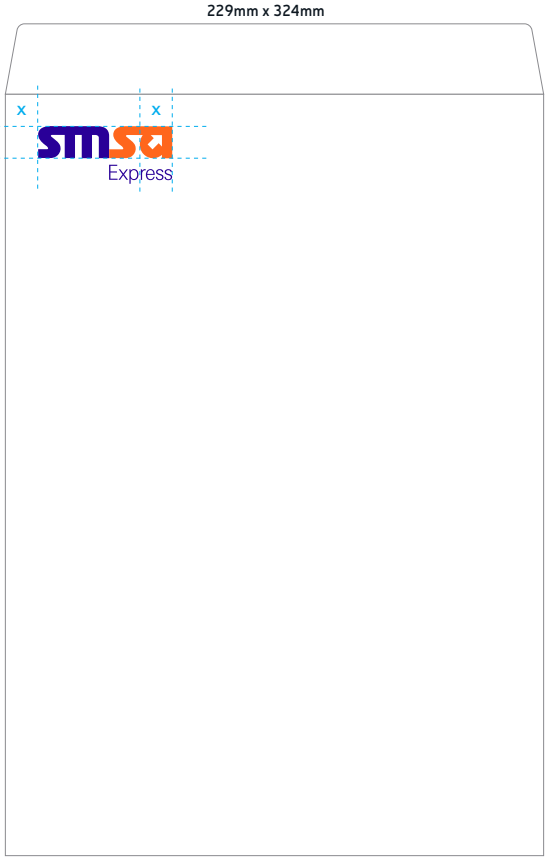
C3 Envelope

- Standard C3 envelope measures 458mm x 324mm.
- This is designed to fit unfolded A3 paper (which is double the size of A4 paper). ***Standard A3*** paper size is 297mm x 420mm.



2.1.3 C5 & C4 Envelopes





C5 Envelope

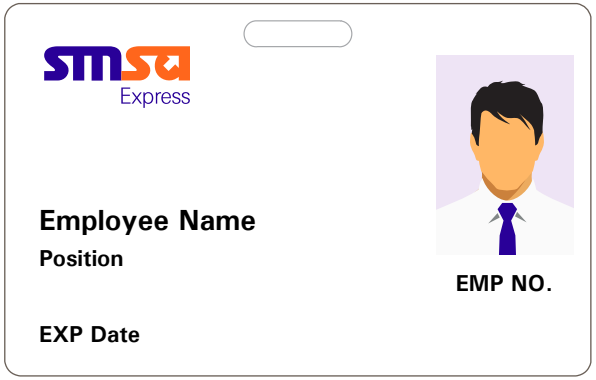
- A standard C5 envelope measures 162mm x 229mm
- This is designed to fit A4 paper folded in half, or ***A5 paper*** unfolded. Standard A5 paper size is 148mm x 210mm.ich is double the size of A4 paper).

C4 Envelope

- A C4 envelope measures 229 mm x 324 mm
- It fits unfolded ***A4 sheets***. These are ideal for documents that need to remain straight or unfolded, such as certificates, legal paperwork and business correspondence.

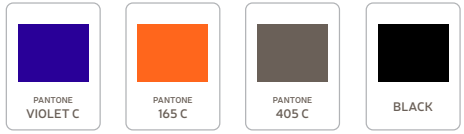


2.1.4 Employee ID



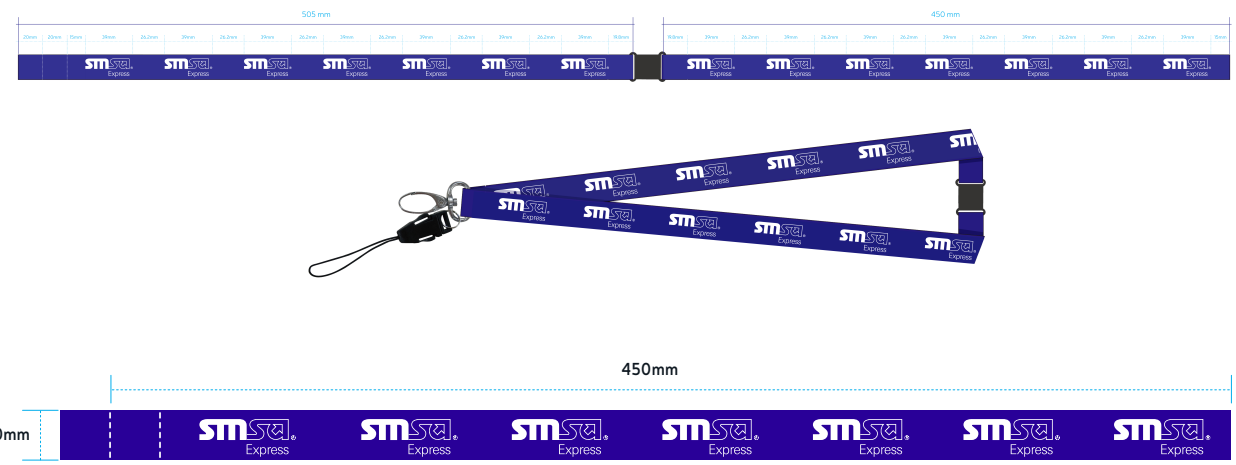


Color Guide:



2.1.4 SMSA ID Lanyard






3
UNIFORMDESIGNS

3.0 Uniform

SMSA Uniform is a moving billboards that reflect and promote the professionalism of the Company.

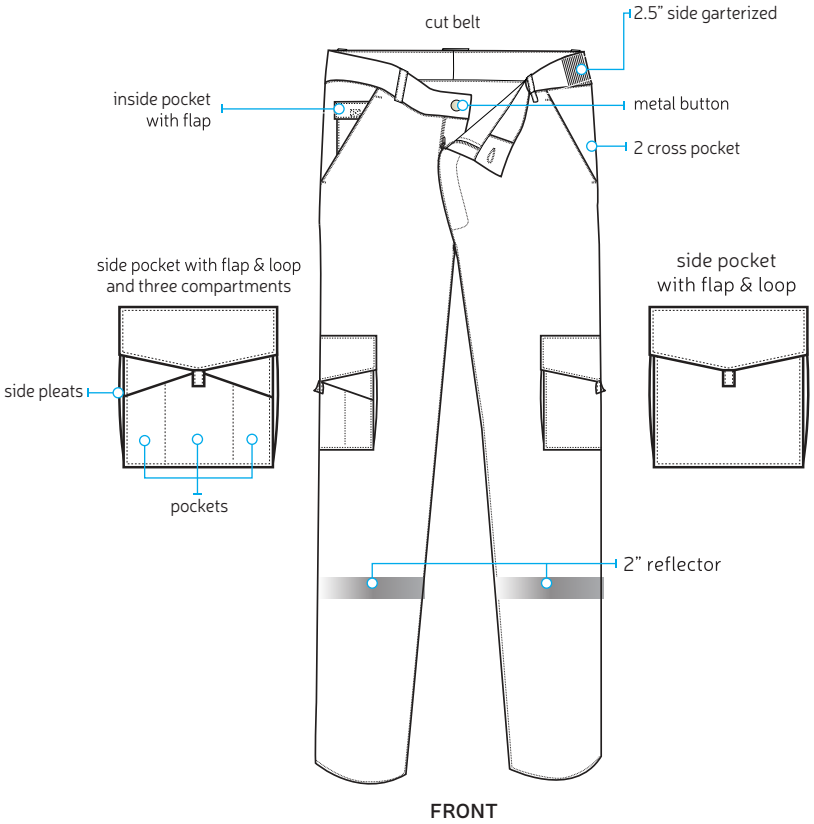
Authorised SMSA Express agents /couriers are to maintain a high level of personal hygiene and appearance. Only current uniform may be worn and must be clean and tidy at all times.

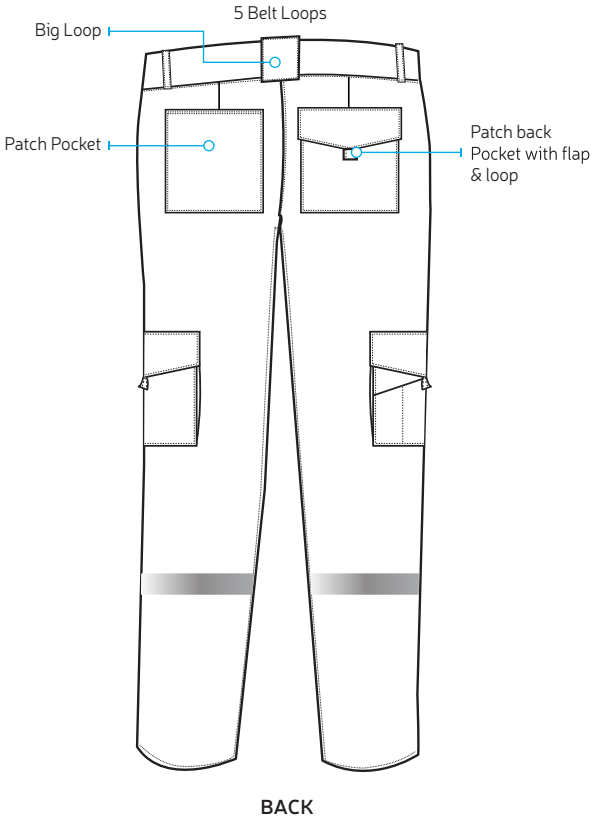
3.1 POLO SHIRTS



3.2 CARGO PANTS







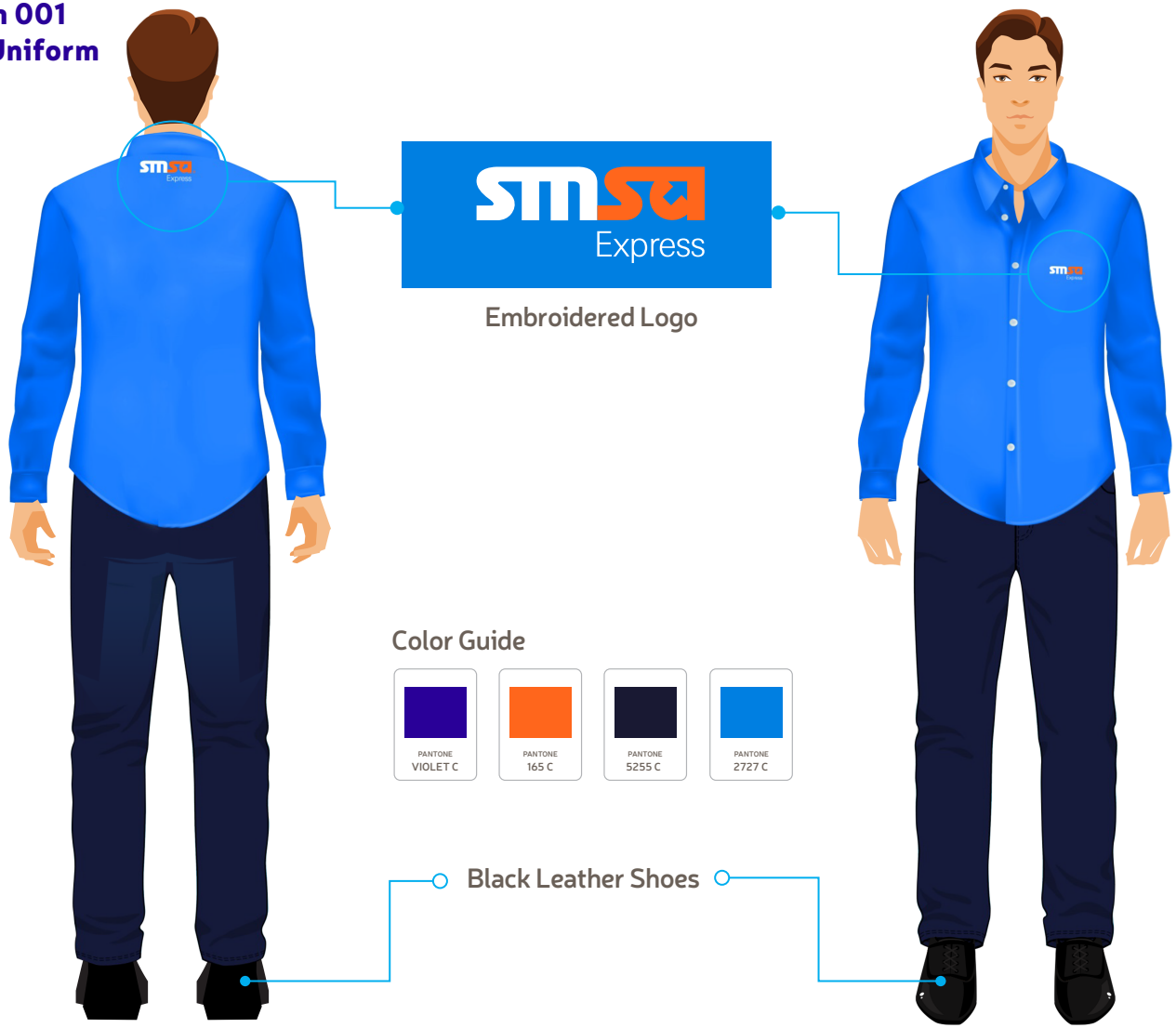
gray

COLOR

Poly Cotton Nay Cargo Trouser, Front Side specs: cut belt,2.5" side elasticated, Metal Button, Pocket inside w/flap, 2 cross pocket, side pocket flap & loop w.three compartments & side pleat, Side pocket w/ flap & loop, 2"rflector.Back side belt lopp , Big loops, Patch Pockets, Patch back w/flap & loop.

1.3 Male Employee Uniform

1.3.1 Design 001
Male Uniform



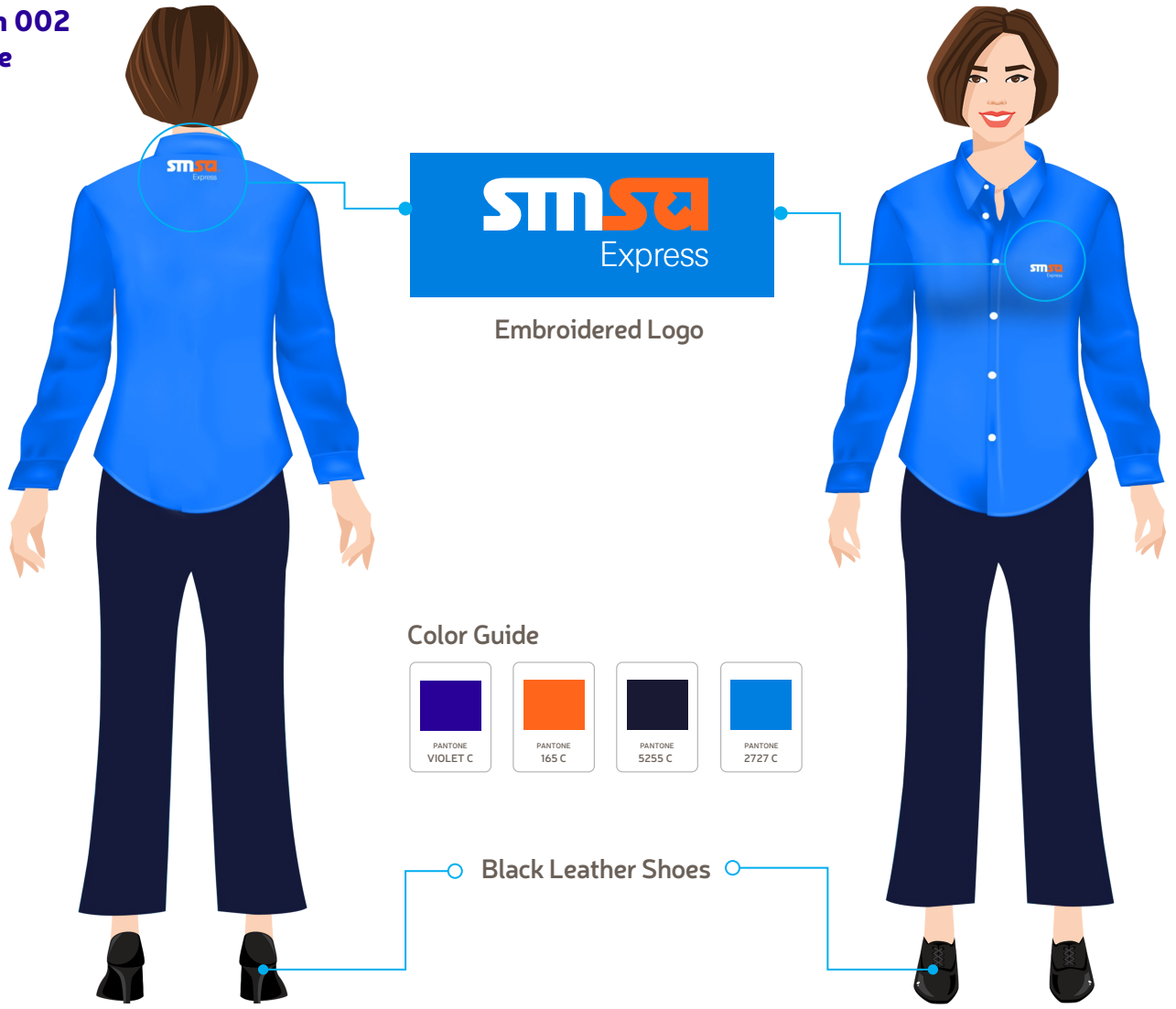
1.3 Female Employee Uniform

1.3.1 Design 001 Female



1.3 Female Employee Uniform

1.3.1 Design 002 Female



1.2 QRM Uniform

QRM إدارة الجودة

Silk Screen Printing



Silk Screen Printing

DARK GRAY
CARGO TROUSER
6 PACKETS

BLACK
SAFETY SHOES

Color Guide

PANTONE VIOLET C	PANTONE 165 C	PANTONE COOL GRAY	BLACK

3.3 SAFETY VEST



Logo One color printed 6cm printed on front left side

One color printed 15 cm printed on rear side

CONTRACTOR



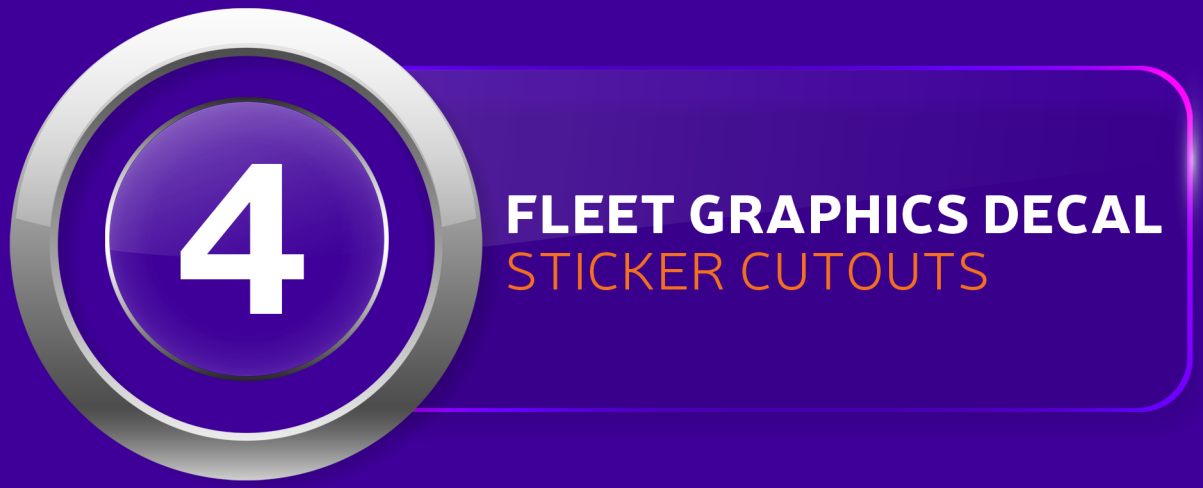
3.3 SAFETY VEST



Logo One color printed 6cm printed on front left side

One color printed 15 cm printed on rear side




4
FLEET GRAPHICS DECAL
STICKER CUTOUTS

4.0 GENERAL GUIDELINES

GUIDE VEHICLES

Our SMSA Express fleet is a highly visual element around the world that shapes our brand image.

The vivid color of our vehicles make them clearly stand out in traffic and highly recognizable by our customers. In this guide, you will learn more about the typical look of our vehicles.

4.1 ESSENTIALS

Our SMSA fleet is made up of a variety of vehicle makes and models: trucks, vans, cars, and scooters as well as electric and environmentally friendly vehicles. Around the world, our fleet is one of our most important and valuable brand touchpoints. That's why our vehicles should always display a consistent branding. It is especially important that our vehicles are White and that the SMSA Express logo and claim are displayed properly and prominently.

We use our this Brand Guidelines to ensure consistent quality, catalog our vehicles and models.

4.2 DOS and DON`TS

Dos

• Only for white vehicles it is allowed to equip them with White vehicle wrapping film.

Don'ts

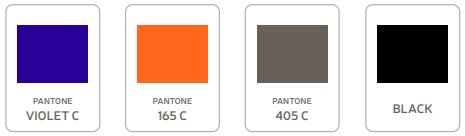
• Don't use other colors other than White.
• To ensure maximum brand visibility, adding additional SMSA products and services or any other advertisements, stickers, labels, or signs is not permitted.

4.3 COLORS

Our colors are a key asset of our Brand. The combination of our energetic primary colors Violet and Orange over white background, gives our Brand a unique, unmistakable look. In this guide, you will find precise color definitions for decals, and more.

White background on our SMSA Express brand is a central and permanent design element. It builds the stage on which to place our wordmark and it immediately attracts the viewer's attention. Placing our logo, typography, icons, and interface elements in white background focuses the eye on important messages and information and calls users to action. In addition to the Violet and Orange corlors of our logo, white serves as the preferred color for background areas to create a clean overall appearance. Use dark gray or black for long copy texts.

Color Guide:





TRUCKS

NPR 4TONS

4.4.1 ISUZU NPR 4T STRAIGHT TRUCK

- ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***wordmark*** 5cm from the top rail and 5cm from the front rail as shown.

STEP 02 Center the ***URL*** horizontally on the cab door and slightly below the window as shown.

STEP 03 Position the ***Toll-Free No.*** slightly above the body line and align with both sides of the URL as shown.

STEP 04 Position the ***Asset Number*** slightly above the bottom of the cab door as shown.

