

STM **SA**

Express

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 responsible for protecting the company's interests by preventing unauthorized 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

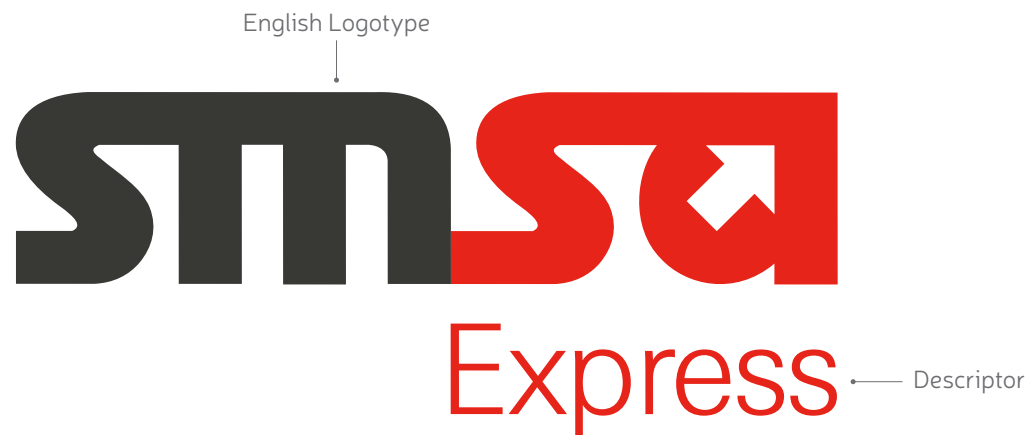
SMSA Express' signature, in regards to identity, is a structured logotype.

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 "mīm" (Arabic version). This arrow mark is a subliminal 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



1.2 Descriptor

A descriptor 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 versatility 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.



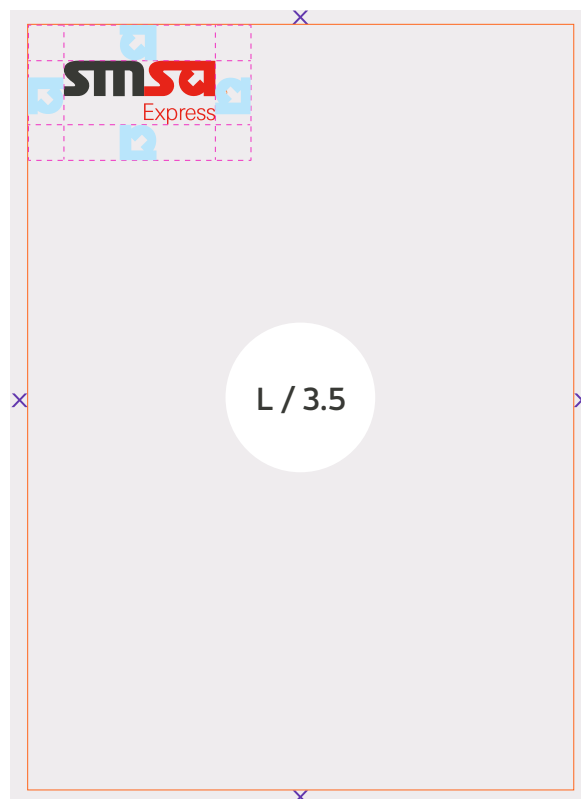
Note: 2.5cm minimum for Logo Application



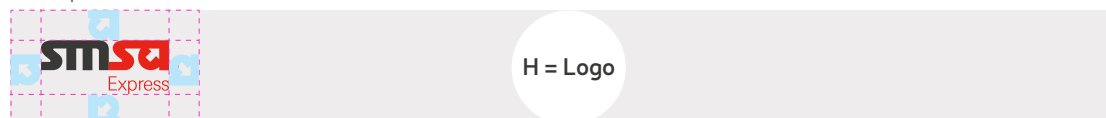
"L"

