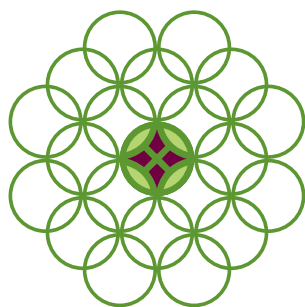


استراتيجية التنمية الوطنية
National Development Strategy

LOGO GUIDELINES

THE MASTERBRAND



استراتيجية التنمية الوطنية
National Development Strategy

The logo

Logo configurations

The main configuration of the NDS logo is of a centered composition.

The right-justified and left-justified configurations can also be used for particular applications when needed.



The Logo

Clear space requirements

The logo should always be surrounded by a blank space that allows it to breathe and remain clear.

This blank space must be equivalent to the parameter of the circular unit from which the emblem is constructed, whatever the size of the logo.

No other graphic may intrude on the clear space.



Minimum size

The logo should never be printed or used on screen below its minimum size.



Logo colors



Dark Green

Pantone® 377 U

Pantone® 370 C

CMYK

C	56
M	0
Y	100
K	27

RGB

R	93
G	151
B	50



Purple

Pantone® 229 U

Pantone® 229 C

CMYK

C	25
M	100
Y	25
K	50

RGB

R	113
G	0
B	66



Light Green

Pantone® 373 U

Pantone® 373 C

CMYK

C	33
M	0
Y	73
K	0

RGB

R	180
G	214
B	112

DOs AND DON'Ts

Use on a white background

It is recommended that the NDS logo is used on a white background whenever possible.



Use on color backgrounds

Dark colored backgrounds

The NDS logo is only to be used in white on dark colored backgrounds.



Light colored backgrounds

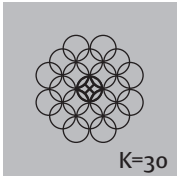
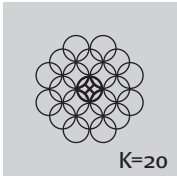
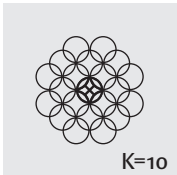
The NDS logo is only to be used in its original colors on light colored backgrounds.



Use in black and white

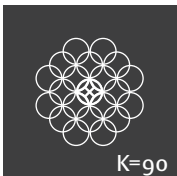
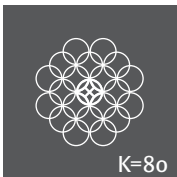
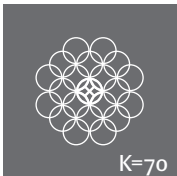
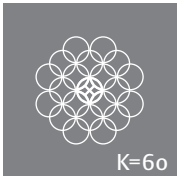
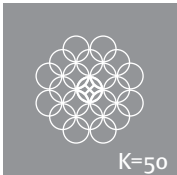
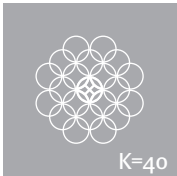
Logo in black

The logo is to be used in black on a white background and on grey backgrounds equal to or less than 40% black.



Logo in white

The logo is to be used in white on a black background and on grey backgrounds equal to or more than 40% black.



Use on photographic backgrounds

The NDS logo is only to be used in the logo's original colors or in white on photographic backgrounds.



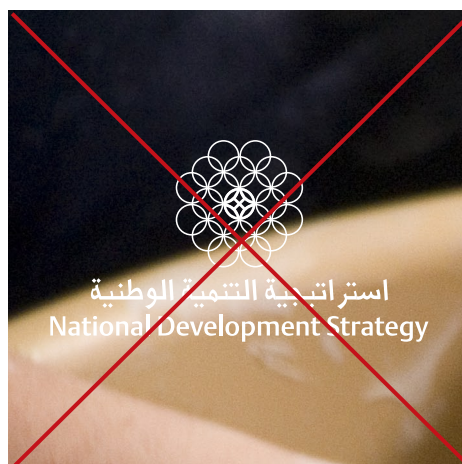
Dark photographic backgrounds

The NDS logo is only to be used in white on dark photographic backgrounds.



Light photographic backgrounds

The NDS logo is only to be used in its original colors on light photographic backgrounds.



Using the logo on a relatively non-uniform or high contrast sections of a photographic background is to be avoided.

Use on black and white photographic backgrounds



Dark B&W photographic backgrounds

The NDS logo is only to be used in white on dark photographic backgrounds.



Light B&W photographic backgrounds

The NDS logo is only to be used in black on light photographic backgrounds.

DONTs