• **ARABIC PANEL**

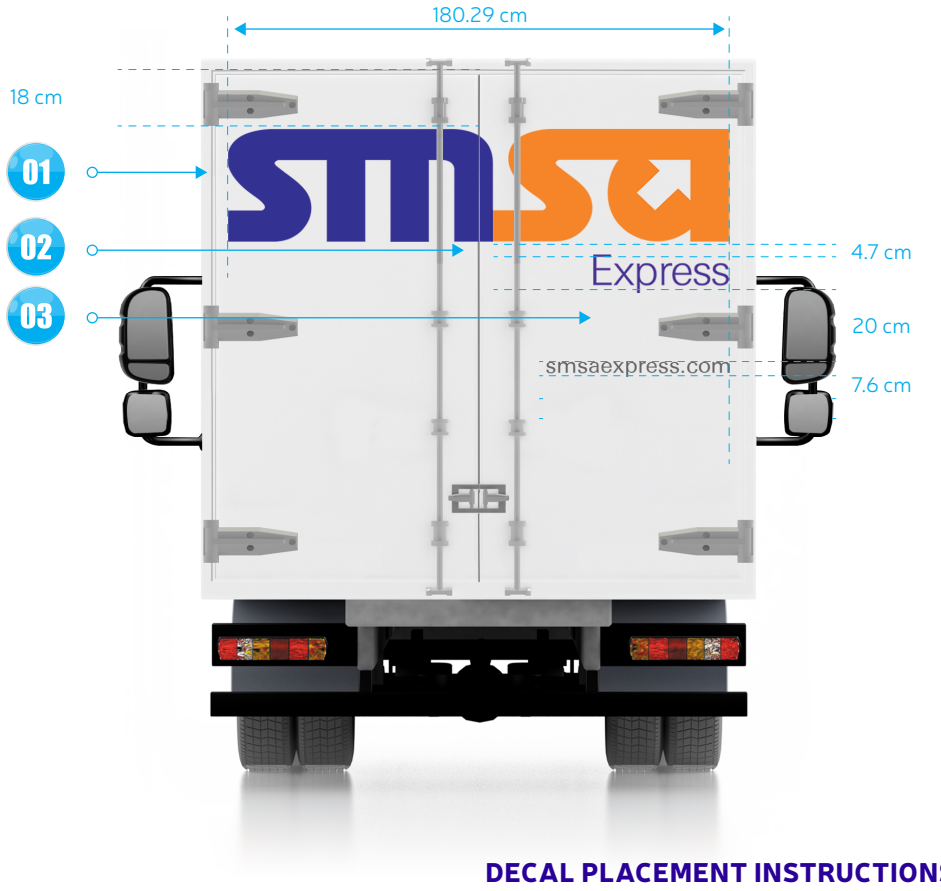


DECAL PLACEMENT INSTRUCTIONS

STEP 01	Position the ***wordmark*** 5cm from the top rail and 5cm from the front rail as shown.	STEP 02	Center the ***URL*** horizontally on the cab door and slightly below the window as shown.	STEP 03	Position the ***Toll-Free No.*** slightly above the body line and align with both sides of the URL as shown.	STEP 04	Position the ***Asset Number*** slightly above the bottom of the cab door as shown.

• FRONT & REAR





FRONT

STEP 01 — Position the ***wordmark*** 5cm from the top rail and 5cm from the front rail as shown.

REAR

STEP 01 — Position the ***wordmark*** horizontally and position 18 cm below the top of the rear door as shown in the illustration.

STEP 02 — Position the ***descriptor*** 4.7 cm below the wordmark and right align with the "E" in the wordmark.

STEP 03 — Position the ***URL*** 20 cm below the descriptor and right align the "E" in the wordmark as shown.

STEP 04 — Position the **Toll-Free Number** 7.6 cm below the URL and right align with the "E" in the wordmark as shown.

DECAL PLACEMENT INSTRUCTIONS

ISUZU

TRUCKS

FSR 8TONS STRAIGHT TRUCK

4.4.2 ISUZU FSR 8T STRAIGHT TRUCK

- ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***wordmark*** 5cm from the top rail and 5cm from the front rail as shown.

STEP 02 Center the ***URL*** horizontally on the cab door and slightly below the window as shown.

STEP 03 Position the ***Toll-Free No.*** slightly above the body line and align with both sides of the URL as shown.

STEP 04 Position the ***Asset Number*** slightly above the bottom of the cab door as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***wordmark*** 5cm from the top rail and 5cm from the front rail as shown.

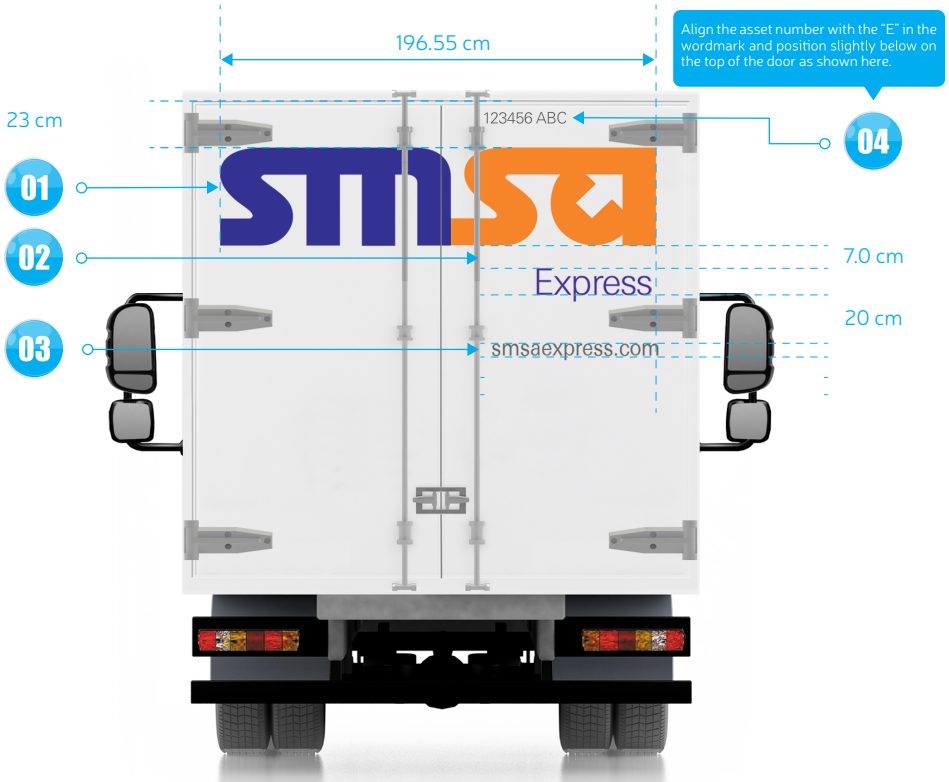
STEP 02 Center the ***URL*** horizontally on the cab door and slightly below the window as shown.

STEP 03 Position the ***Toll-Free No.*** slightly above the body line and align with both sides of the URL as shown.

STEP 04 Position the ***Asset Number*** slightly above the bottom of the cab door as shown.

• FRONT & REAR





FRONT

STEP 01 Center the ***wordmark*** from the top rail and from the front rail as shown.

BACK

STEP 01 Position the ***wordmark*** horizontally and position 23 cm below the top of the rear door as shown in the illustration.

STEP 02 Position the ***descriptor*** 7.0 cm below the wordmark and right align with the "E" in the wordmark.

STEP 03 Position the ***URL*** 20 cm below the descriptor and right align the "E" in the wordmark as shown.

STEP 04 Position the **Toll-Free Number** 7.6 cm below the URL and right align with the "E" in the wordmark as shown.

DECAL PLACEMENT INSTRUCTIONS



HIACE

4.4.3 TOYOTA HIACE (PASSENGER)

- ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***wordmark*** 3.8 cm from the body line and slightly above the door slide as shown.

STEP 02 Position the ***descriptor*** lightly below the door slide and align within the "E" in the wordmark.

STEP 03 Center the ***URL*** horizontally between the door handle and the door crease and position slightly above the body line as shown.

STEP 04 Position the ***Toll-Free No.*** 7.6 cm below the URL and align with both sides of the URL as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

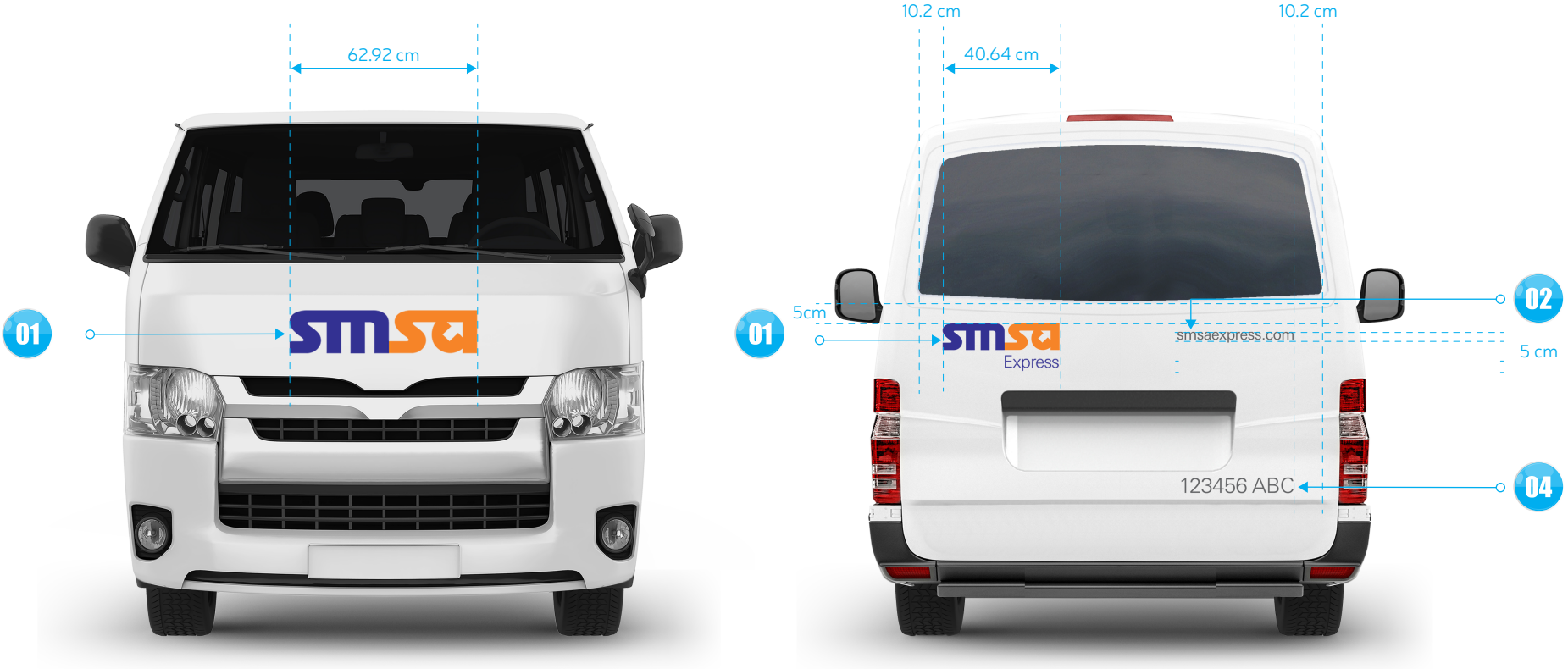
STEP 01 Position the ***wordmark*** 3.8 cm from the body line and slightly above the door slide as shown.

STEP 02 Position the ***descriptor*** lightly below the door slide and align within the "E" in the wordmark.

STEP 03 Center the ***URL*** horizontally between the door handle and the door crease and position slightly above the body line as shown.

STEP 04 Position the ***Toll-Free No.*** 7.6 cm below the URL and align with both sides of the URL as shown.

• FRONT & REAR



FRONT

STEP 01 — Center the ***wordmark*** horizontally and position as shown.

BACK

STEP 01 — Position the ***wordmark*** 5 cm from the below window as shown in the illustration.

STEP 02 — Position the ***URL*** 10.2 cm from the tail light and align the the top of the "x" in the signature as shown.

STEP 03 — Position the ***Toll Free Number*** 5 cm below the URL and align with both sides of the URL as shown.

STEP 04 — Position the ***Asset Number*** slightly above the bottom of the door and align with the right side of the URL as shown.

DECAL PLACEMENT INSTRUCTIONS

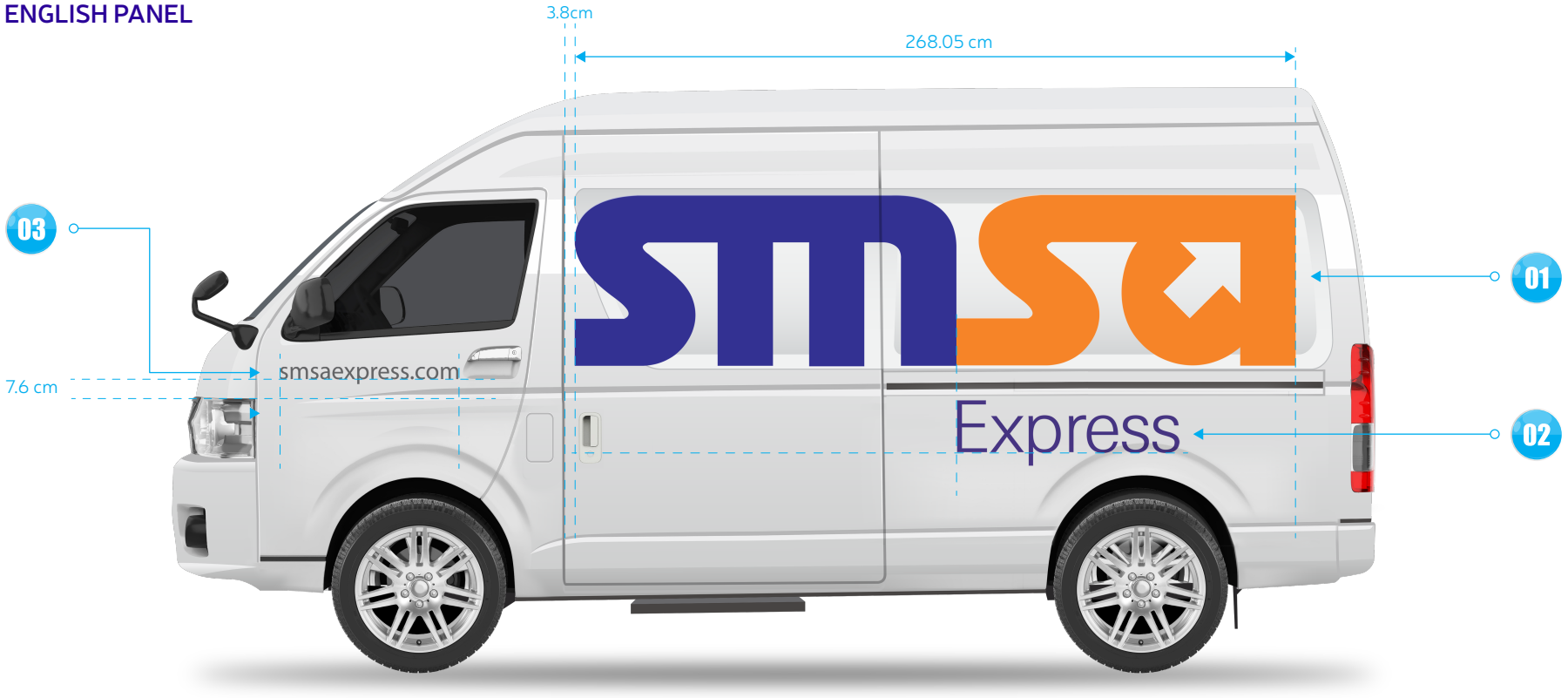


HIACE

HIGH ROOF

4.4.4 TOYOTA HIACE (HIGH ROOF)

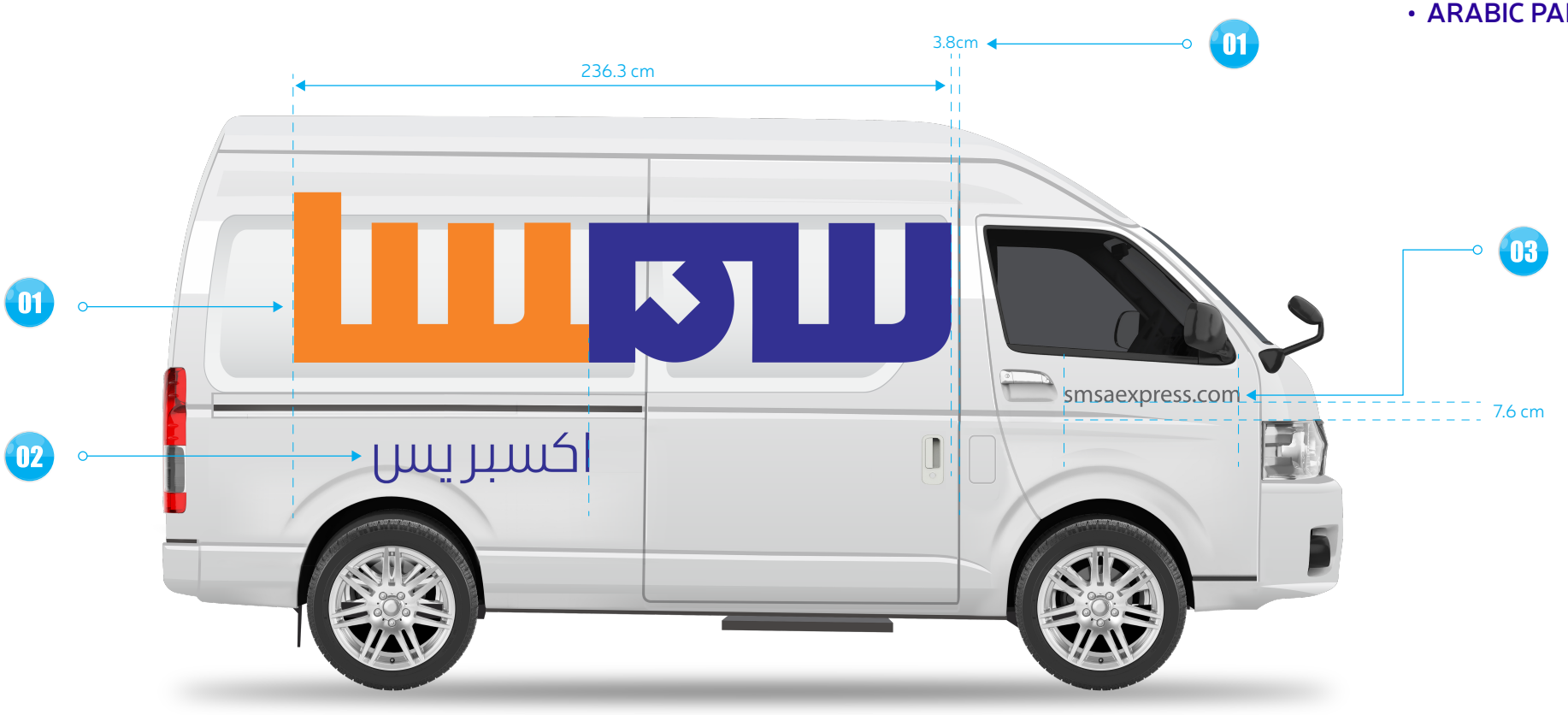
- **ENGLISH PANEL**



DECAL PLACEMENT INSTRUCTIONS

STEP 01	Position the ***wordmark*** 3.8 cm from the body line and slightly above the door slide as shown.	STEP 02	Position the ***descriptor*** slightly below the door slide and align within the "E" in the wordmark.	STEP 03	Center the ***URL*** horizontally between the door handle and the door crease and position slightly above the body line as shown.	STEP 04	Position the ***Toll-Free No.*** 7.6 cm below the URL and align with both sides of the URL as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

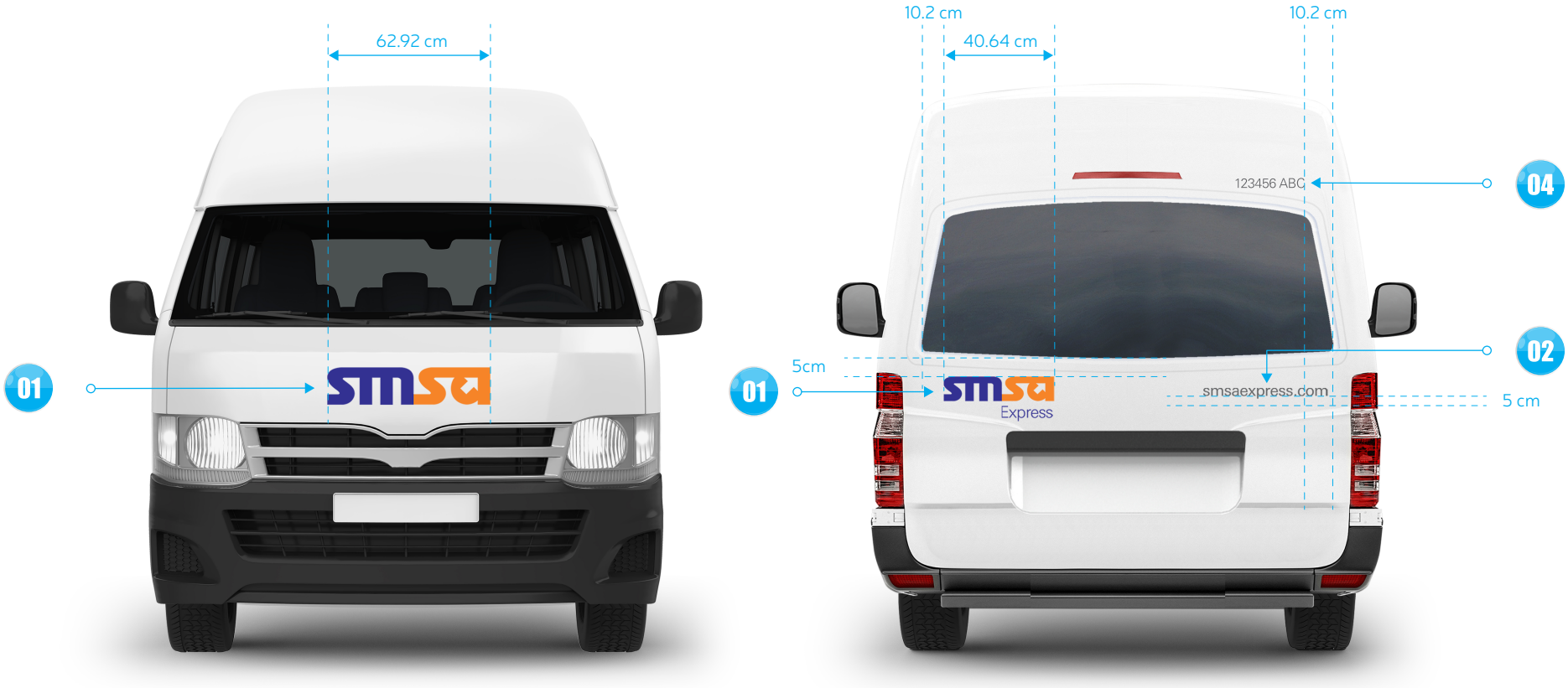
STEP 01 Position the ***wordmark*** 3.8 cm from the body line and slightly above the door slide as shown.

STEP 02 Position the ***descriptor*** slightly below the door slide and align with the wordmark as shown.

STEP 03 Center the ***URL*** horizontally between the door handle and the door crease and position slightly above the body line as shown.

STEP 04 Position the ***Toll-Free No.*** 7.6 cm below the URL and align with both sides of the URL as shown.

• FRONT & REAR



FRONT

STEP 01 — Center the ***wordmark*** horizontally and position as shown.