1.4.1 LOGO SIZING

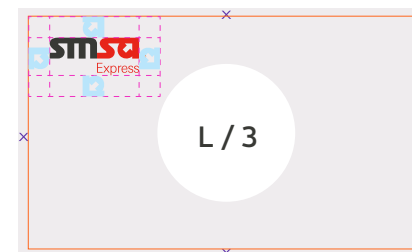
- Vertical



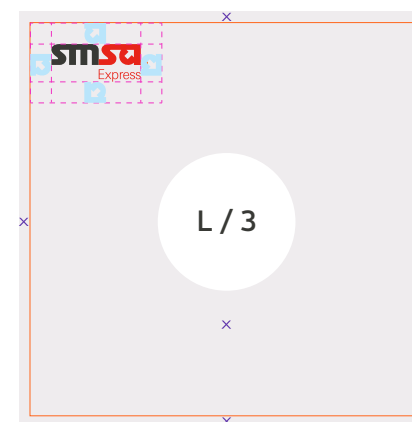
- Strip



- Horizontal



- Square



- Banner



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 SMT 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

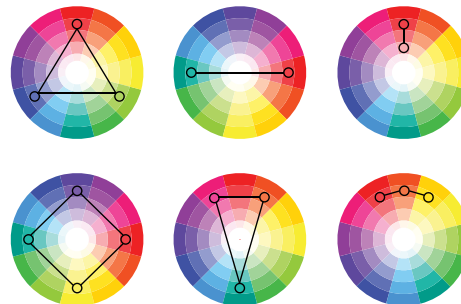
Color is a powerful tool that promotes visual recognition. Our corporate colors have been selected to reflect a contemporary and fresh environment.

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 447 C

• Pantone Coated

C70, M60, Y60, K55

R55, G58, B54

Pantone 485 C

• Pantone Coated

C5, M95, Y100, K0

R277, G50, B38



1.8 English Typography

Both Arabic and English typeface have been selected to compliment SMSA Express' identity system; and to create a consistent recognizable 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 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 y z
1 2 3 4 5 6 7 8 9 0 - ! @ # \$ % ^ & * ()

Secondary

Univers LT Std 55 Roman (Body)

A B C D E F G H I J K L M N O P Q R S T U V W X 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 y z
1 2 3 4 5 6 7 8 9 0 - ! @ # \$ % ^ & * ()

Univers LT Std 45 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 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 y z
1 2 3 4 5 6 7 8 9 0 - ! @ # \$ % ^ & * ()

Univers LT Std 67 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 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 y z
1 2 3 4 5 6 7 8 9 0 - ! @ # \$ % ^ & * ()

Tertiary

Helvetica

A B C D E F G H I J K L M N O P Q R S T U V W X 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 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 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 y z
1 2 3 4 5 6 7 8 9 0 - ! @ # \$ % ^ & * ()

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 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 y z
1 2 3 4 5 6 7 8 9 0 - ! @ # \$ % ^ & * ()

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 ذ س ش ص ض ط ع غ ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Secondary

GE Flow Regular

أ ب ت ث ج ح خ د ذ ر ذ س ش ص ض ط ع غ ف ق ك ل م ن ه و ي ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

GE Flow Bold

أ ب ت ث ج ح خ د ذ ر ذ س ش ص ض ط ع غ ف ق ك ل م ن ه و ي ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

GE Dinar One Light

أ ب ت ث ج ح خ د ذ ر ذ س ش ص ض ط ع غ ف ق ك ل م ن ه و ي ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Tertiary

Simplified Arabic

أ ب ت ث ج ح خ د ذ ر ذ س ش ص ض ط ع غ ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

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 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 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 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
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 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 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 ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠



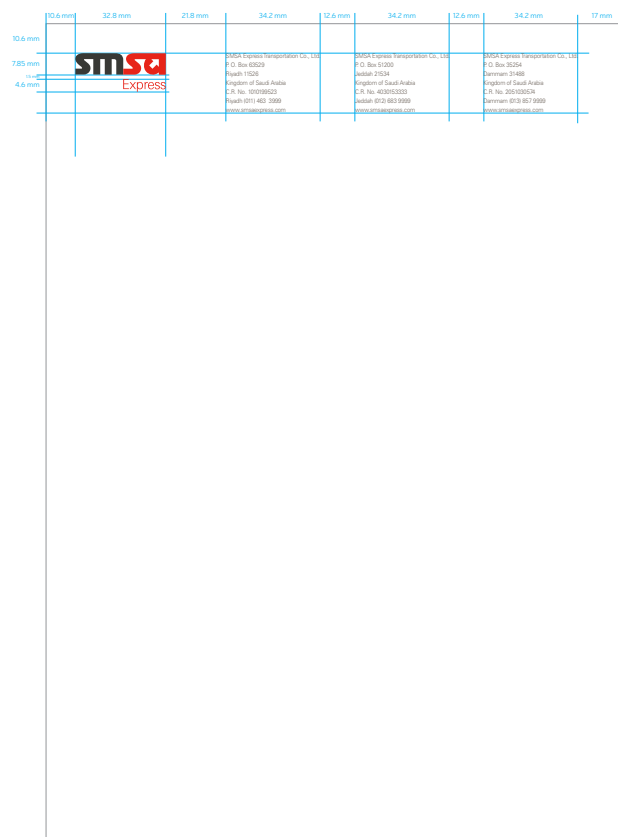
2

STATIONERYMANUAL

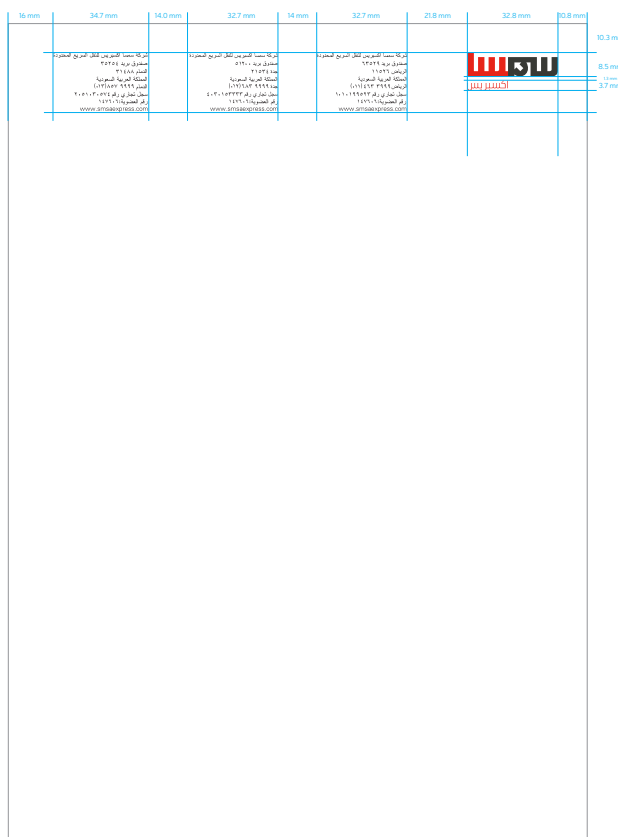


2.0.1 Letterhead

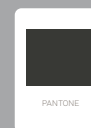
English version



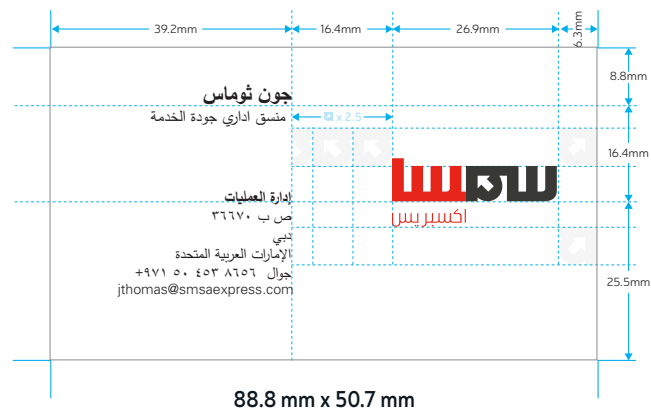
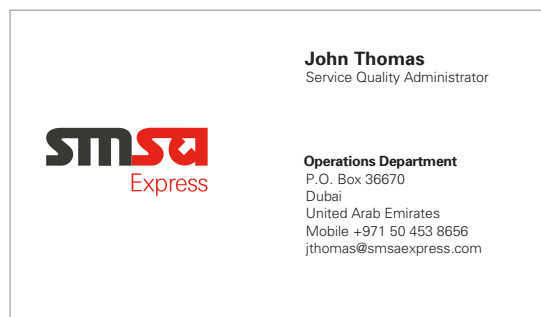
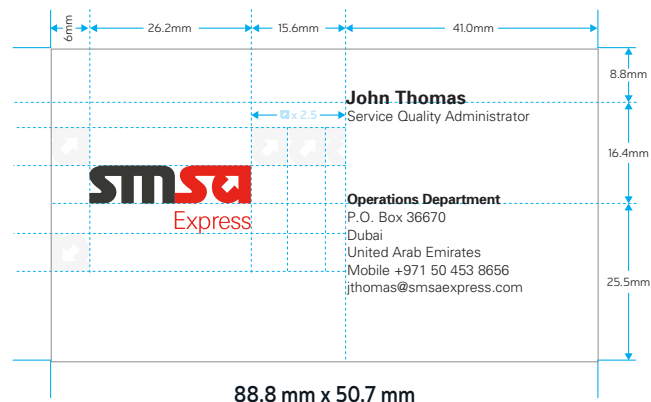
Arabic version