BACK

STEP 01 — Position the ***wordmark*** 10.2 cm from the tail light and align with the top of the "x" in the signature as shown above.

STEP 02 — Position the ***URL*** 10.2 cm from the tail light and align the the top of the "x" in the signature as shown.

DECAL PLACEMENT INSTRUCTIONS

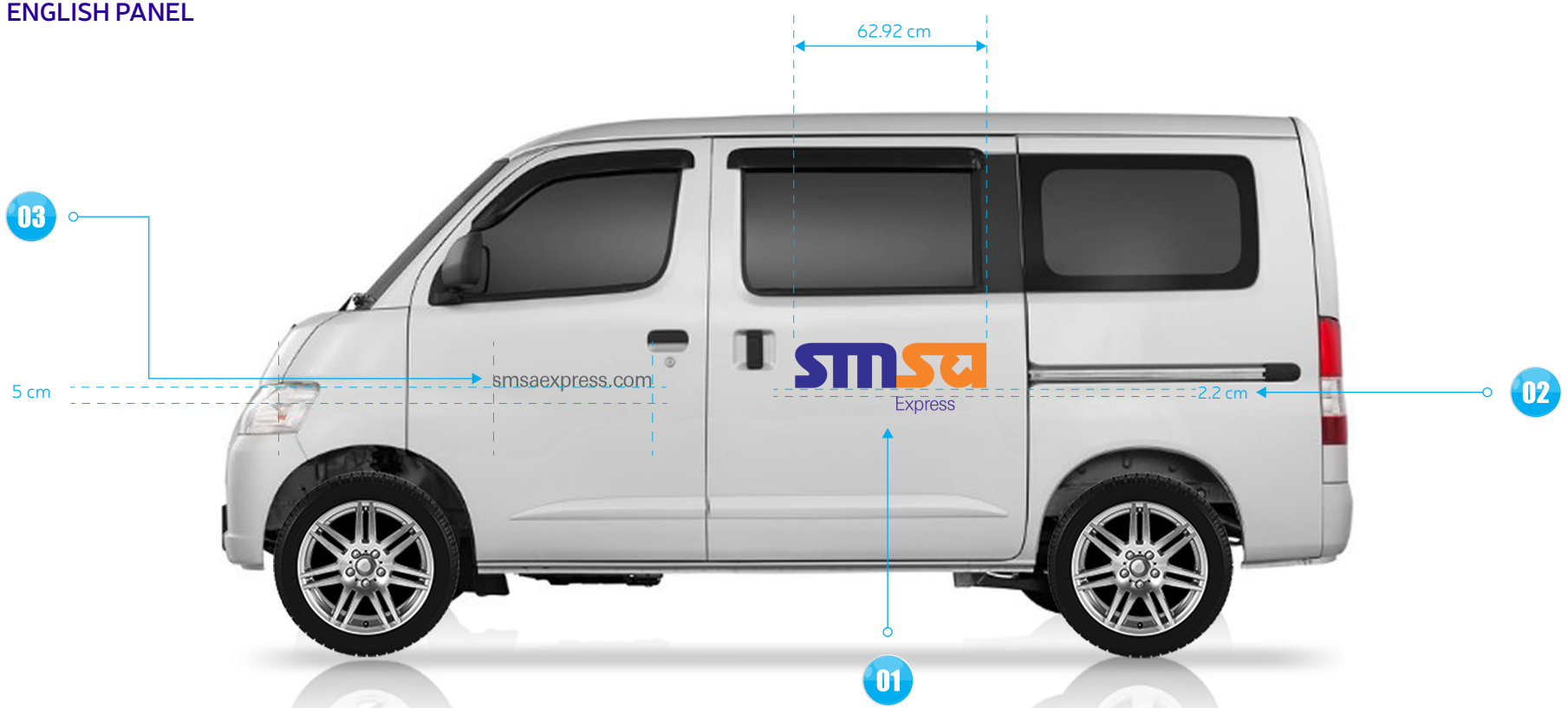
STEP 03 — Position the ***Toll Free No.*** 5 cm below the URL and align with both sides of the URL as shown.

STEP 04 — Position the ***Asset Number*** slightly above the bottom of the door and align with the right side of the URL as shown.


DAIHATSU
GRAN MAX

4.4.5 DAIHATSU GRAN MAX

- ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

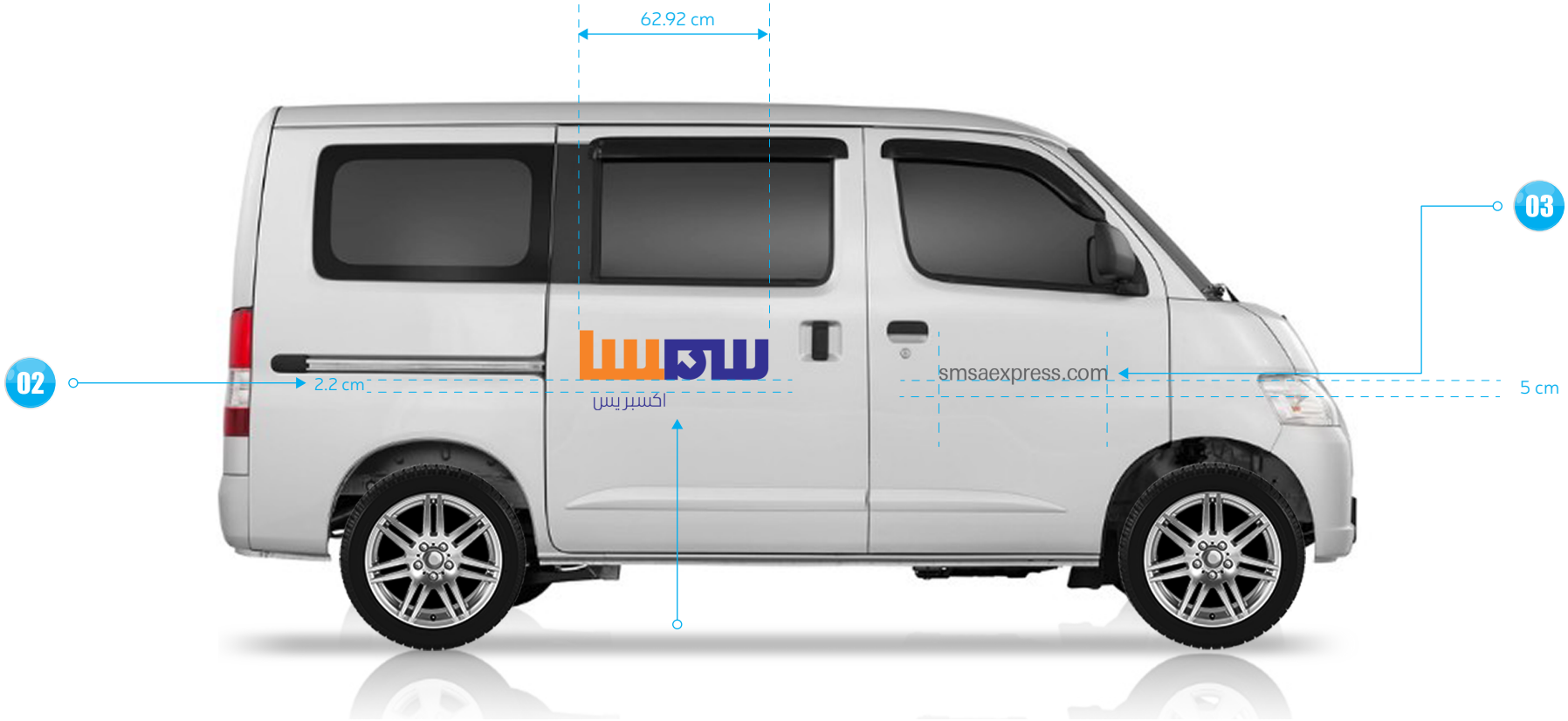
STEP 01 Center the ***wordmark*** horizontally between the door handle and door crease and align with the bottom of the door slide as shown.

STEP 02 Position the ***descriptor*** 2.2 cm below the wordmark and right-align with the "E" in the wordmark.

STEP 03 Center the ***URL*** on the cab door and align with the bottom of the door slide as shown.

STEP 04 Position the ***Toll-Free No.*** 5cm below the URL and align with both sides of the URL as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

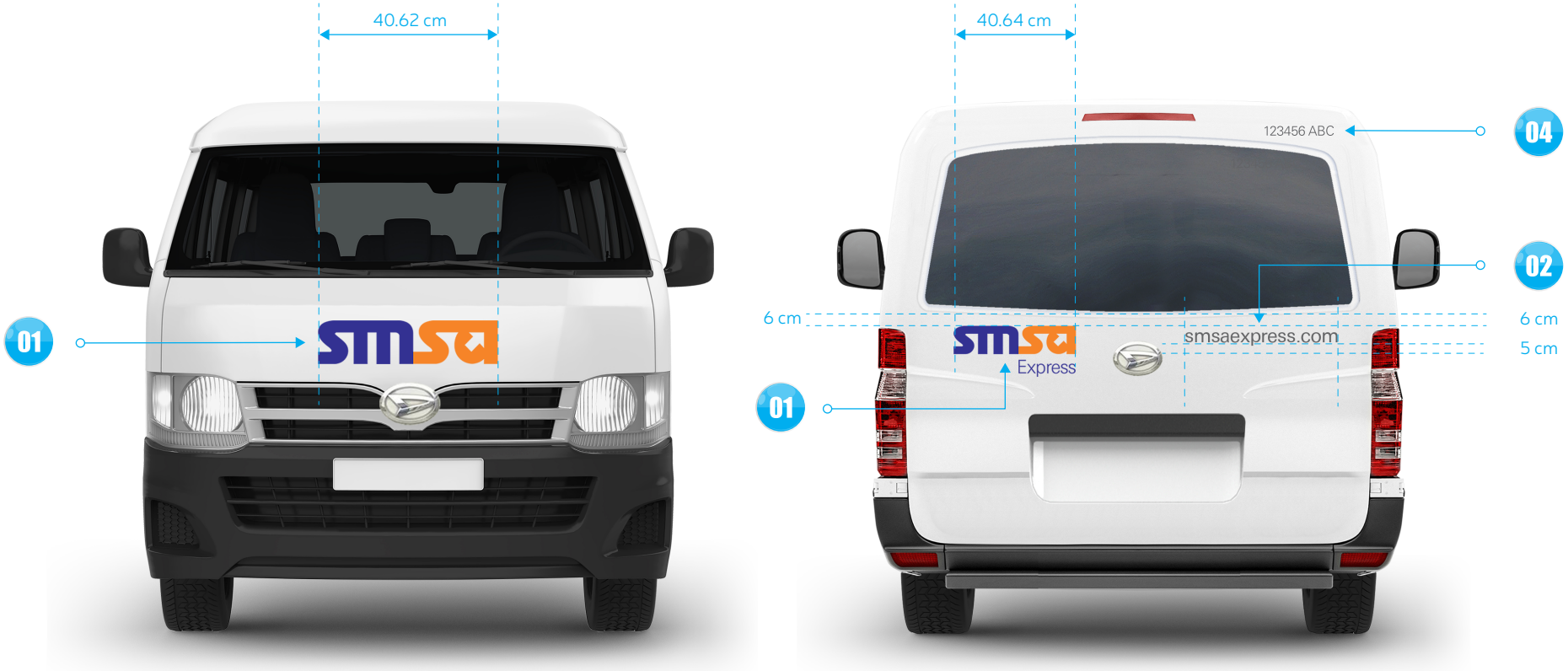
STEP 01 Center the ***wordmark*** horizontally between the door handle and door crease and align with the bottom of the door slide as shown.

STEP 02 Position the ***descriptor*** 2.2 cm below the wordmark and right-align with the "E" in the wordmark.

STEP 03 Center the ***URL*** on the cab door and align with the bottom of the door slide as shown.

STEP 04 Position the ***Toll-Free No.*** 5cm below the URL and align with both sides of the URL as shown.

• FRONT & REAR



FRONT

STEP 01 — Center the ***wordmark*** horizontally as shown and position slightly above thr front emblem.

BACK

STEP 01 — Center the ***wordmark*** on the left side of the door and po sition 6 cm below the window as shown above.

STEP 02 — Position the ***URL*** 6 cm below the window and center horizontally on the right side of the door as showm n.

STEP 03 — Position the ***Toll Free No.*** 5 cm below the URL and align on both sides of the URL as shown.

STEP 04 — Position the ***Asset Number*** slightly above the window and align with the left side of the URL as shown.

DECAL PLACEMENT INSTRUCTIONS

SEMI TRAILER

4.4.6 TRUCK SEMI-TRAILER

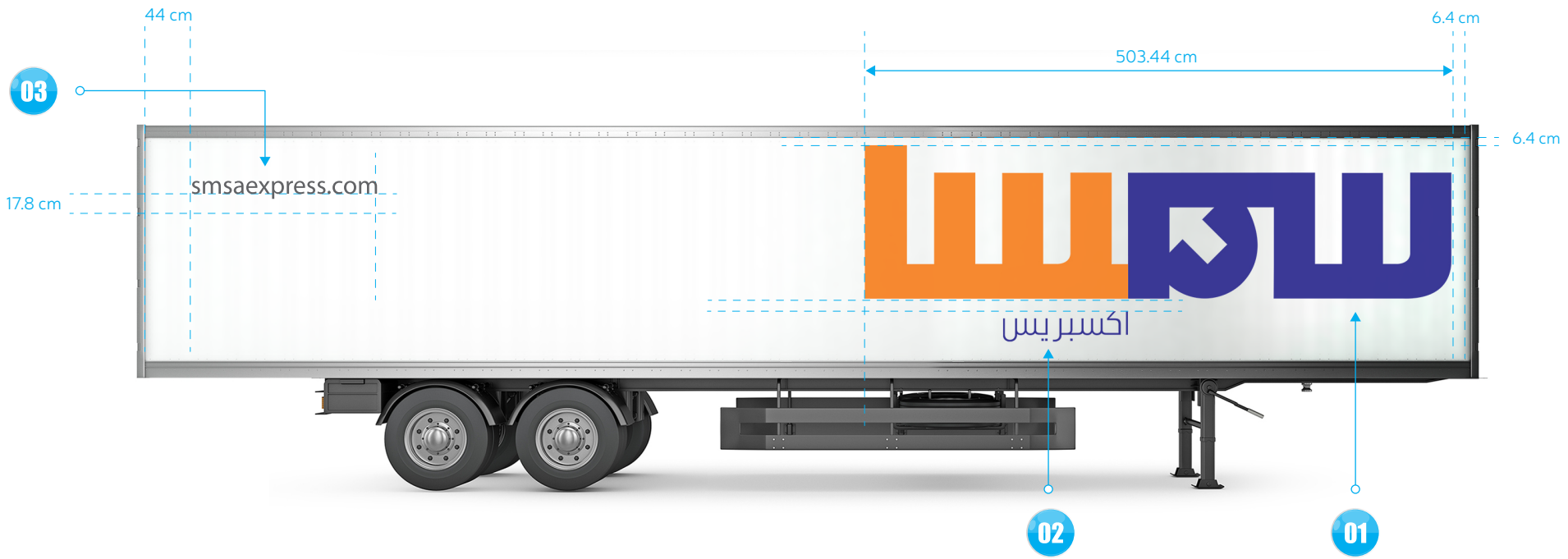
- ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01	Position the ***wordmark*** 6.4 cm from the the top rail and 6.4 from the front rail as shown.	STEP 02	Position the ***descriptor*** slightly below the bottom rail and align within the wordmark as shown.	STEP 03	Position the ***URL*** 44 cm from the front rail and align within the wordmark as shown.	STEP 04	Position the ***Toll-Free No.*** 17.8 cm below the URL and align with both sides of the URL as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***wordmark*** 6.4 cm from the the top rail and 6.4 from the front rail as shown.

STEP 02 Position the ***descriptor*** slightly below the bottom rail and align within the wordmark as shown.

STEP 03 Position the ***URL*** 44 cm from the front rail and align within the wordmark as shown.

STEP 04 Position the ***Toll-Free No.*** 17.8 cm below the URL and align with both sides of the URL as shown.

• FRONT & REAR





FRONT

STEP 01 — Center the ***wordmark*** horizontally and position 3.5 cm below the top rail as shown.

BACK

STEP 01 — Center the ***wordmark*** and position slightly below tht top door hinges as shown above.

STEP 02 — Position the ***Descriptor*** 4.7 cm below the wordmark and align with the "E" in the wordmark as shown.

STEP 03 — Position the ***URL*** 20 cm below the descriptor and align with the "E" in the wordmark as shown.

STEP 04 — Position the ***Toll Free No.*** 5 cm below the URL and align with "E" in the wordmark as shown.

DECAL PLACEMENT INSTRUCTIONS

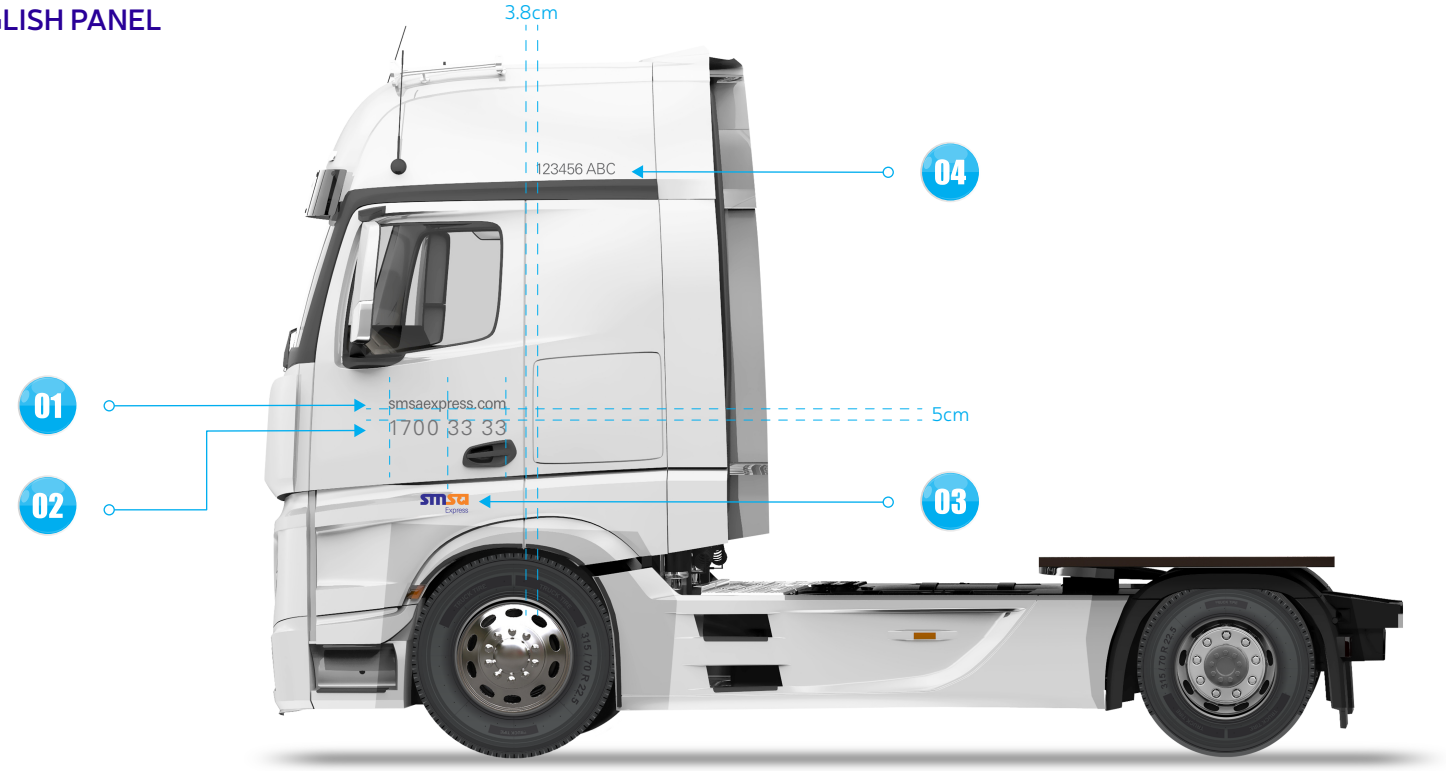


ACTROS

TRAILER TRUCK

4.4.7 ACTROS TRAILER TRUCK

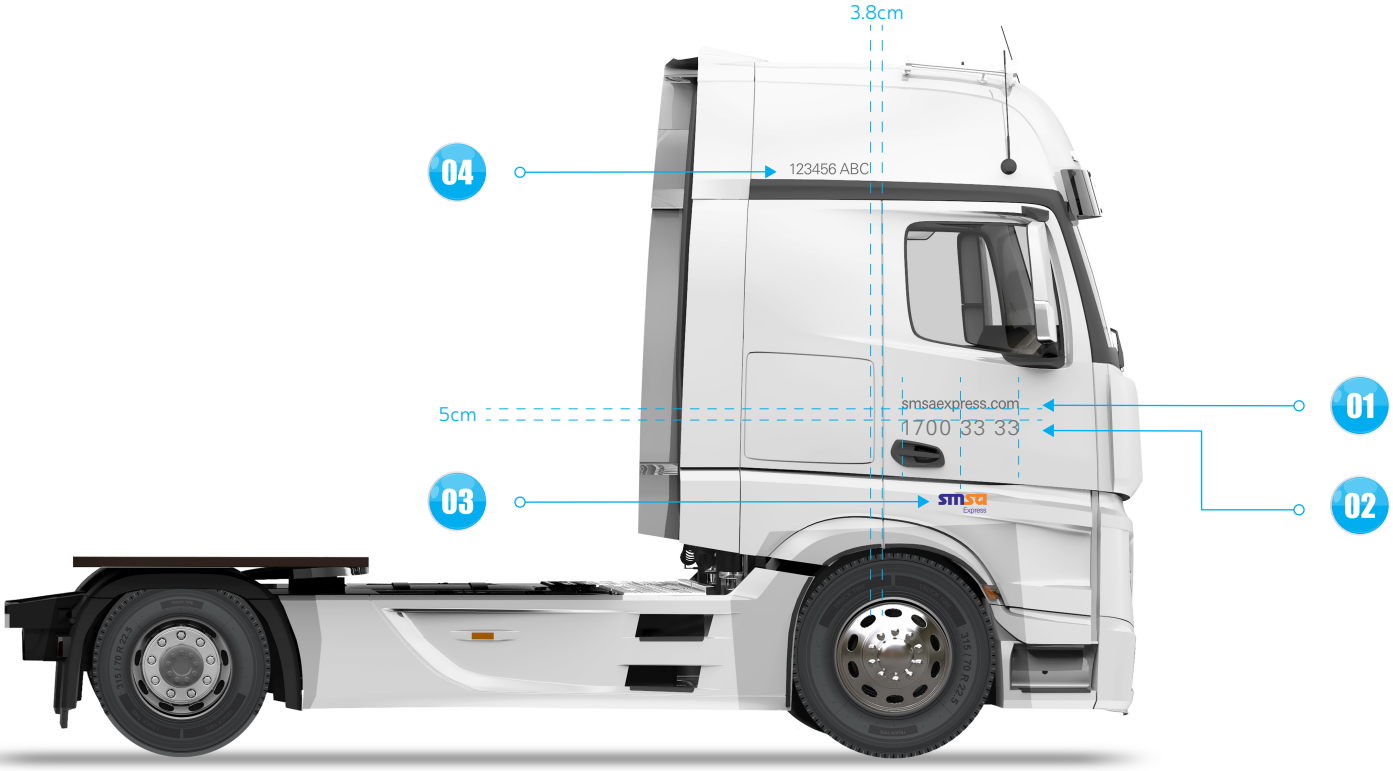
- ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01	Position the ***URL*** slightly below the body line and slightly to the right of the mirror as shown.	STEP 02	Position the ***Toll-Free No.*** 5 cm below the URL and align with both sides of URL	STEP 03	Center the ***wordmark*** horizontally with the URL and position slightly below the body line as shown.	STEP 04	Position the ***Asset Number*** 5 cm from the cab door crease and slightly above the body line as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

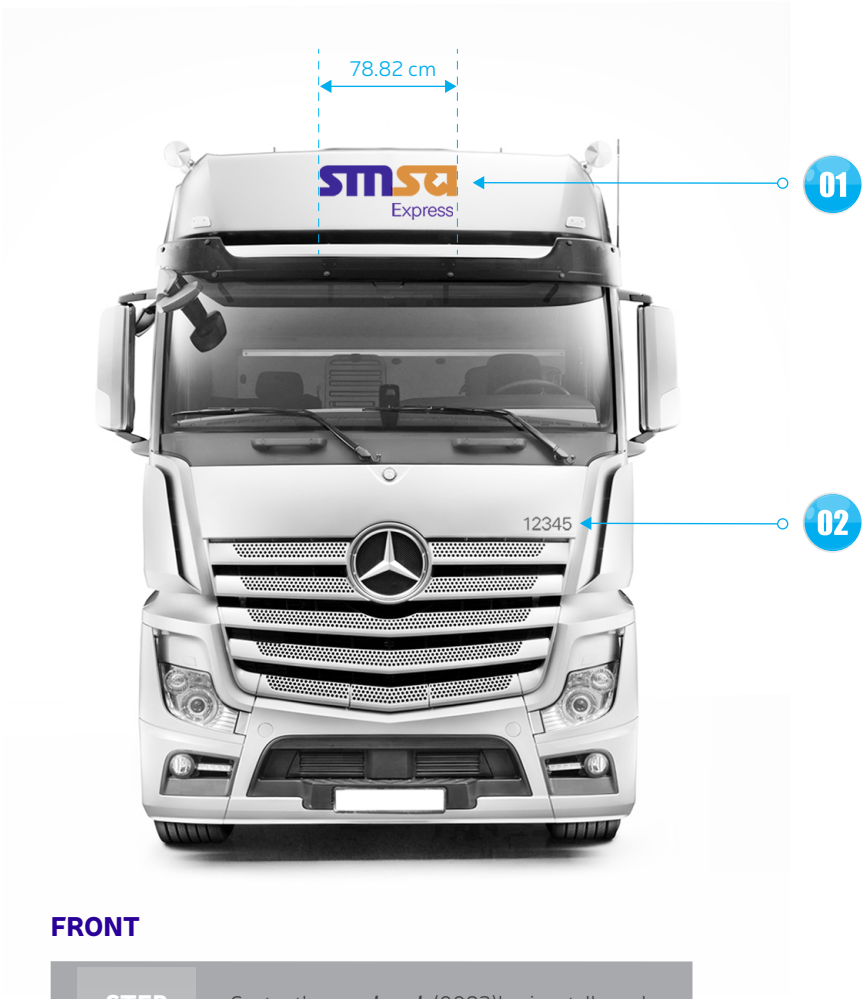
STEP 01 Position the ***URL*** slightly below the body line and slightly to the right of the mirror as shown.

STEP 02 Position the ***Toll-Free No.*** 5 cm below the URL and align with both sides of URL

STEP 03 Center the ***wordmark*** horizontally with the URL and position slightly below the body line as shown.

STEP 04 Position the ***Asset Number*** 5 cm from the cab door crease and slightly above the body line as shown.

• FRONT & REAR



FRONT

STEP	
01	Center the ***wordmark*** (0082)horizontally and position as shown.

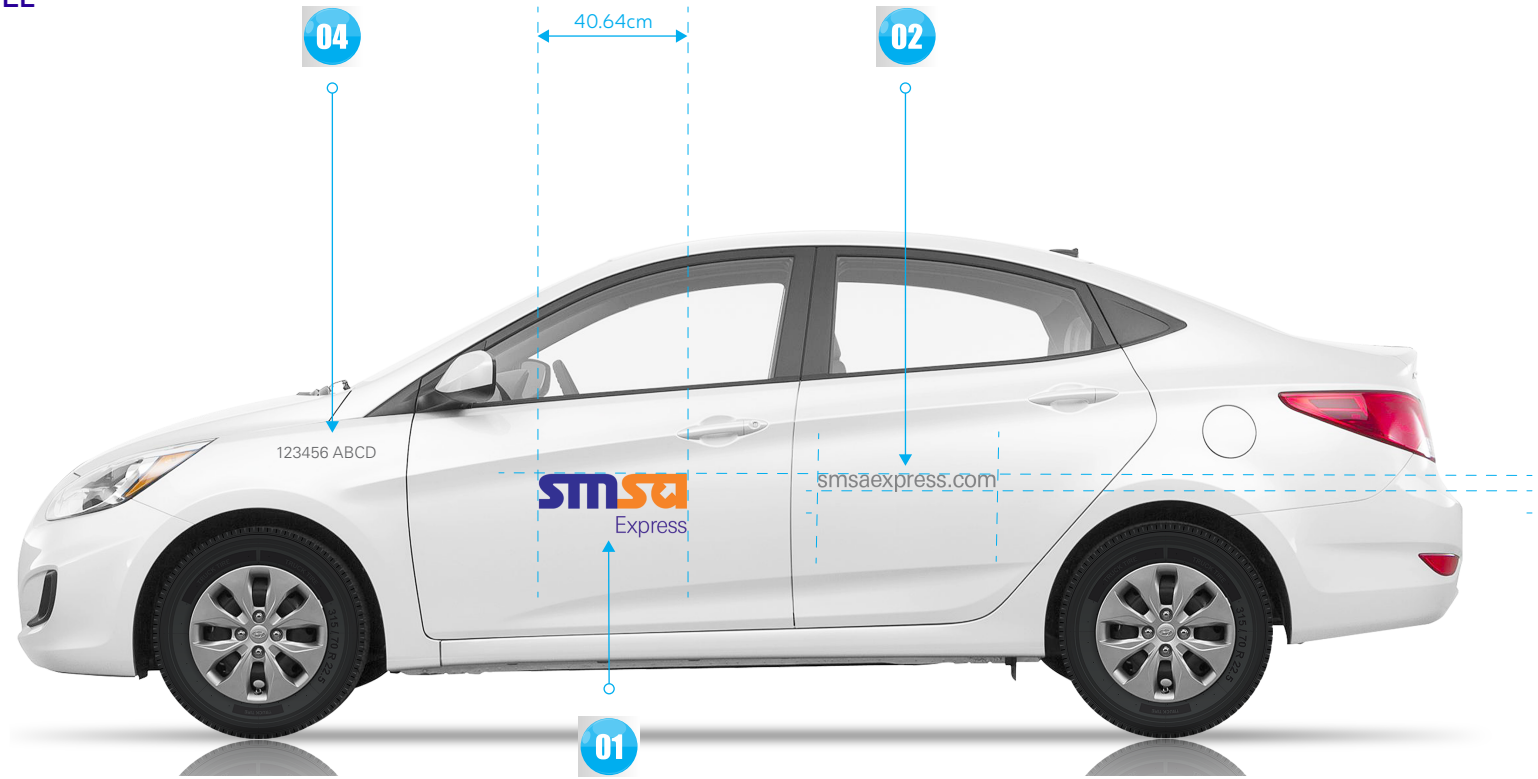


HYUNDAI

ACCENT

4.4.8 HYUNDAI ACCENT

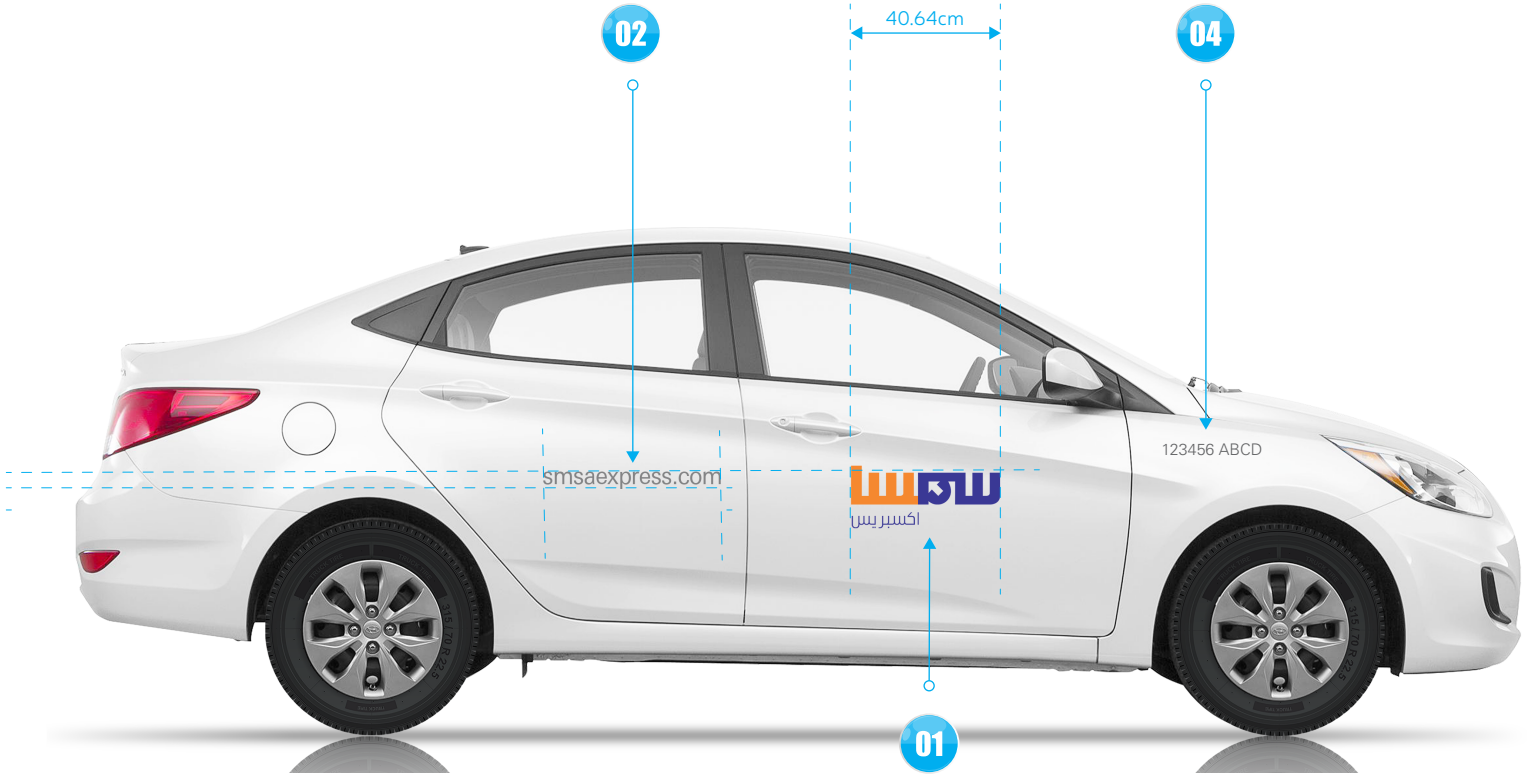
• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01	Center the ***wordmark*** horizontally on the front door and position 10cm below the window as shown.	STEP 02	Center the ***URL*** horizontally on the rear door and align with the top of the signature as shown.	STEP 03	Position the ***Toll-Free No.*** 3.2 cm below the URL and align with the left and right sides of the URL as shown.	STEP 04	Position the ***Asset Number*** as shown

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***wordmark*** (0075AR) 3.8 cm from the body line and slightly above the door slide as shown.

STEP 02 Position the ***descriptor*** (U0006CAR) slightly below the door slide and align with the wordmark as shown.

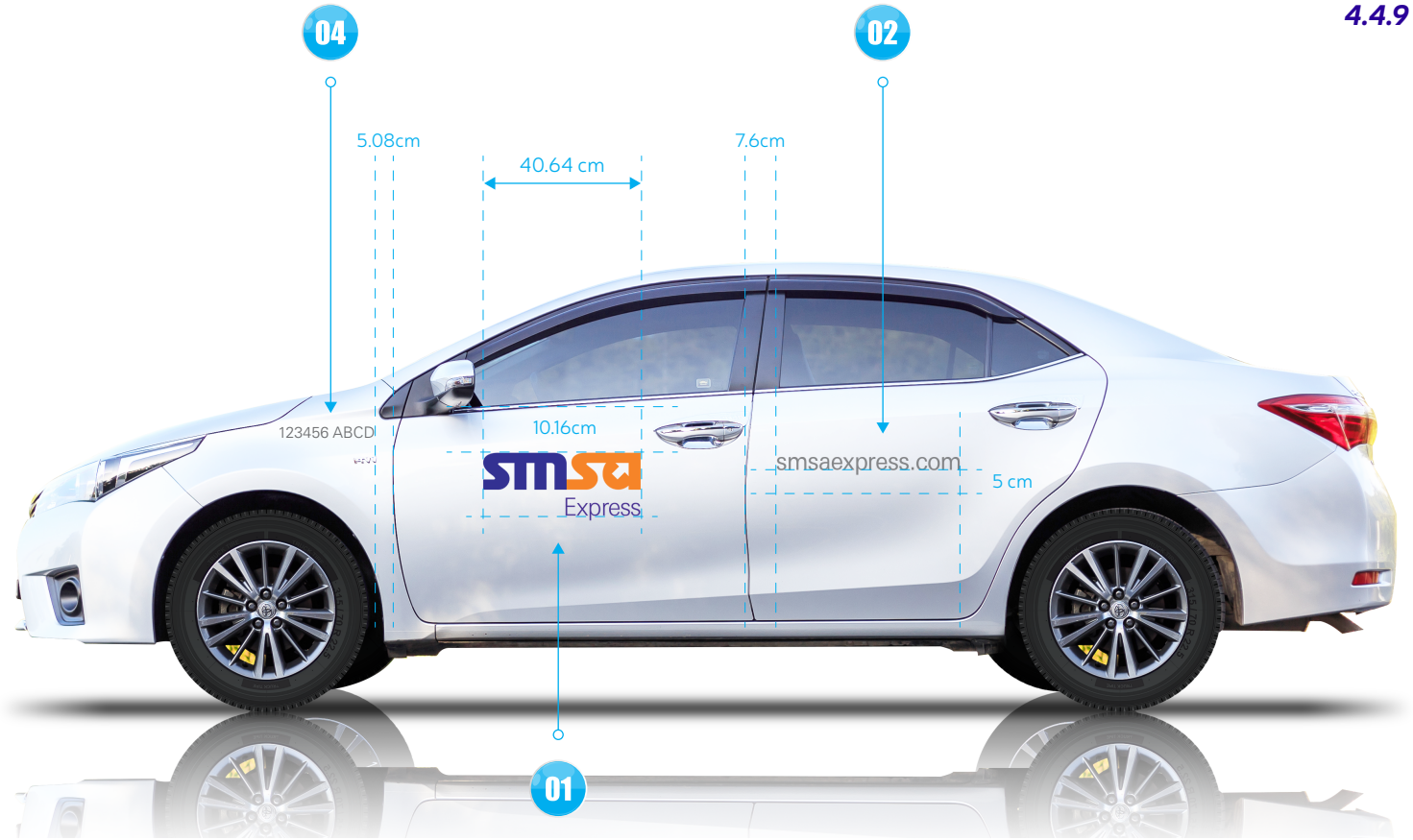
STEP 03 Center the ***URL*** (U0205D) horizontally between the door handle and the door crease and position slightly above the body line as shown.

STEP 04 Position the ***Toll-Free No.*** (U0201-2217) 7.6 cm below the URL and align with both sides of the URL as shown.


COROLLA

4.4.9 TOYOTA COROLLA

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

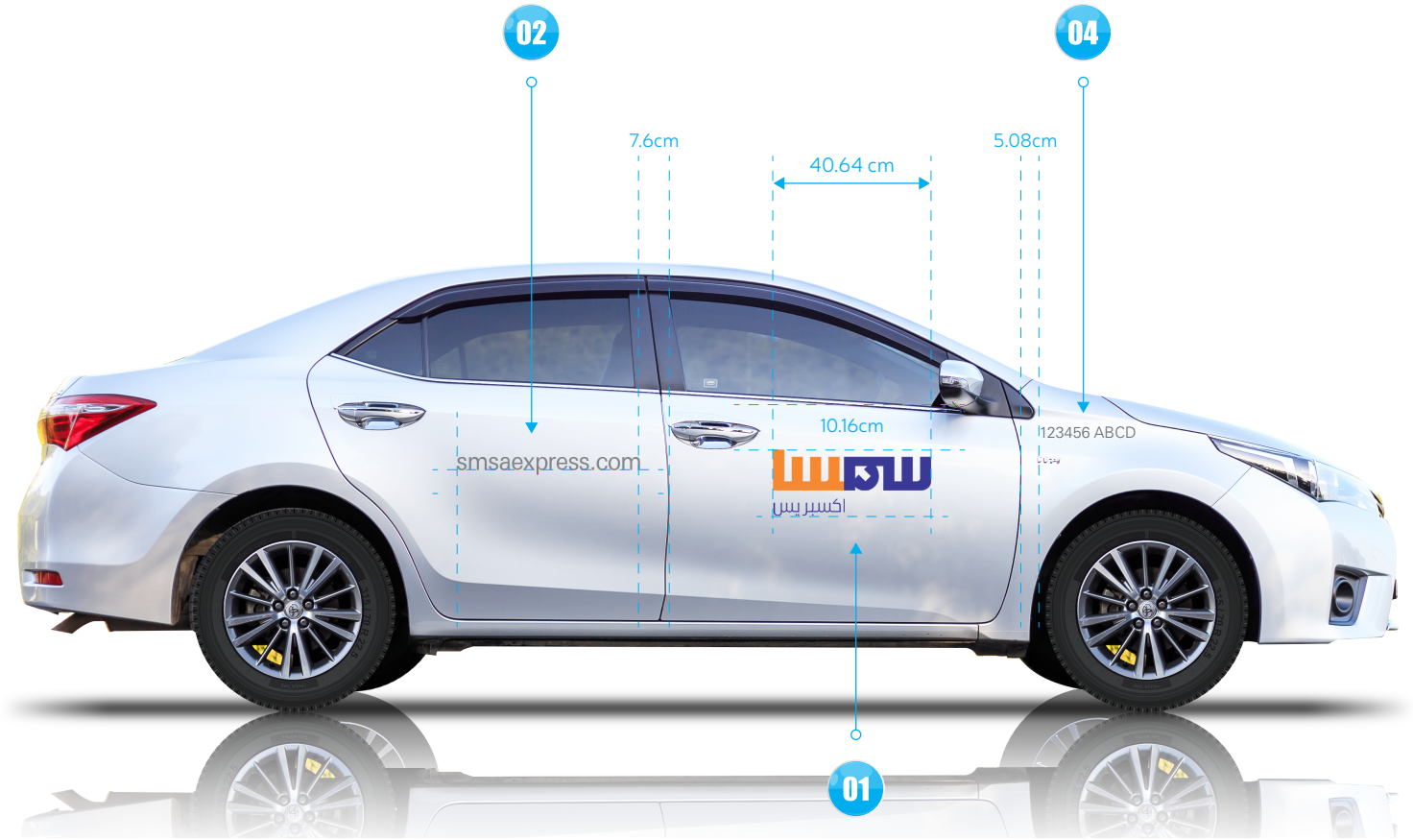
STEP 01 Center the ***wordmark*** horizontally on the front door and 10.16 cm below the window as shown.

STEP 02 Position the ***URL*** 7.6 cm to the right of the rear door crease and align with the top of the "E" in the signature as shown.

STEP 03 Position the ***Toll-Free No.*** 5. cm below the URL and align with the left and right sides of the URL.

STEP 04 Position the ***Asset No.*** 5.08 cm from the door crease and align as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Center the ***wordmark*** horizontally on the front door and 10.16 cm below the window as shown.

STEP 02 Position the ***URL*** 7.6 cm to the right of the rear door crease and align with the top of the "E" in the signature as shown.

STEP 03 Position the ***Toll-Free No.*** 5. cm below the URL and align with the left and right sides of the URL.

STEP 04 Position the ***Asset No.*** 5.08 cm from the door crease and align as shown.