Color Guide:



2.0.2 Business Card



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 variety 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

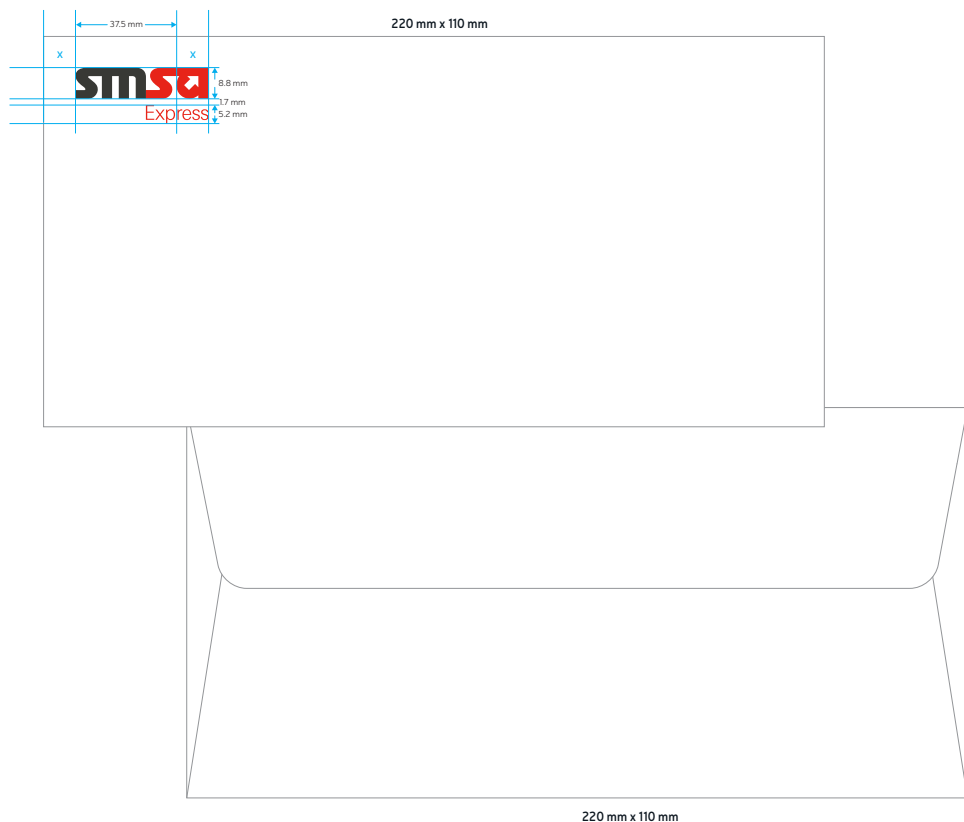
DL Envelopes:

- Conqueror, Iridescent uncoated paper, Silver Mist, 120 gms

Pantone 447 C

Pantone 485 C

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.



Color Guide:



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.