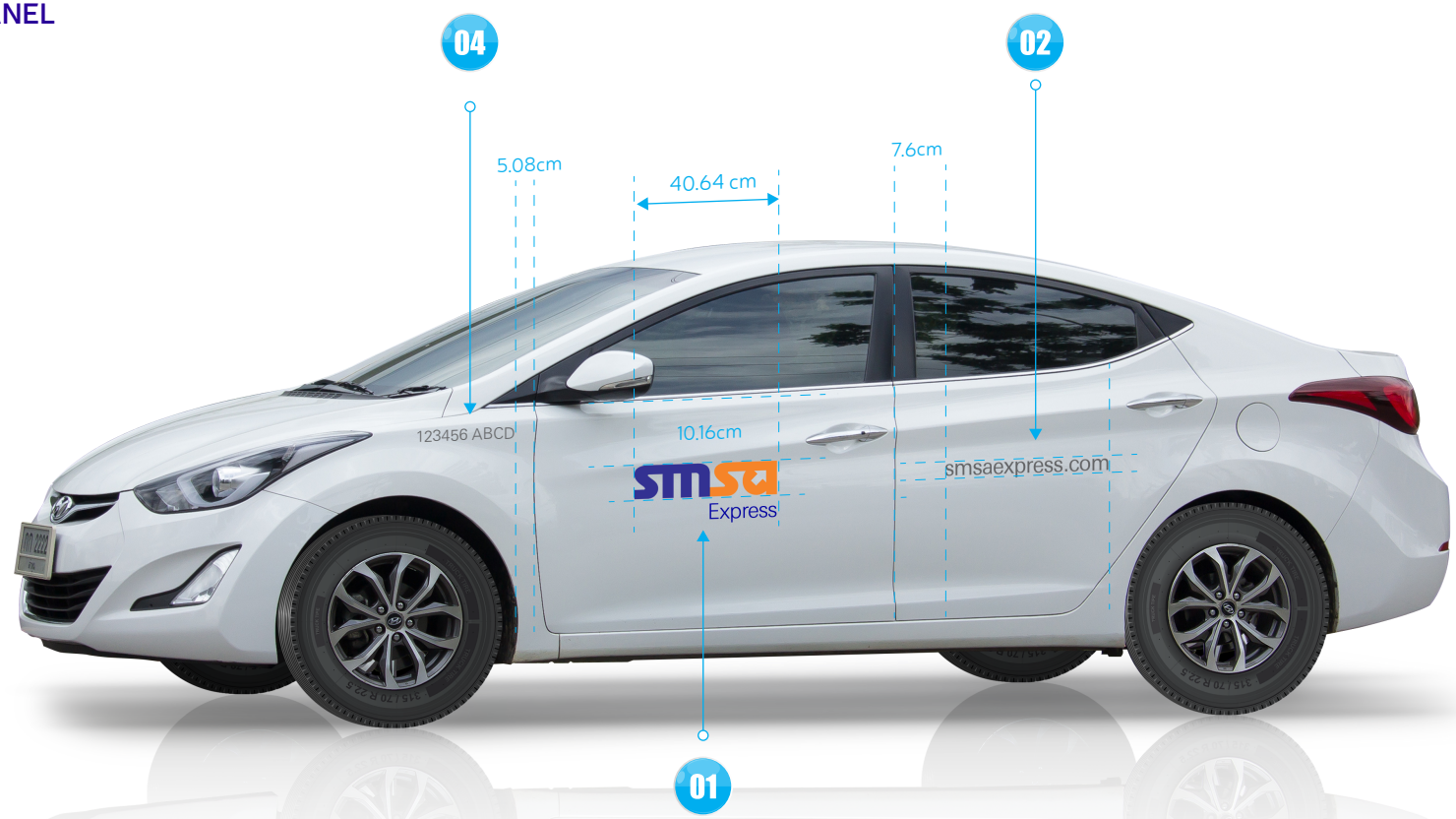


HYUNDAI

ELANTRA

4.4.10 HYUNDAI ELANTRA SEDAN

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

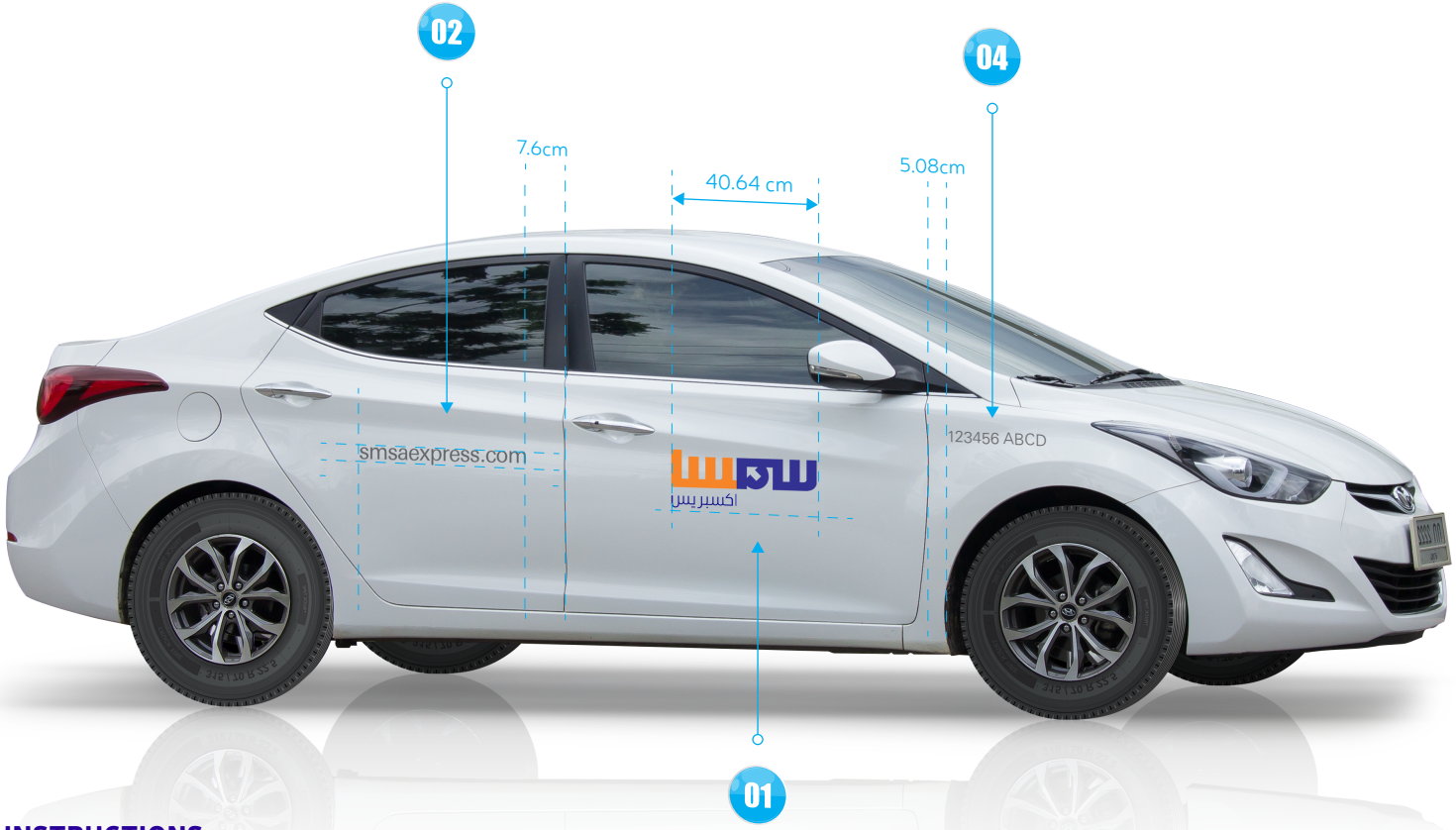
STEP 01 Center the ***wordmark*** horizontally on the front door and 10.16 cm below the window as shown.

STEP 02 Position the ***URL*** 7.6 cm to the right of the rear door crease and align with the top of the "E" in the signature as shown.

STEP 03 Position the ***Toll-Free No.*** 5. cm below the URL and align with the left and right sides of the URL.

STEP 04 Position the ***Asset No.*** 5.08 cm from the door crease and align as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Center the ***wordmark*** horizontally on the front door and 10.16 cm below the window as shown.

STEP 02 Position the ***URL*** 7.6 cm to the right of the rear door crease and align with the top of the "E" in the signature as shown.

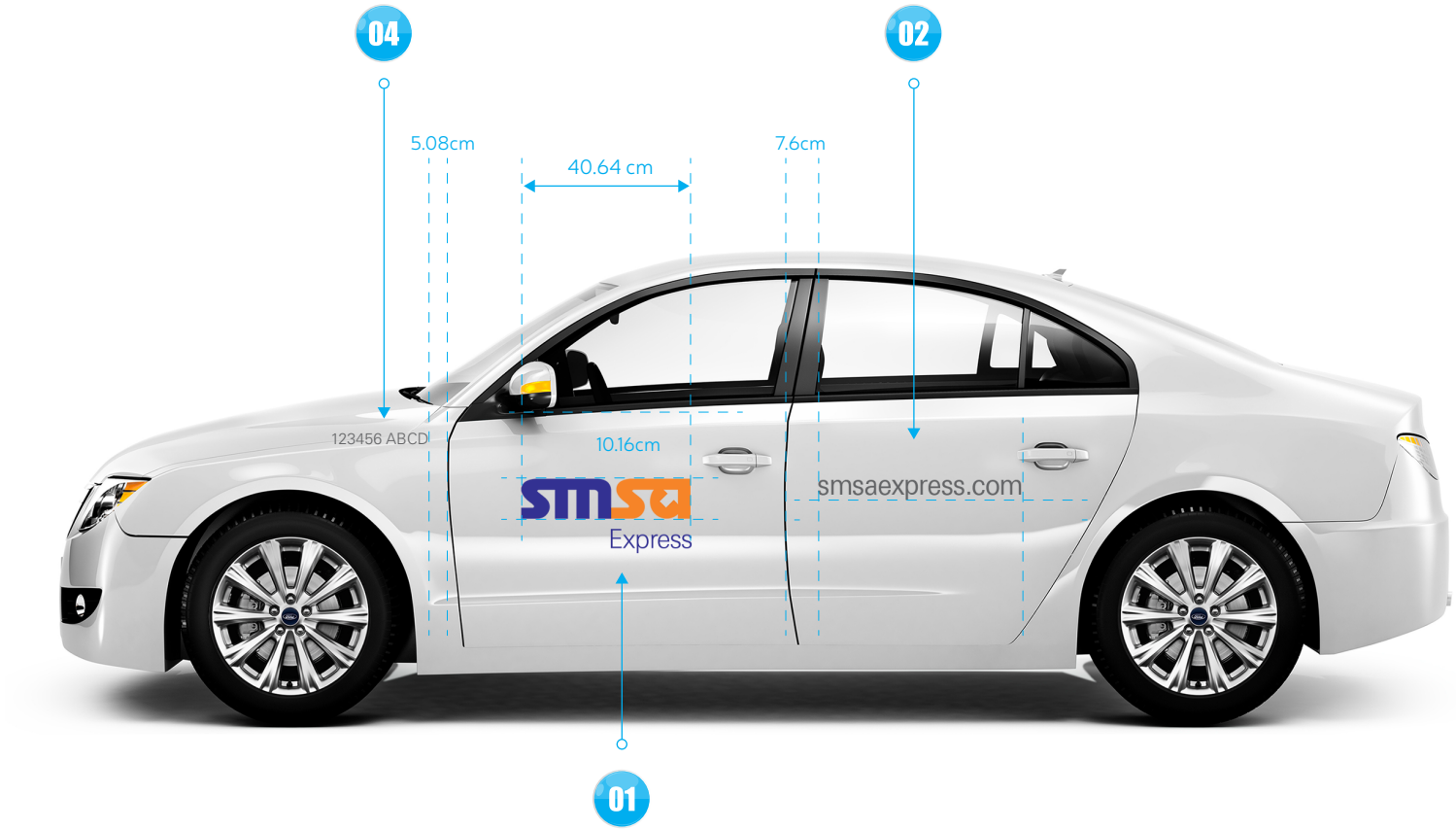
STEP 03 Position the ***Toll-Free No.*** 5. cm below the URL and align with the left and right sides of the URL.

STEP 04 Position the ***Asset No.*** 5.08 cm from the door crease and align as shown.


Ford
Figo

4.4.11 FORD FIGO

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

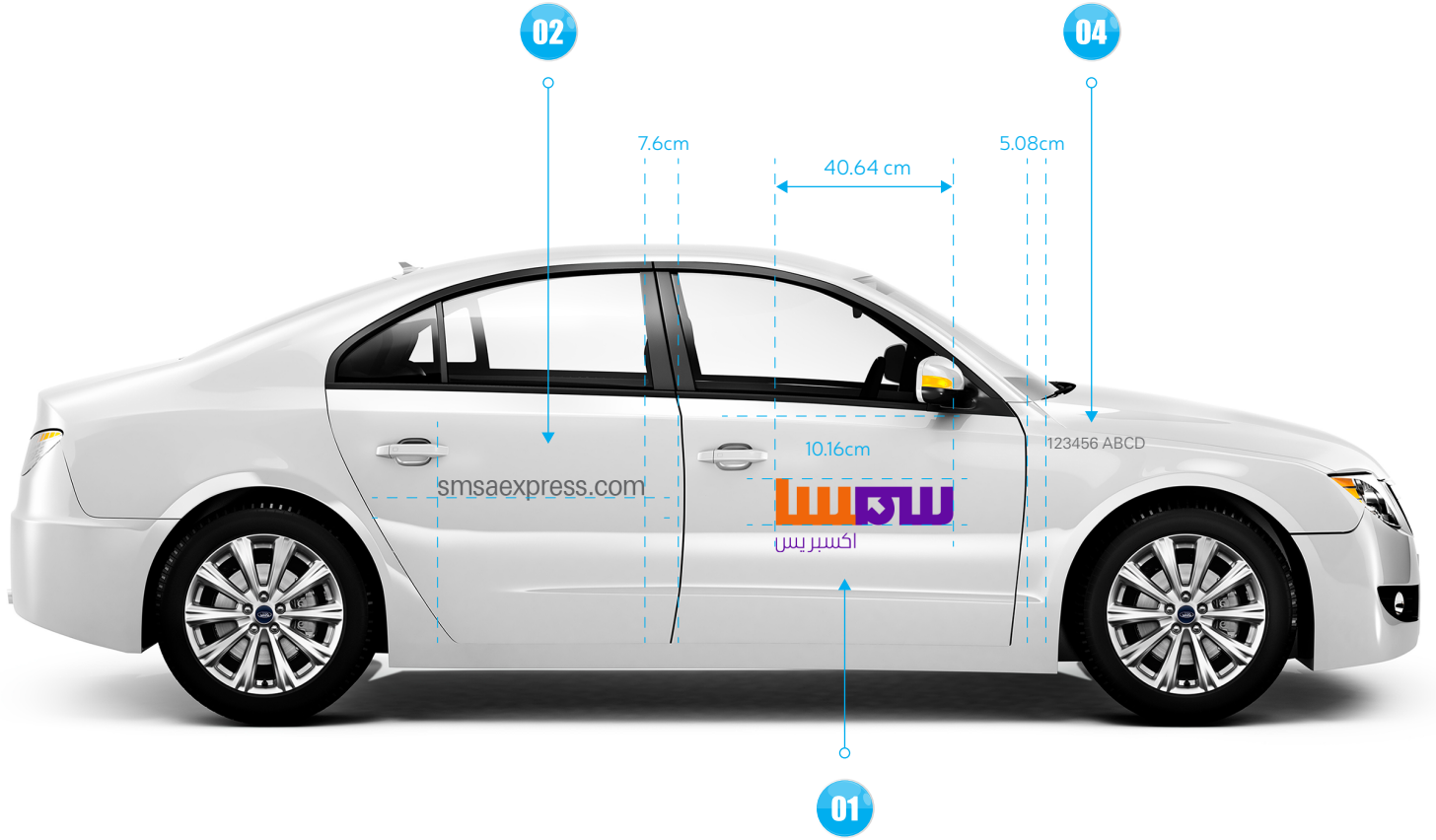
STEP 01 Center the ***wordmark*** horizontally on the front door and 10.16 cm below the window as shown.

STEP 02 Position the ***URL*** 7.6 cm to the right of the rear door crease and align with the top of the "E" in the signature as shown.

STEP 03 Position the ***Toll-Free No.*** 5. cm below the URL and align with the left and right sides of the URL.

STEP 04 Position the ***Asset No.*** 5.08 cm from the door crease and align as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Center the ***wordmark*** horizontally on the front door and 10.16 cm below the window as shown.

STEP 02 Position the ***URL*** 7.6 cm to the right of the rear door crease and align with the top of the "E" in the signature as shown.

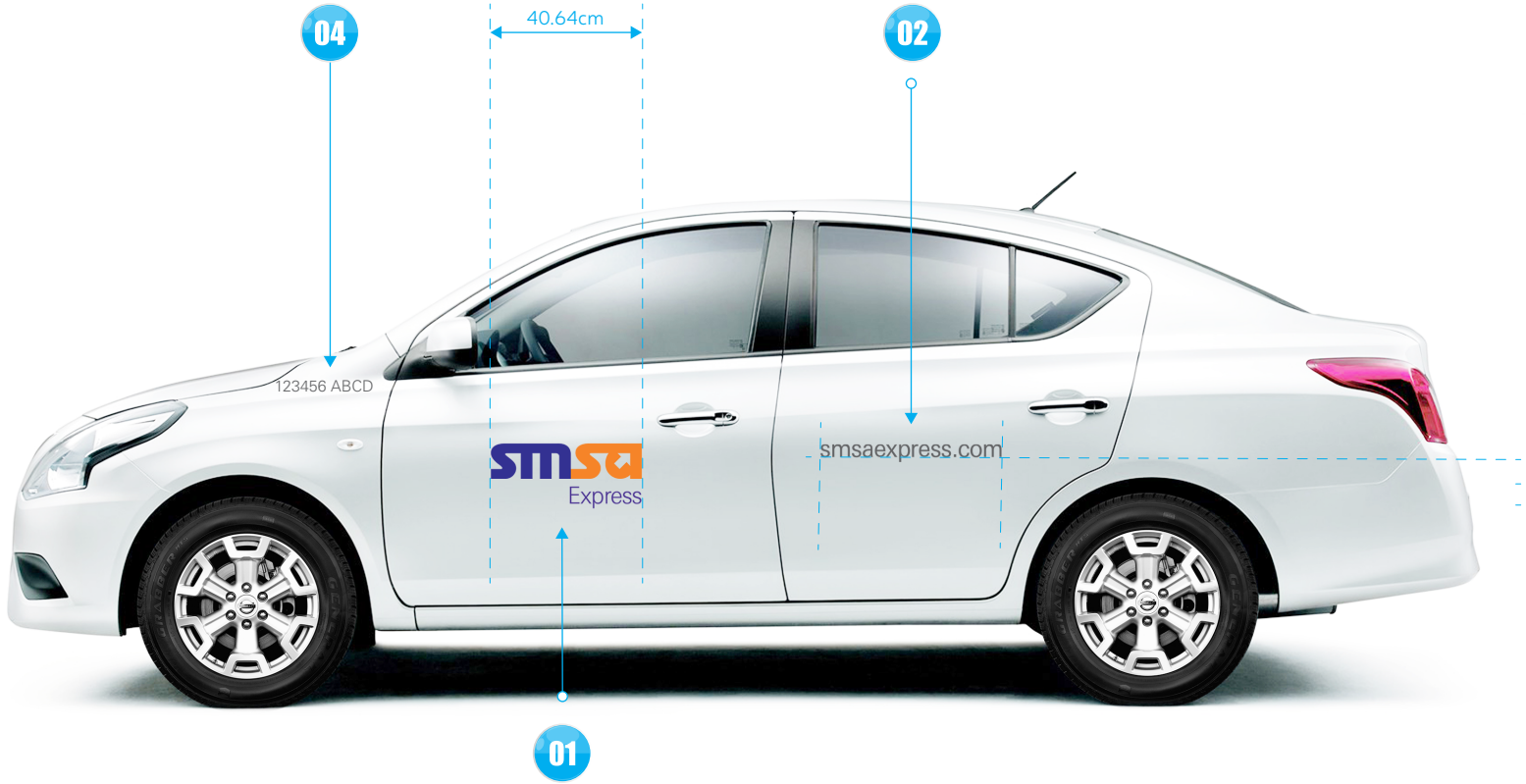
STEP 03 Position the ***Toll-Free No.*** 5. cm below the URL and align with the left and right sides of the URL.

STEP 04 Position the ***Asset No.*** 5.08 cm from the door crease and align as shown.


NISSAN
Sunny

4.4.12 NISSAN SUNNY

• ENGLISH PANEL

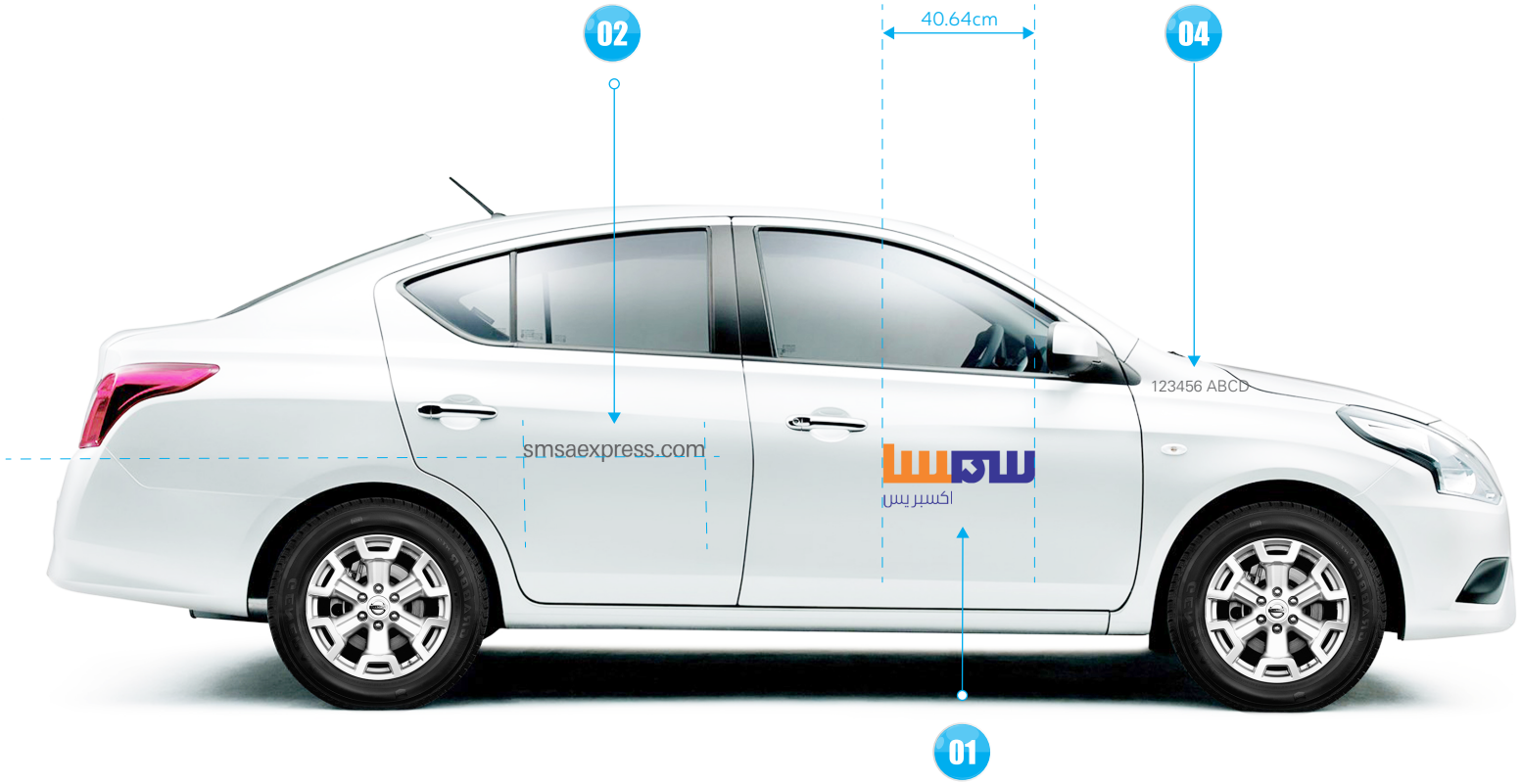


DECAL PLACEMENT INSTRUCTIONS

STEP 01	Center the ***wordmark*** horizontally on the front door and position 10cm below the window as shown.	STEP 02	Center the ***URL*** horizontally on the rear door and align with the top of the signature as shown.	STEP 03	Position the ***Toll-Free No.*** 5cm below the URL and align with the left and right sides of the URL as shown.	STEP 04	Position the ***Asset Number*** as shown

SMSA Express

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Center the ***wordmark*** horizontally on the front door and position 10cm below the window as shown.

STEP 02 Center the ***URL*** horizontally on the rear door and align with the top of the signature as shown.

STEP 03 Position the ***Toll-Free No.*** 5cm below the URL and align with the left and right sides of the URL as shown.

STEP 04 Position the ***Asset Number*** as shown


NISSAN
URVAN

4.4.13 NISSAN URVAN

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***wordmark*** on the center the body line and slightly above the door slide as shown.

STEP 02 Position the ***descriptor*** 10.1 cm below the wordmark and right-align on the orange color "S" of the wordmark.

STEP 03 Center the ***URL*** horizontally between the door handle and the door crease and position slightly above the body line as shown.

STEP 04 Position the ***Toll-Free No.*** 7.5 cm below the URL and align with both sides of the URL as shown.

• ARABIC PANEL



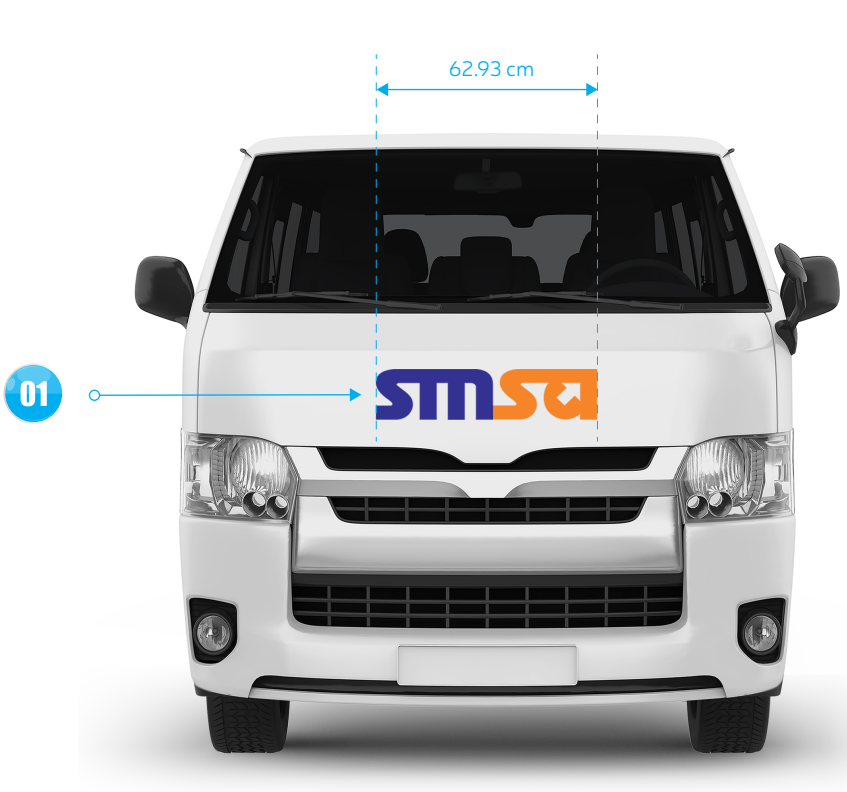
DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***wordmark*** on the center the body line and slightly above the door slide as shown.

STEP 02 Position the ***descriptor*** 13 cm below the wordmark and right-align on the orange color of the word signature.

STEP 03 Center the ***URL*** horizontally between the door handle and the door crease and position slightly above the body line as shown.

STEP 04 Position the ***Toll-Free No.*** 7.5 cm below the URL and align with both sides of the URL as shown.





FRONT

STEP	
01	Center the ***wordmark*** horizontally as shown and position slightly above the front emblem.

BACK

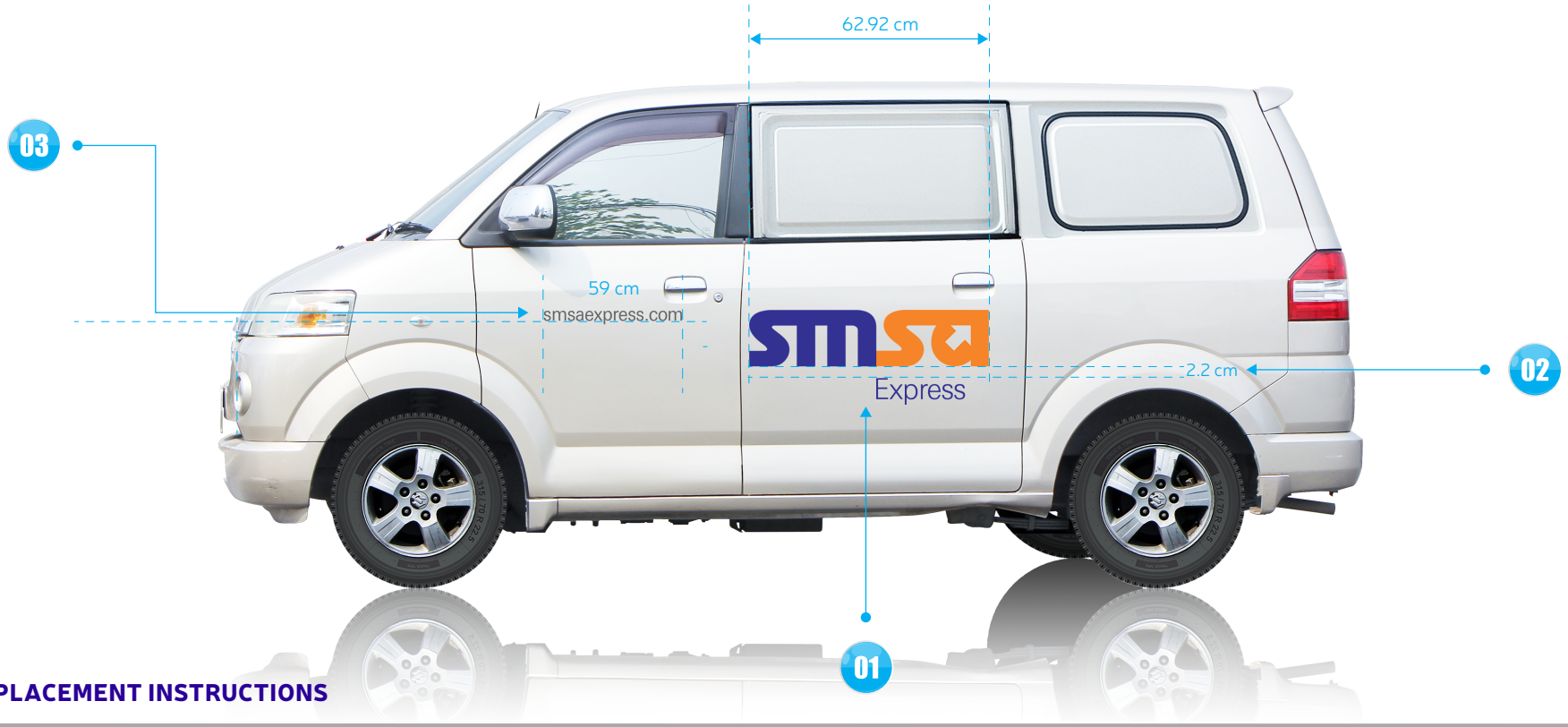
STEP	
01	Center the ***wordmark*** on the left side of the door and position 5 cm below the window as shown above.
02	Position the ***URL*** 7 cm below the window and center horizontally on the right side of the door as shown.
03	Position the ***Toll Free No.*** 5 cm below the URL and align on both sides of the URL as shown.
04	Position the ***Asset Number*** slightly above the window and align with the left side of the URL as shown.

DECAL PLACEMENT INSTRUCTIONS


SUZUKI
APV
UTILITY VAN

4.4.14 SUZUKI APV UTILITY VAN

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

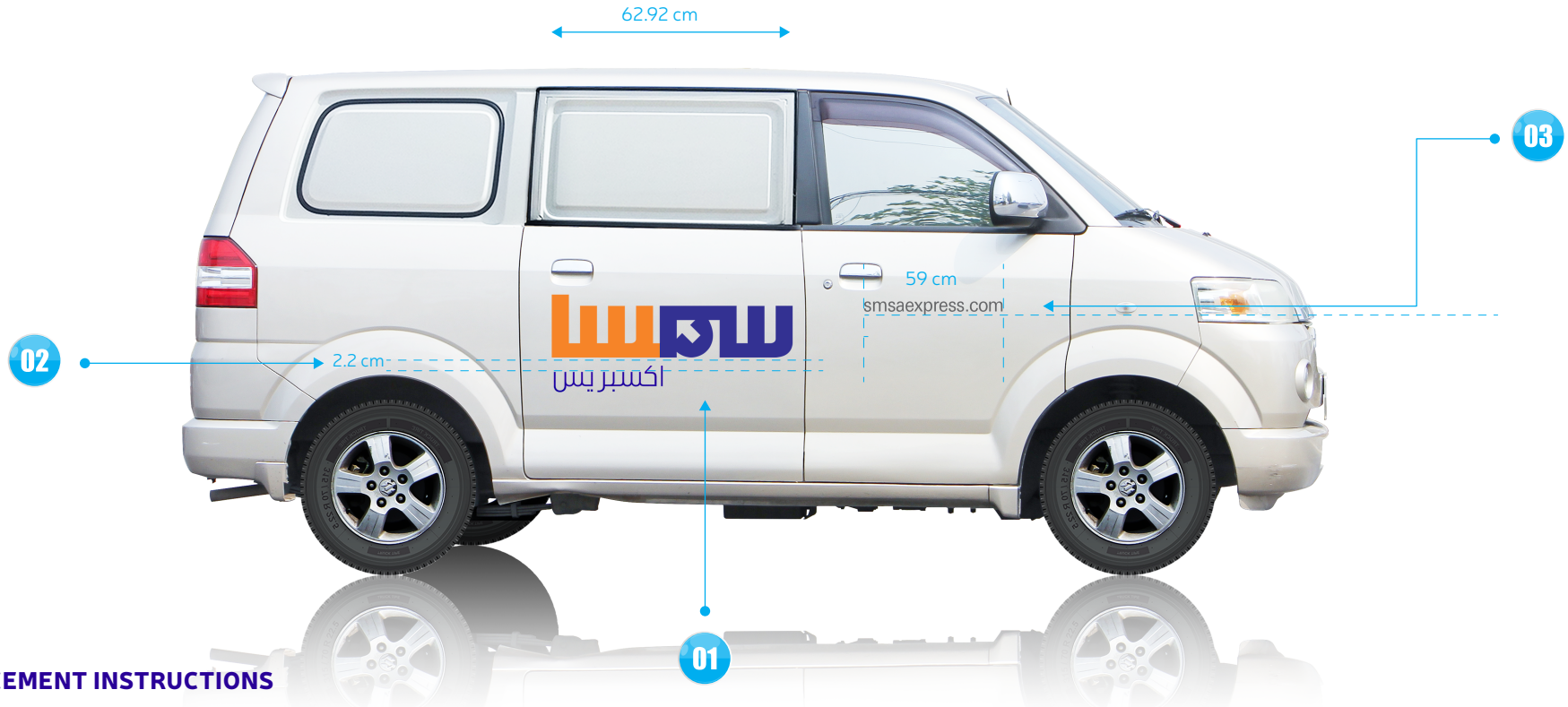
STEP 01 Center the ***wordmark*** horizontally between the door handle and door crease and align with the bottom of the door slide as shown.

STEP 02 Position the ***descriptor*** 2.2 cm below the wordmark and right-align with the "E" in the wordmark.

STEP 03 Center the ***URL*** on the cab door and align with the bottom of the door slide as shown.

STEP 04 Position the ***Toll-Free No.*** 5cm below the URL and align with both sides of the URL as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

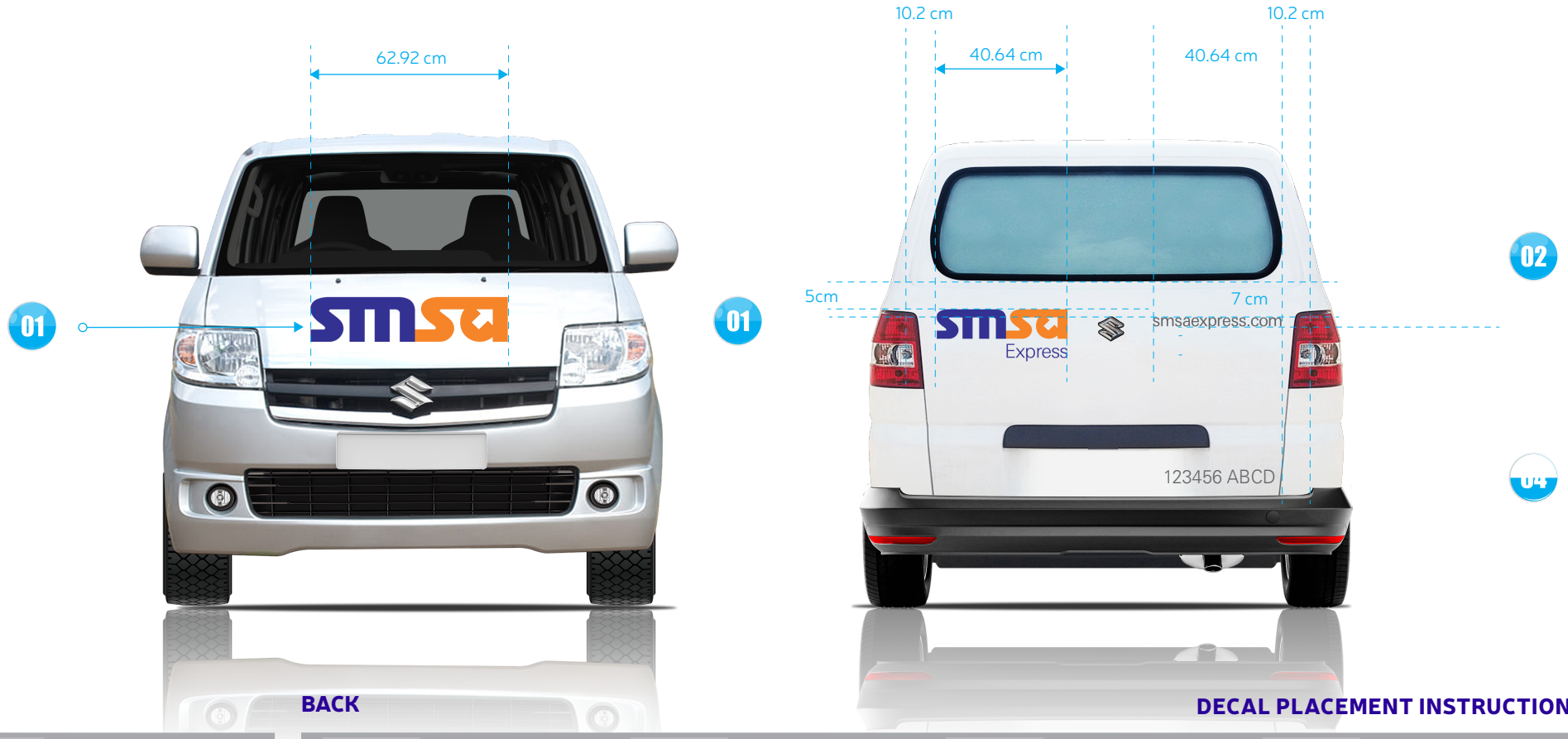
STEP 01 Center the ***wordmark*** horizontally between the door handle and door crease and align with the bottom of the door slide as shown.

STEP 02 Position the ***descriptor*** 2.2 cm below the wordmark and right-align with the orange colored Arabic of the wordmark.

STEP 03 Center the ***URL*** on the cab door and align with the bottom of the door slide as shown.

STEP 04 Position the ***Toll-Free No.*** 5cm below the URL and align with both sides of the URL as shown.

• FRONT & REAR



FRONT

BACK

DECAL PLACEMENT INSTRUCTIONS

STEP 01 — Center the ***wordmark*** horizontally as shown and position slightly above thr front emblem.

STEP 01 — Center the ***wordmark*** on the left side of the door and position 6 cm below the window as shown above.

STEP 02 — Position the ***URL*** 6 cm below the window and center horizontally on the right side of the door as shown.

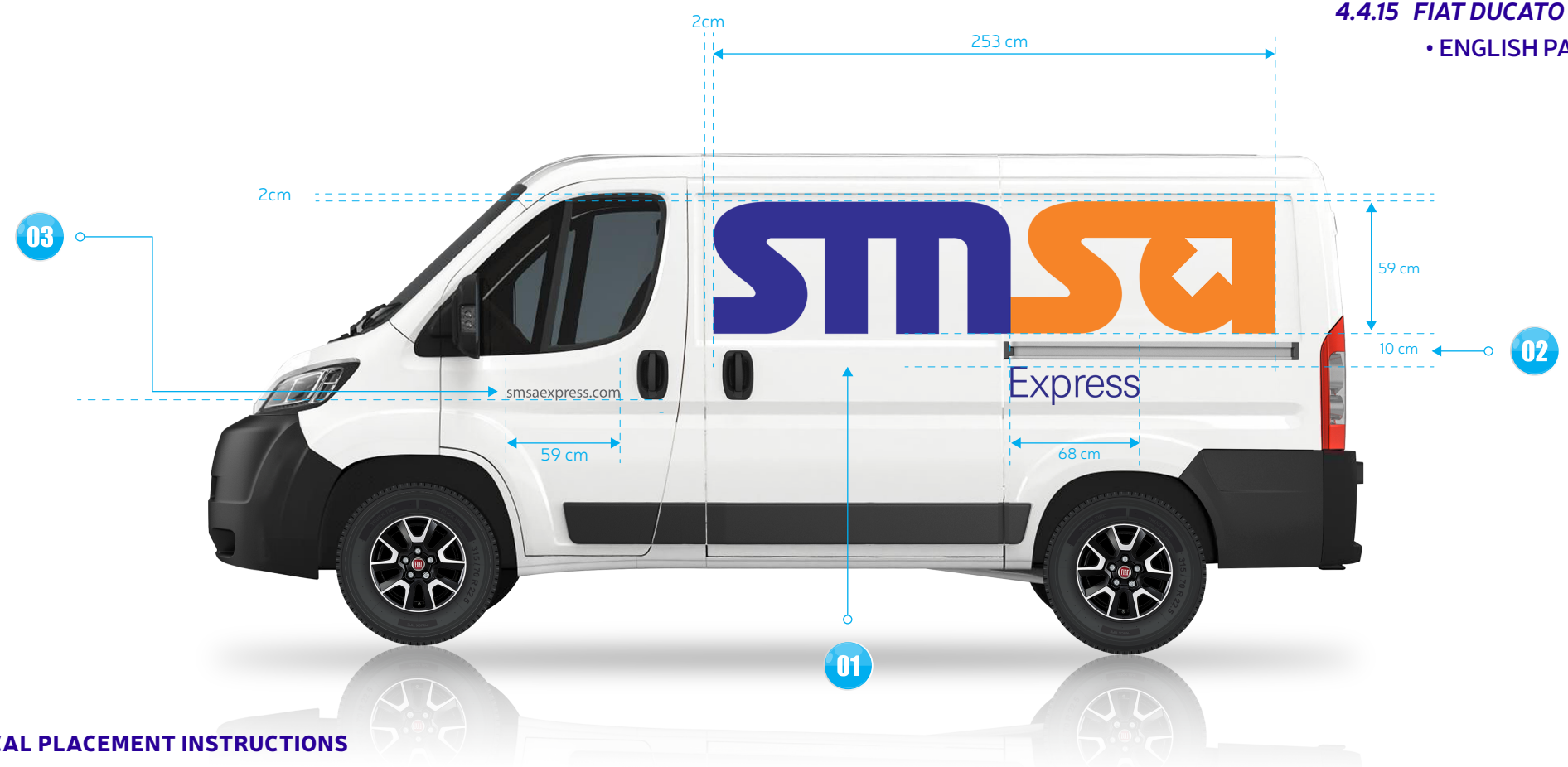
STEP 03 — Position the ***Toll Free No.*** 5 cm below the URL and align on both sides of the URL as shown.

STEP 04 — Position the ***Asset Number*** slightly above the window and align with the left side of the URL as shown.


FIAT
DUCATO

4.4.15 FIAT DUCATO VAN

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

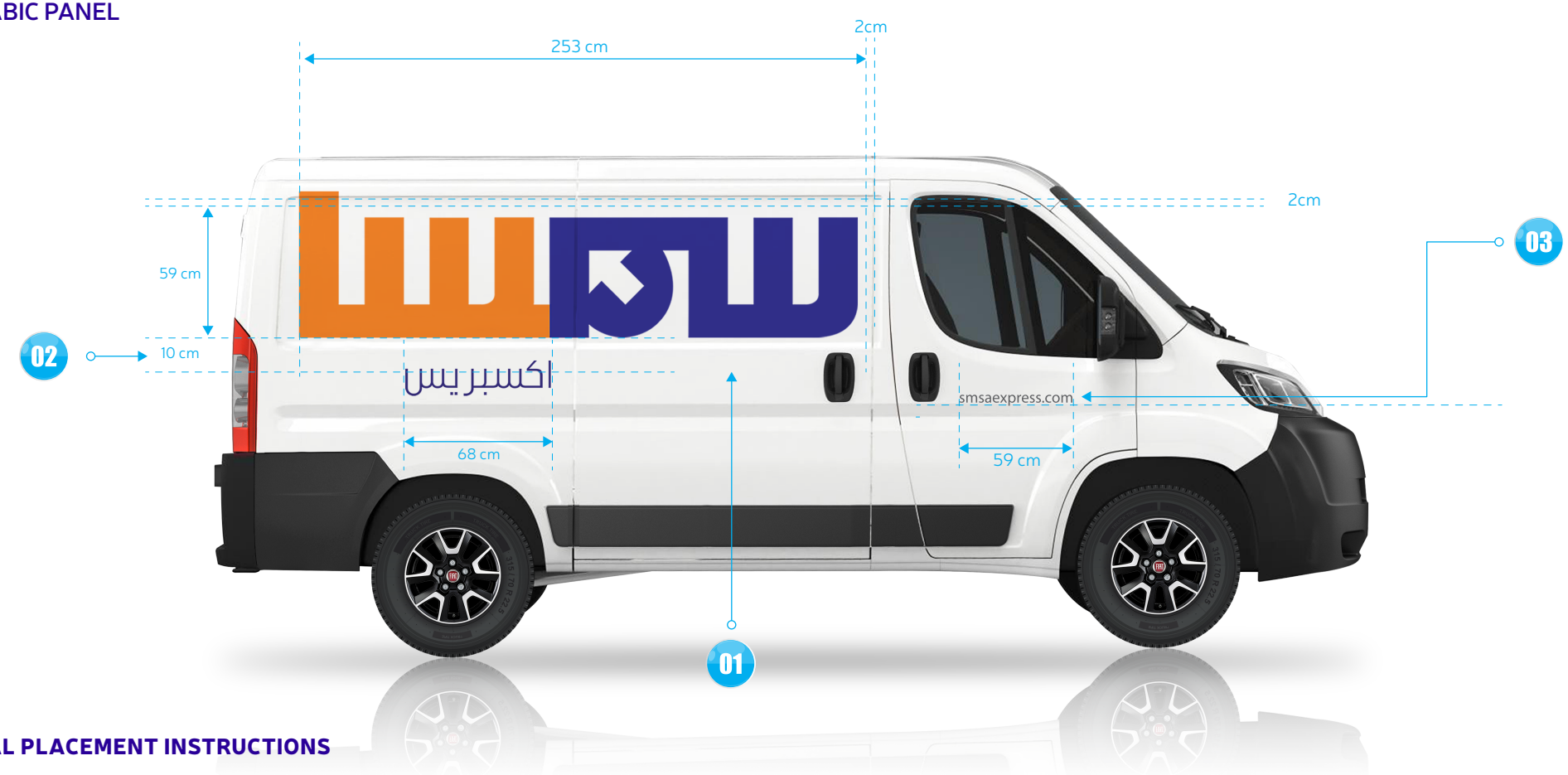
STEP 01 Position the ***wordmark*** 2cm from the top rail and 2cm from the front rail as shown.