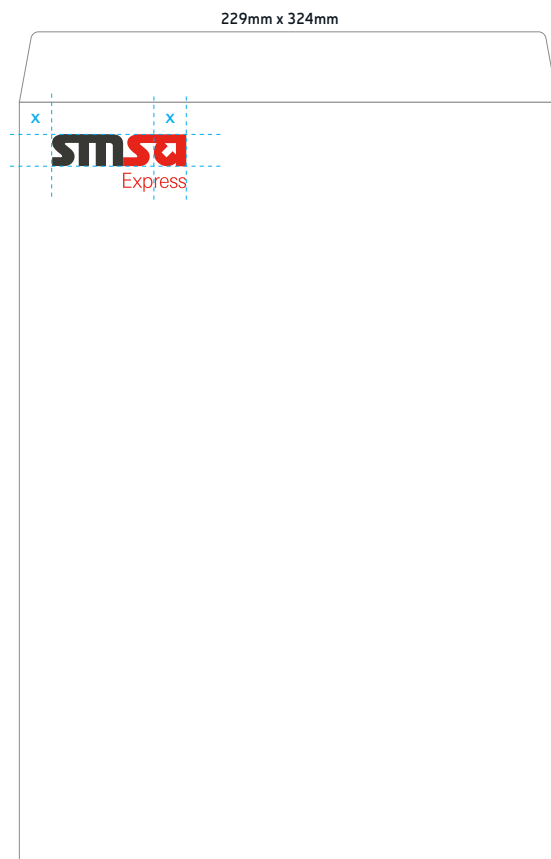


2.1.3 C5 & C4 Envelopes



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 (which 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

Employee Name

Position

EXP Date

EMP NO.

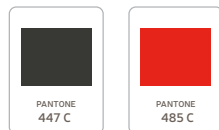
Human Resources Dept. Tel.: 011 463 3999

ID No.: رقم الهوية:

إذا وجدت الرجاء إعادتها إلى:
 إدارة الموارد البشرية ص. ب. ٦٣٥٢٩ الرياض ١١٥٢٦
 الرياض: ٠١١٤٦٣٣٩٩٩, جدة: ٠١٢٦٨٣٩٩٩٩, الدمام: ٠١٣٨٥٧٩٩٩٩

Company property. If found, please return to:
 Human Resources Department: P.O.Box 63529 Riyadh 11526
 Riyadh: 011 463 3999 Jeddah: 012 683 9999 Damman: 013 857 9999

Color Guide:



2.1.4 SMSA ID Lanyard





3.0 Uniform

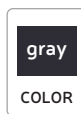
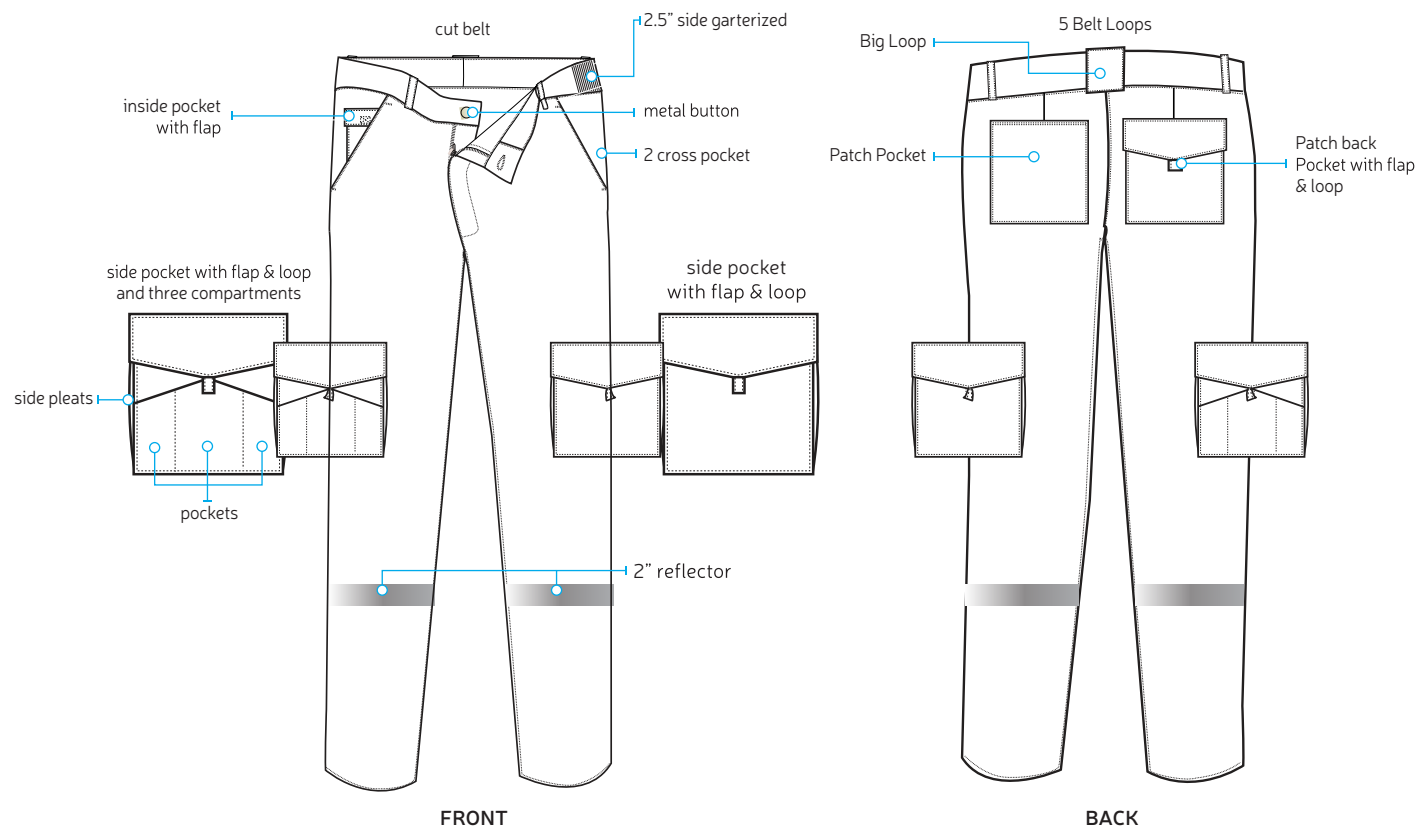
SMSA Uniform is a moving billboard that reflect and promote the professionalism of the Company.