STEP 02 Position the ***descriptor*** 10cm below the wordmark and align the "E" of the descriptor to the orange of the wordmark as shown.

STEP 03 Center the ***URL*** horizontally on the cab door and slightly below the window as shown

STEP 04 Position the ***Asset Number*** below the URL and justify both edges on the URL as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***wordmark*** 2cm from the top rail and 2cm from the front rail as shown.

STEP 02 Position the ***descriptor*** 10cm below the wordmark and align the "E" of the descriptor to the orange of the wordmark as shown.

STEP 03 Center the ***URL*** horizontally on the cab door and slightly below the window as shown

STEP 04 Position the ***Asset Number*** below the URL and justify both edges on the URL as shown.

• FRONT & REAR



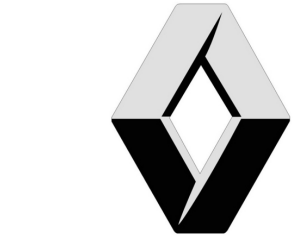
DECAL PLACEMENT INSTRUCTIONS

FRONT

STEP	
01	Center the ***wordmark*** horizontally as shown and position slightly above thr front emblem.

BACK

STEP		STEP		STEP		STEP	
01	Center the ***wordmark*** and position slightly below tht top door hinges as shown above.	02	Position the ***URL*** 6 cm below the window and center horizontally on the right side of the door as shown.	03	Position the ***Toll Free No.*** 3 cm below the URL and align on both sides of the URL as shown.	04	Position the ***Asset Number*** slightly above the window and align with the left side of the URL as shown.

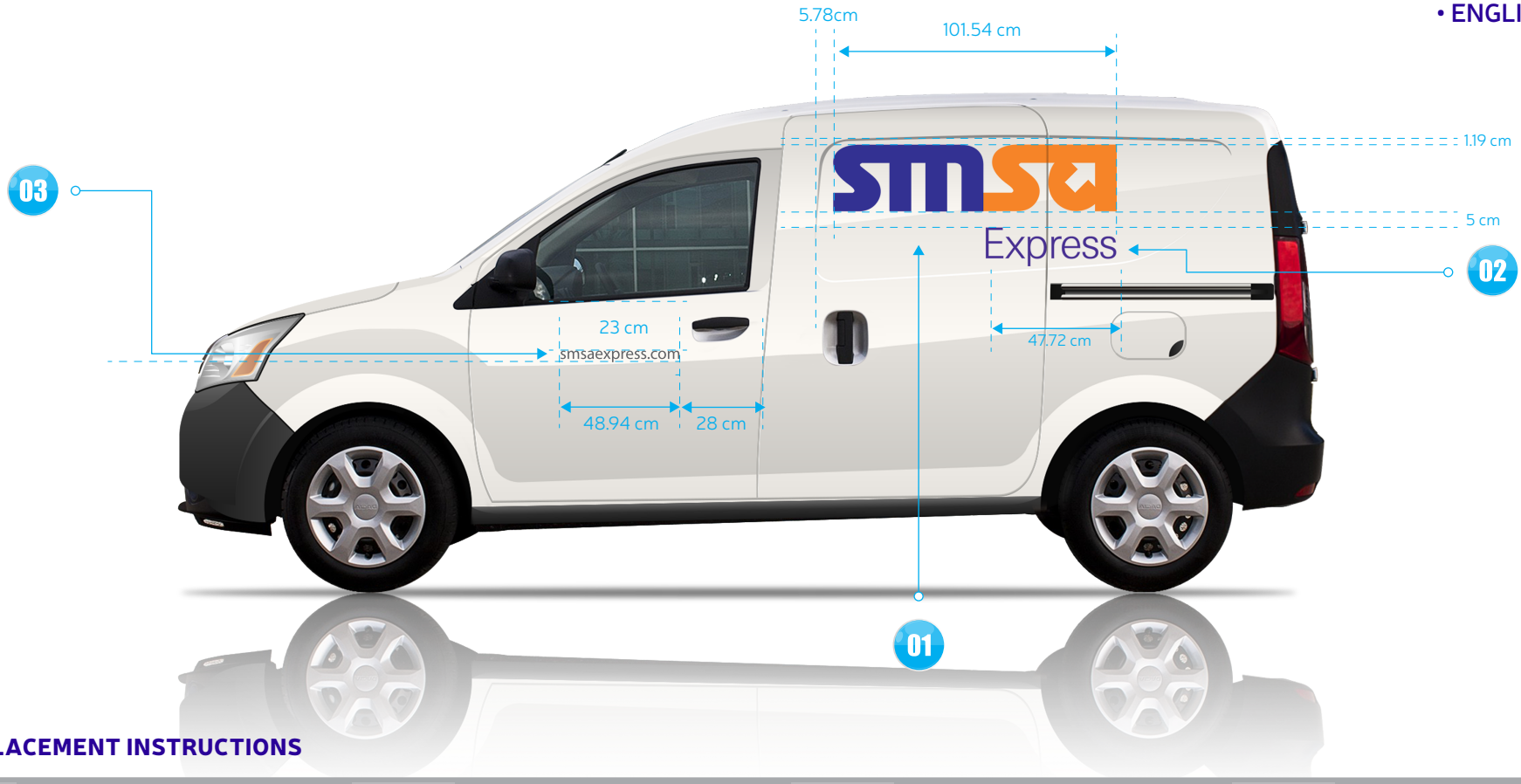


RENAULT

DOKKER

4.4.16 RENAULT DOKKER VAN

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

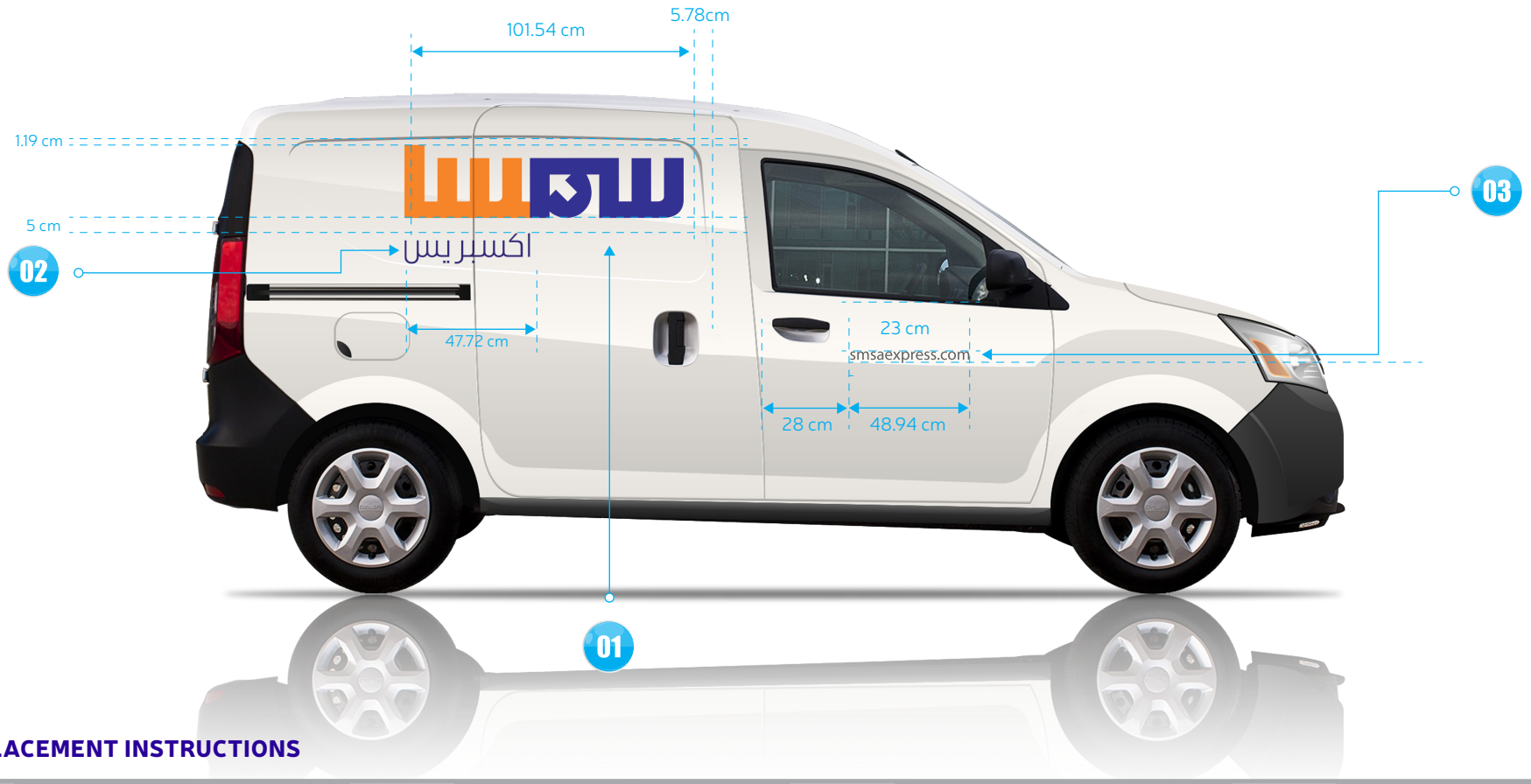
STEP 01 Position the ***wordmark*** 2cm from the top door crease and 5.78cm from the side crease door as shown.

STEP 02 Position the ***descriptor*** 5cm below the wordmark and align the "E" of the descriptor to the orange of the wordmark as shown.

STEP 03 Center the ***URL*** horizontally on the cab door 28cm from the door edge and 23cm below the window as shown

STEP 04 Position the ***Toll-Free No.*** 7.6 cm below the URL and justify with both sides of the URL as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

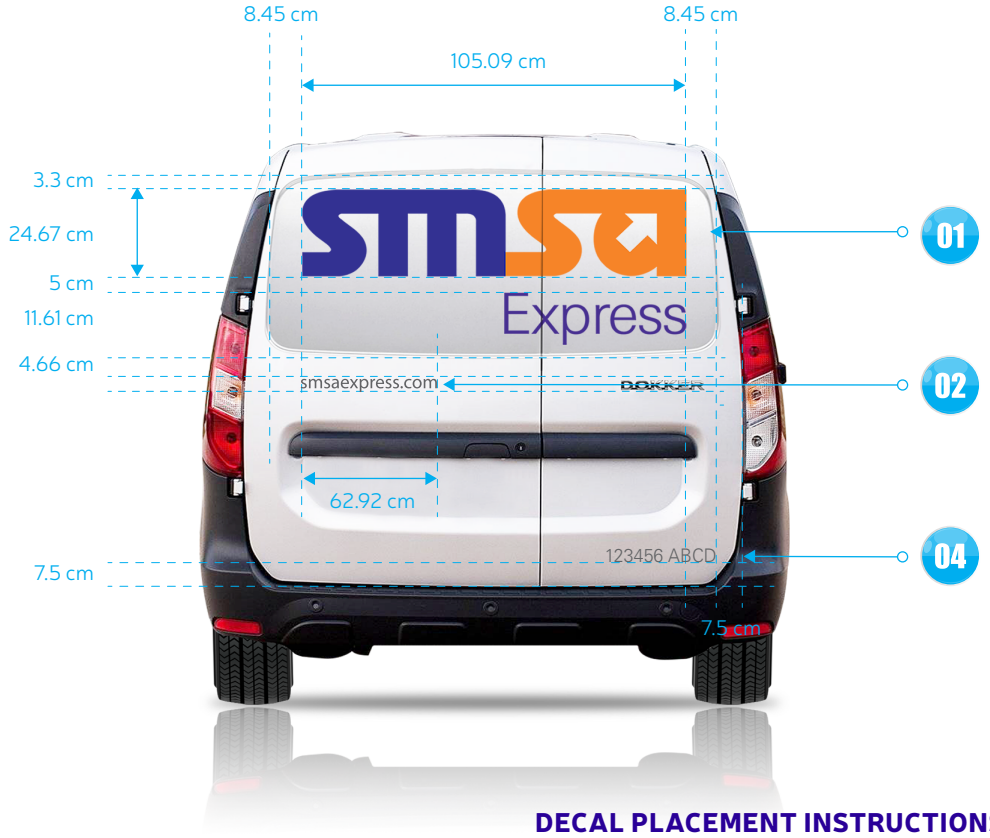
STEP 01 Position the ***wordmark*** 2cm from the top door crease and 5.78cm from the side crease door as shown.

STEP 02 Position the ***descriptor*** 5cm below the wordmark and align the "E" of the descriptor to the orange of the wordmark as shown.

STEP 03 Center the ***URL*** horizontally on the cab door 28cm from the door edge and 23cm below the window as shown

STEP 04 Position the ***Toll-Free No.*** 7.6 cm below the URL and justify with both sides of the URL as shown.





FRONT

STEP	
01	Center the ***wordmark*** horizontally as shown and position slightly above thr front emblem.

BACK

STEP	
01	Center the ***wordmark*** on the 8.45cm from the left edge of the door and position 3.3 cm from the top crease as shown above.
02	Position the ***URL*** align with the wordmark and 4.66cm below the crease or bodyline as shown.
03	Position the ***Toll Free No.*** 5 cm below the URL and justify align on the URL as shown.
04	Position the ***Asset Number*** lower left corner 7.5 cm from the left and 7.5 cm below the door as shown.

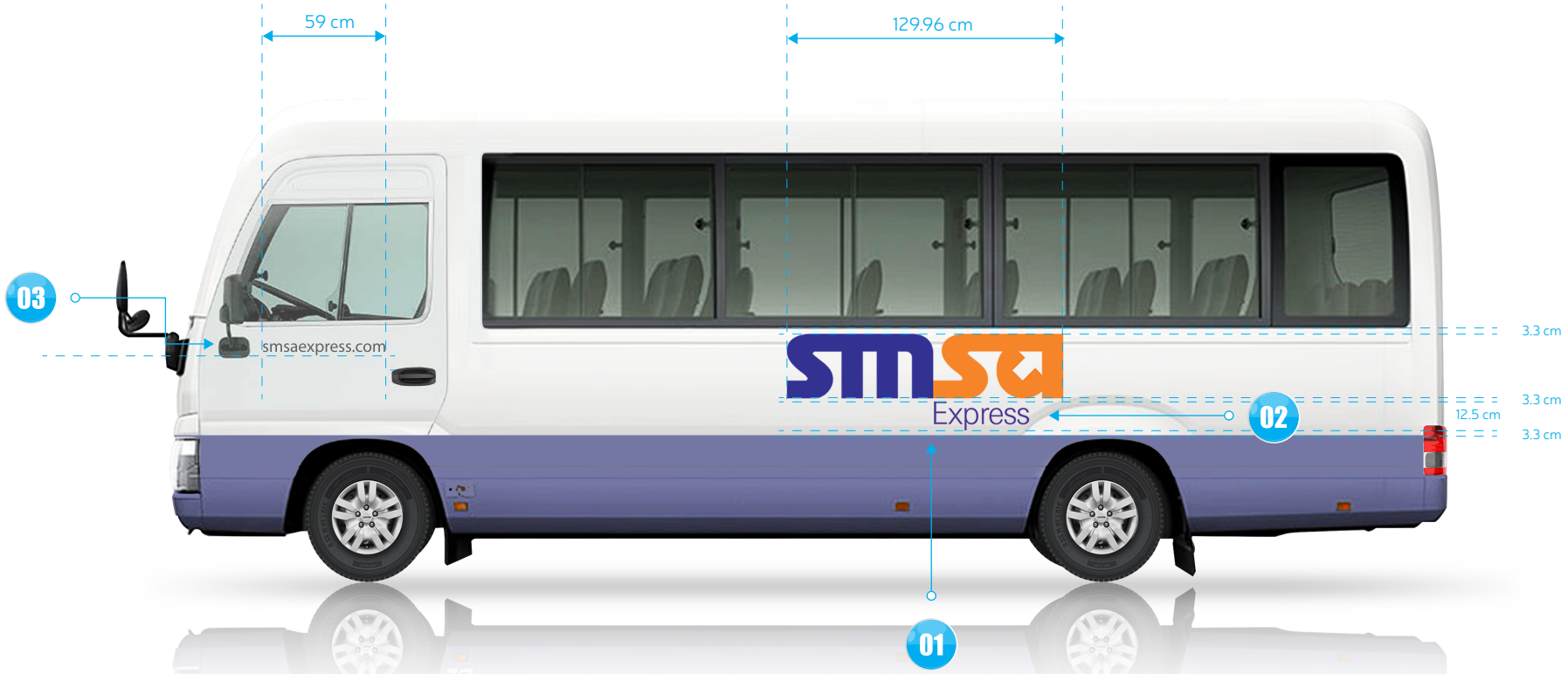
DECAL PLACEMENT INSTRUCTIONS



COASTER

4.4.17 TOYOTA COASTER

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

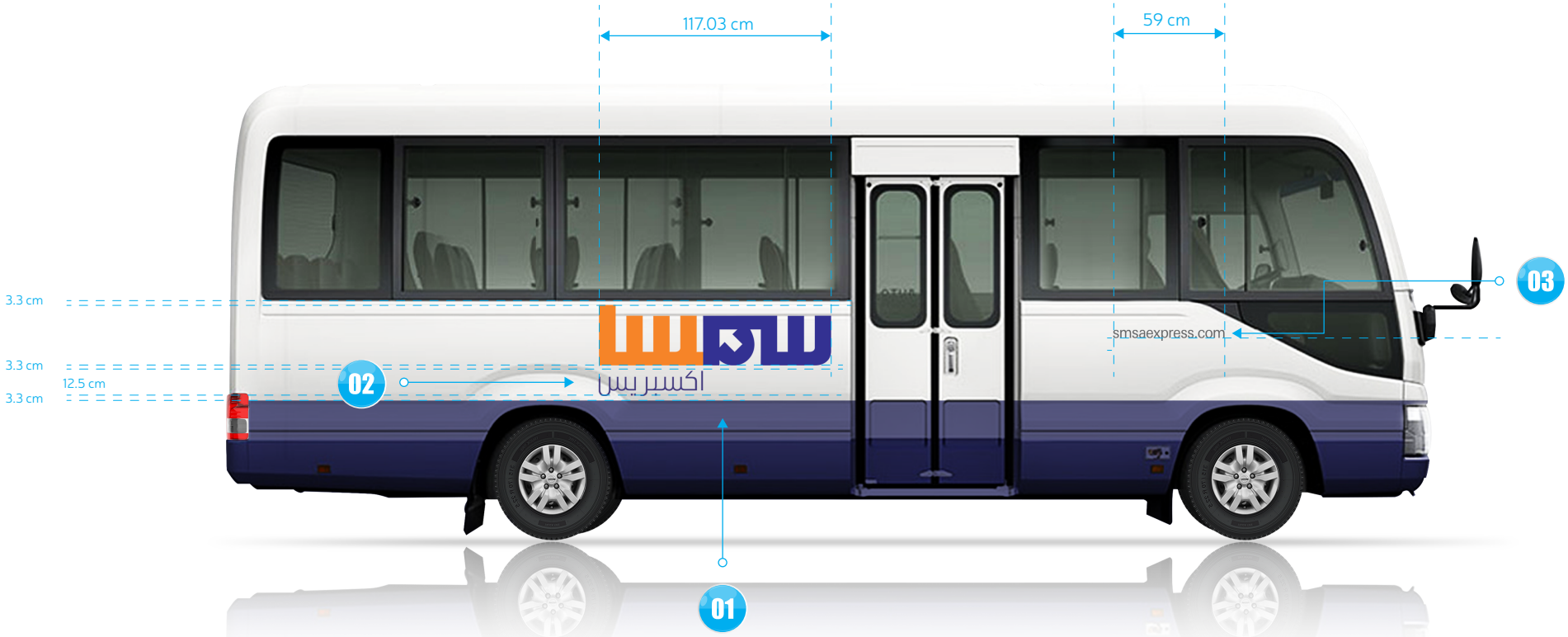
STEP 01 Position the ***wordmark*** 3.3cm from the top of the window and center of the body truck as shown.

STEP 02 Position the ***descriptor*** 3.3cm below the wordmark and align the "E" of the descriptor to the orange of the wordmark as shown.

STEP 03 Center the ***URL*** horizontally on the cab as shown

STEP 04 Position the ***Toll-Free No.*** 10 cm below the URL and justify on both sides of the URL as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***wordmark*** 3.3cm from the top of the window and center of the body truck as shown.

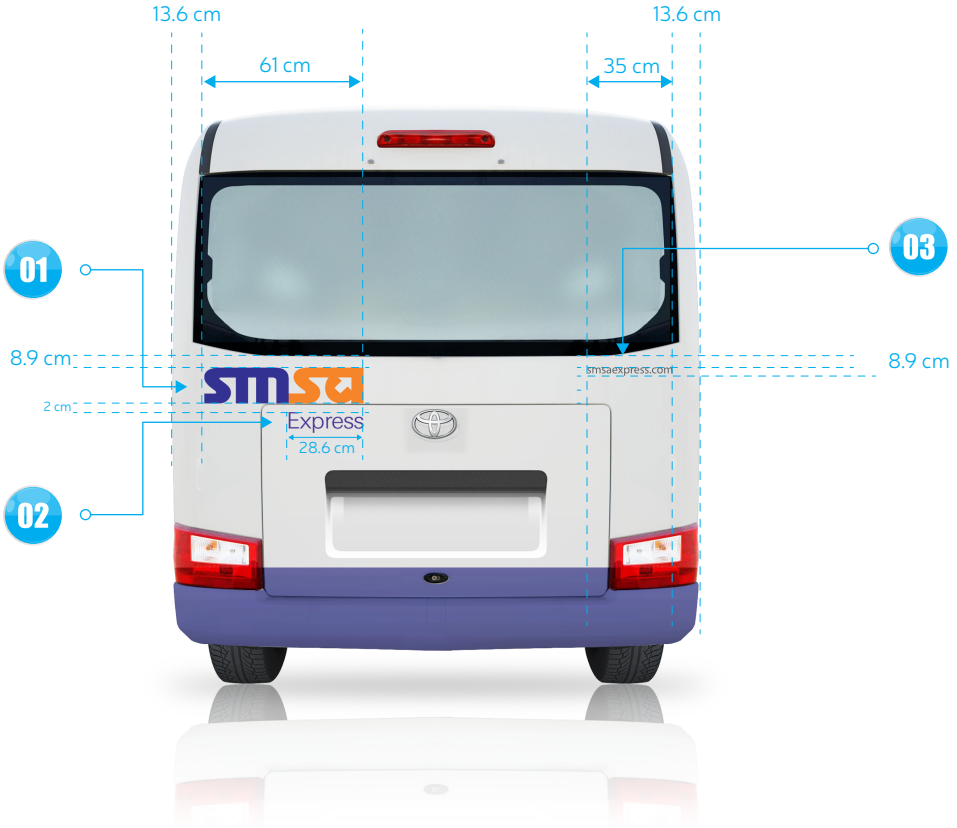
STEP 02 Position the ***descriptor*** 3.3cm below the wordmark and align the "E" of the descriptor to the orange of the wordmark as shown.

STEP 03 Center the ***URL*** horizontally on the cab as shown

STEP 04 Position the ***Toll-Free No.*** 10 cm below the URL and justify on both sides of the URL as shown.

• FRONT & REAR





FRONT

STEP	
01	Center the ***wordmark*** horizontally as shown and position slightly above thr front emblem.

BACK

STEP		STEP		STEP		STEP	
01	Position the ***wordmark*** 13.6 cm from the left edge of the door and 8.9 cm from the rear window as shown above.	02	Position the ***Descriptor*** 2cm below the wordmark as shown.	03	Position the ***URL*** 8.9 cm below the rear window and 13.6 cm from the right edge of the vehicle as shown.	04	Position the ***Toll Free No. 3.5*** cm below the URL and justify align on the URL as shown.

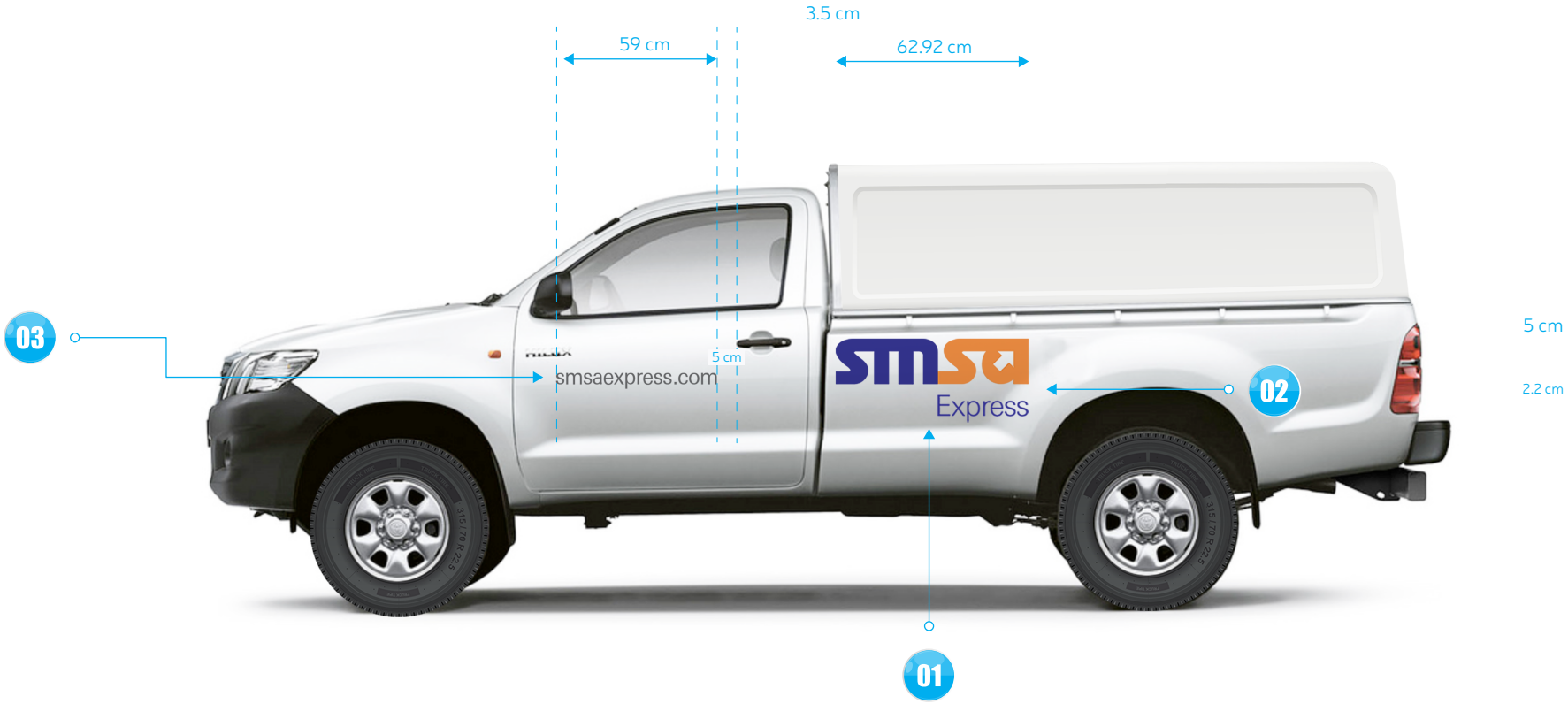
DECAL PLACEMENT INSTRUCTIONS



HILUX

4.4.18 TOYOTA HILUX

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

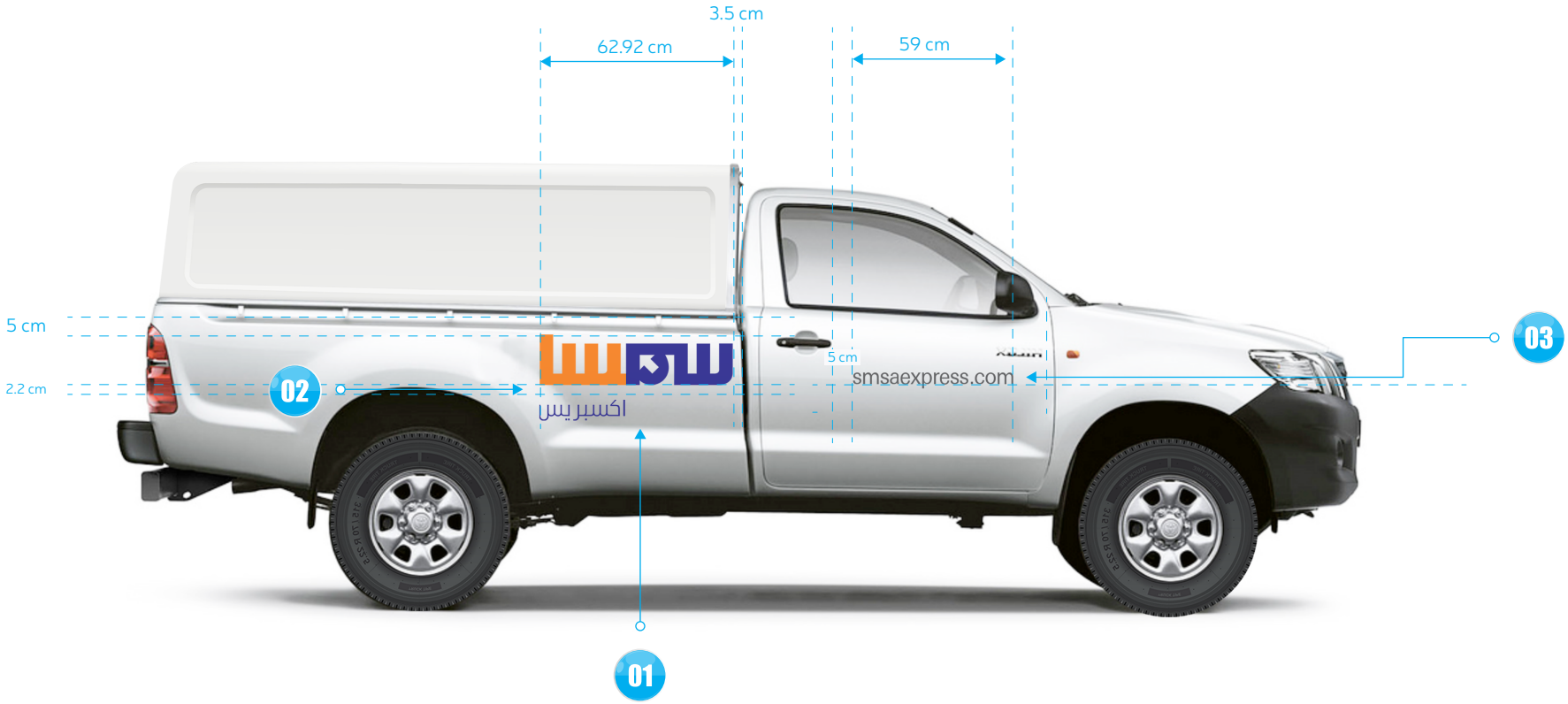
STEP 01 Position the ***wordmark*** 5cm from the bottom edge of the canopy and 3.5 cm from the edge of the trailer as shown.

STEP 02 Position the ***descriptor*** 2.2cm below the wordmark and align the "E" of the descriptor to the orange of the wordmark as shown.

STEP 03 Center the ***URL*** horizontally on the cab door 5cm from the door knob as shown

STEP 04 Position the ***Toll-Free No.*** 9.2 cm below the URL and justify on both sides of the URL as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***wordmark*** 5cm from the bottom edge of the canopy and 3.5 cm from the edge of the trailer as shown.

STEP 02 Position the ***descriptor*** 2.2cm below the wordmark and align the "E" of the descriptor to the orange of the wordmark as shown.

STEP 03 Center the ***URL*** horizontally on the cab door 5cm from the door knob as shown

STEP 04 Position the ***Toll-Free No.*** 9.2 cm below the URL and justify on both sides of the URL as shown.


5
SIGNAGESTANDARDS

5.0 Signage Standards

SMSA Express uses 3D sign letters and it can be classified into two types: Dimensional lettering and Channel lettering.

Dimensional lettering is for non-illuminated signs, which are favored for effectiveness. Dimensional lettering is clear and distinct with many designs and finishing options to choose from. Dimensional lettering can be used for exterior signs.

Channel lettering is of illuminated (or lit) signs. Similar to dimensional lettering is constructed of individual three-dimensional letters but is internally equiped to emit a particular lighting effect. Channel lettering is favored due to the benefit of day-and-night visibility and is commonly used as exterior or storefront signage.

5.0.1 Exterior Cladding Guide

UMM Ramool DXB



ACP color

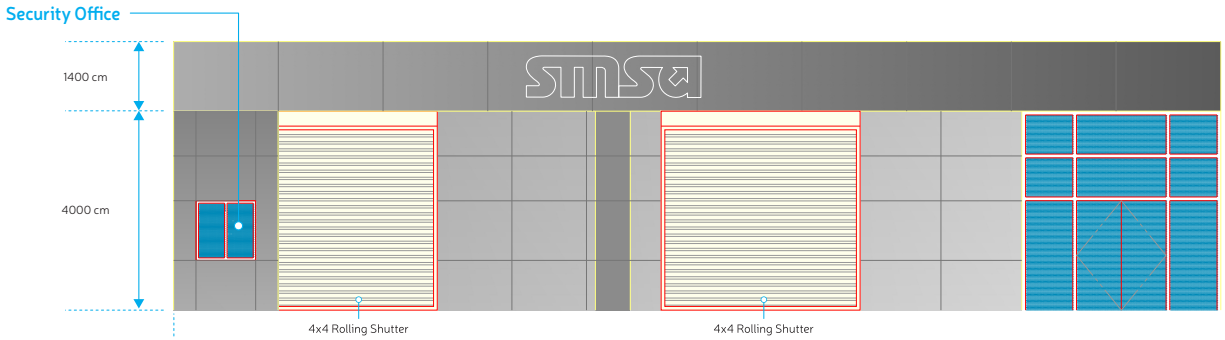
Alucopanel APL - M04 Matt Silver

- Fascia cladding on existing building
- MS frame work on hold ACP sheets
- 4mm thick Alucopanel ACP Matt Silver will be used for cladding. Good wuality silicon will be used for Zero joints. Size of cladding area as illustrated

ACP color

Alucopanel APL - S25 White

- Fascia cladding on existing building
- MS frame work on hold ACP sheets
- 4mm thick Alucopanel ACP Matt Silver will be used for cladding. Good wuality silicon will be used for Zero joints. Size of cladding area as illustrated

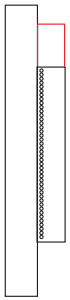


5.0.2 Exterior 3D Main Signage



• Main Signage

80 mm - 100 mm



cross section

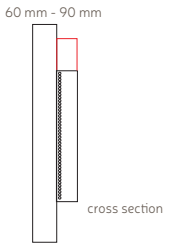
- Main signage on top center of the cladding fascia (SMSA English only)
- 3D fabricated in 4mm thick WFL acrylic with 80mm/ 100 return depending on the shadow.
- Side return will be auto paint finish as per fascia color to clock out light passing. (Pantone Violet C & Pantone 165 C Orange)
- Base tray will be fabricated with 2mm thick aluminum with 20mm return and white finish to fix LED modules
- "SM" Fascia will be VIOLET - oracle 040 - 8500 Transluscent vinyl applied for front lit effect
- "SA" Fascia will be ORANGE - ORACLE 034 - 8500 Transluscent vinyl applied for front lit effect
- Samsung LED modules & UNION power supply will be used for internal illumination.

- Total Dimension: 323.4 cm x 81 cm
- Signage to be installed directly to the cladding fascia

Main Signage : 1
Signage Dimension : 323.4 x 81 cm

5.0.3 Exterior 3D RSC Signage (SMSA English & Arabic)





- Main signage on top center of the cladding fascia (SMSA English only)
- 3D fabricated in 4mm thick WFL acrylic with 80mm/ 100 return depending on the shadow.
- Side return will be auto paint finish as per fascia color to clock out light passing. (Pantone Violet C & Pantone 165 C Orange)
- Base tray will be fabricated with 2mm thick aluminum with 20mm return and white finish to fix LED modules
- "SM" Fascia will be VIOLET - oracle 040 - 8500 Transluscent vinyl applied for front lit effect
- "SA" Fascia will be ORANGE - ORACLE 034 - 8500 Transluscent vinyl applied for front lit effect
- Samsung LED modules & UNION power supply will be used for internal illumination.
- Signage to be installed directly to the cladding fascia

RSC Signage: 2
Size: 170 cm x 42.5 cm

RSC Signage: 3
Size: 162 cm x 42.4 cm

5.0.4 Reception Sign and Wall Painting (SMSA Express English)

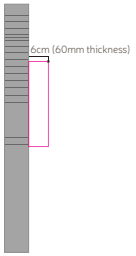
Jotun

- Violet Toner matching the Pantone Code Violet C
- Jotun Fenomastic 4417

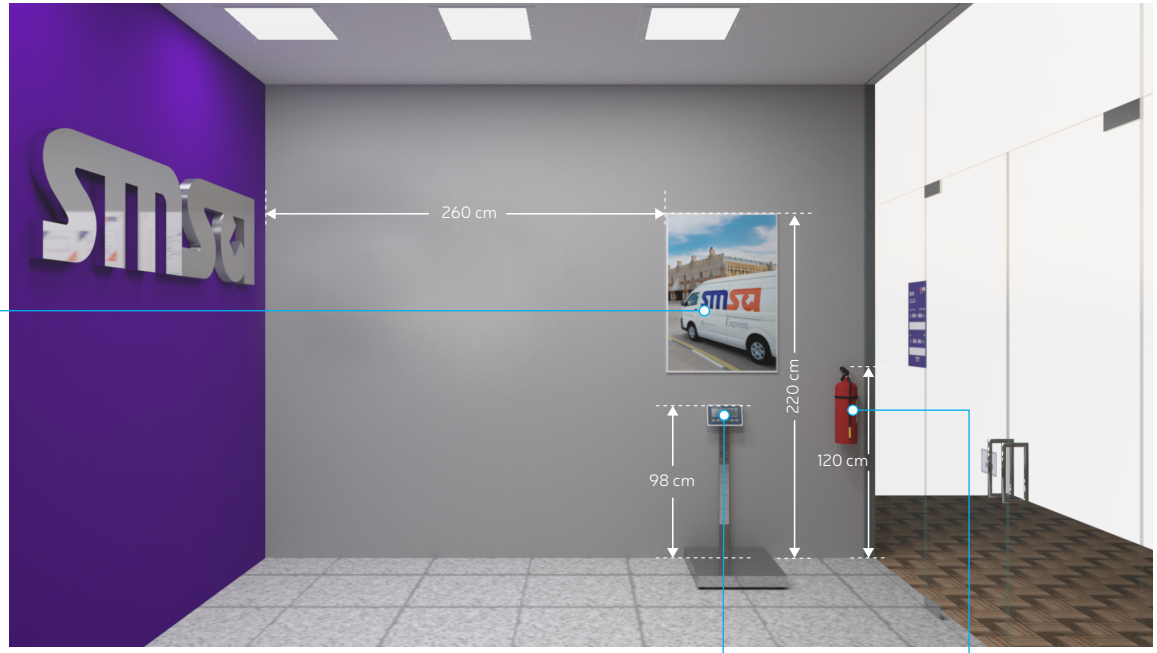


- Background wall will be painted in violet color (Pantone Violet C)
- 3D letters will be fabricated with 1mm thick stainless steel (Grade: 316)
- "SM" Mirror Finish and "SA" Brush Finish
- Side return will be 6cm
- Total dimension of the signage is 210.4 cm (W) x 50 cm (H) x 6 cm (D)
- Signage will be installed on wall with proper fixing accessories

Size of the sign will be 210.4 cm (W) x 50 cm (H) x 6 cm (D)



5.0.5 Wall Graphic (SMSA English only) and Fire Extinguisher Placement Instruction



- SMSA Wall Graphics

SMSA Wall Graphics

- Wall graphics specifications: High Resolution Photo Quality printed with Matte Lamination.
- Backing with 4mm thick Sentra board, 6 pcs clip backing support mounting hole
- 2 Pcs Brackets
- Aluminum Profile Frame

Weighing Scale

- Standard Height of SMSA weighing scale is 98cm

Fire Extinguisher Placement

- Position the fire extinguisher exactly 120 cm above the floor as illustration

5.0.5b Wall Graphics 2



5.0.7 TV / Wall Clock Placement



TV and Wall clock Placement Instructions

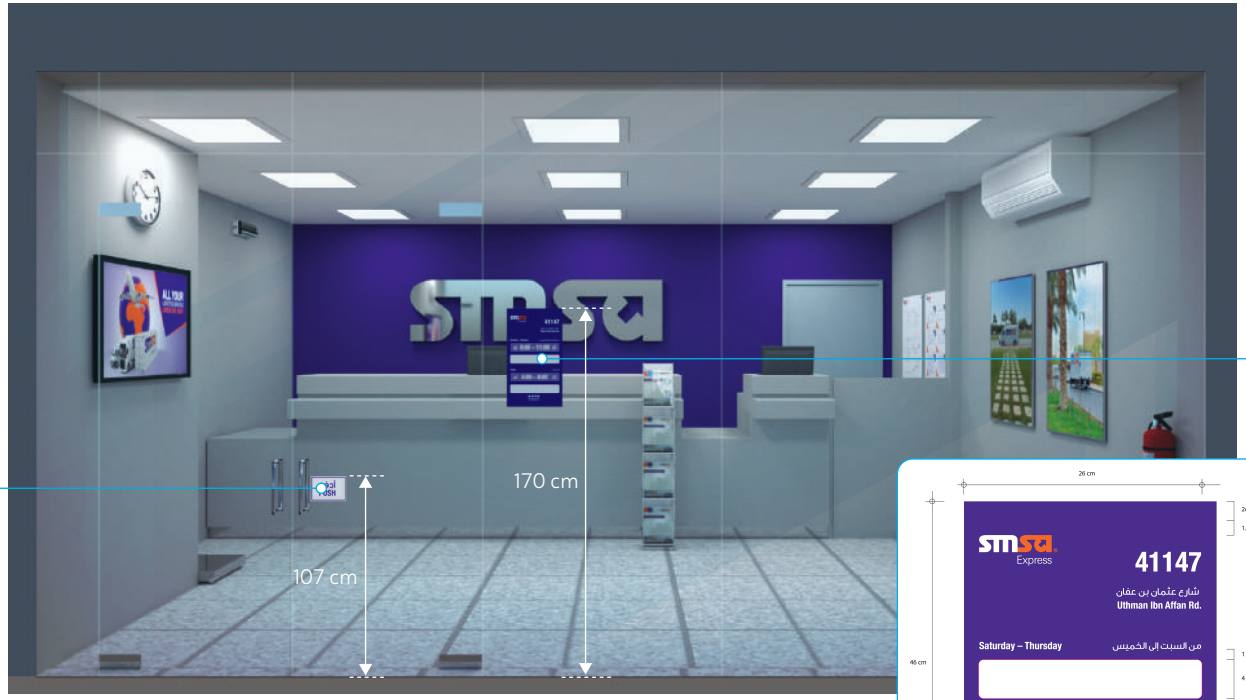
- While there's NO set height for RSC Clock placement, please consider the wall dimensions which vary from one retail to other retails. It is recommended to place the wall clock between the TV and the ceiling.
- Measuring exactly on the center of the wall, TV and the ceiling as per illustration
- In general, TV is being placed 200 cm from the floor, however if the space between the floor and the ceiling is higher, we recommend at least 220 cm from the floor.

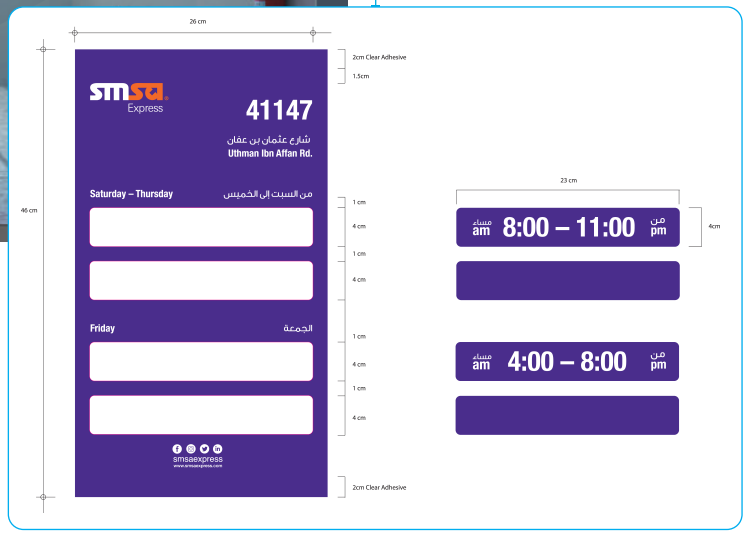


Size	Width	Height
55”	121.7 cm	68.6 cm
55 Inch TV / HD HDR Slim /Framless /USB / Smart		

5.0.8 RCS Timing Signage







RSC Timing Signage Placement Instructions

- The Actual size of RSC timing signage is 26cm x 46 cm
- Needs to be placed 170cm above the floor
- As for the RSC Push/ Pull Door Sticker, the size is A6
- Needs to be placed 107 cm above the floor