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



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" reflector. Back side belt loop, Big loops, Patch Pockets, Patch back w/ flap & loop.



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

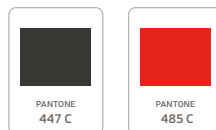
- Don't use other colors other than White.
- To ensure maximum brand visibility, adding additional SMSA products and services or any other advertisements, stickers, labels, or signs is not permitted.

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 colors 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:





ISUZU

TRUCKS

NPR 4TONS

4.4.1 ISUZU NPR 4T STRAIGHT TRUCK

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

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

• ARABIC PANEL



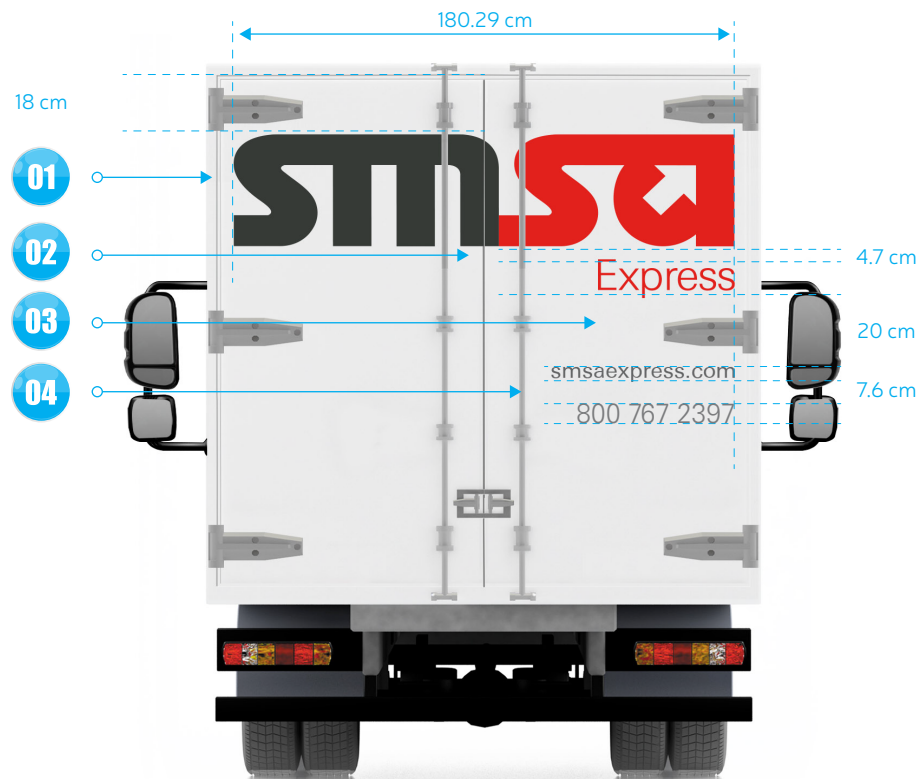
DECAL PLACEMENT INSTRUCTIONS

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

• FRONT & REAR



FRONT



REAR

DECAL PLACEMENT INSTRUCTIONS

STEP

01

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

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

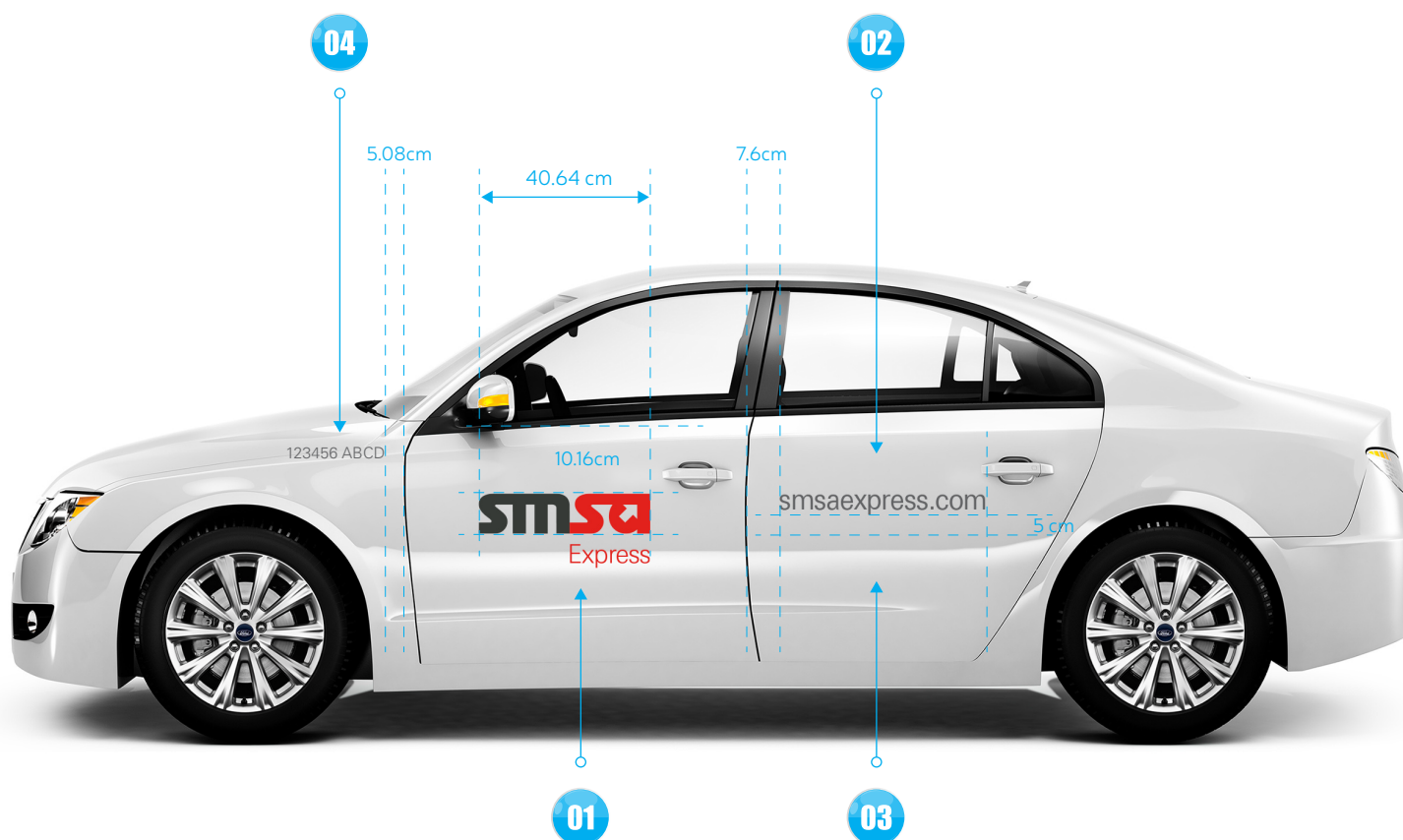
Position the **Toll-Free Number** 7.6 cm below the URL and right align with the "E" in the wordmark as shown.



Figo

4.4.11 FORD FIGO

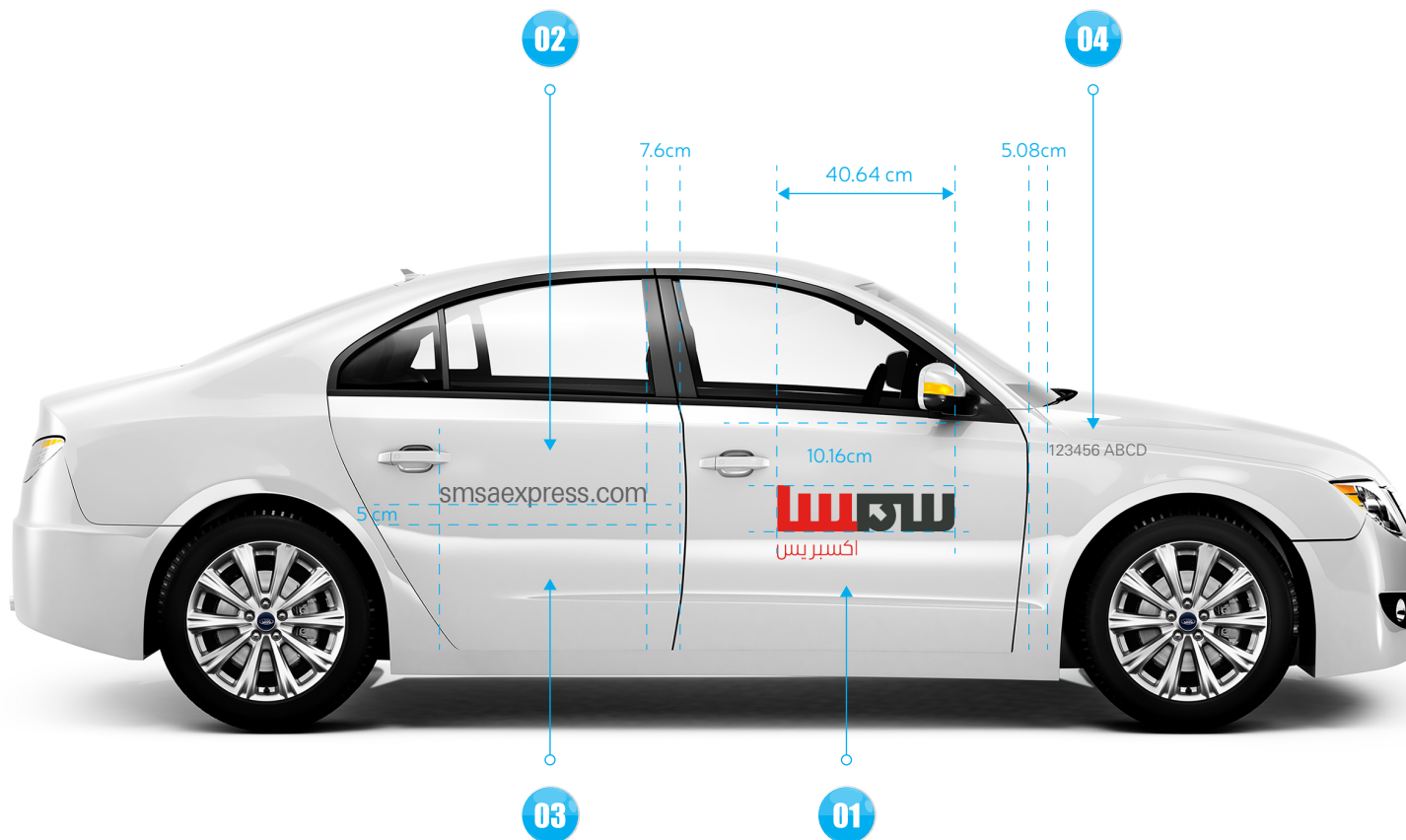
• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP		STEP		STEP		STEP	
01	Center the wordmark horizontally on the front door and 10.16 cm below the window as shown.	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.	03	Position the Toll-Free No. 5 cm below the URL and align with the left and right sides of the URL.	04	Position the Asset No. 5.08 cm from the door crease and align as shown.

• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

<p>STEP</p> <p>01</p>	<p>Center the wordmark horizontally on the front door and 10.16 cm below the window as shown.</p>	<p>STEP</p> <p>02</p> <p>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.</p>	<p>STEP</p> <p>03</p> <p>Position the Toll-Free No. 5. cm below the URL and align with the left and right sides of the URL.</p>	<p>STEP</p> <p>04</p> <p>Position the Asset No. 5.08 cm from the door crease and align as shown.</p>
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