



SOBHA
REALTY

Logo

SOBHA

Logo with tag line

SOBHA

REALTY



Original Font

Details

S

C

B

R

Letter Proportion - Logo



Clear Space - Logo



Clear Space - Logo with tagline



Arabic Logo

شوبها

شوبها

العقارية

Clear Space - Arabic Logo



Arabic logo size / weightage with English Logo

SOBHA شوبها

SOBHA شوبها
REALTY العقارية

(usage: when both logo unit comes together, in between space can be altered as needed)

Size Restrictions

1 inch



0.75 inch



Incorrect Usage of Logo



Do not stretch the logo.



Do not make an outline of the logo.



Do not change the font in the logo.



Do not skew the logo.



Do not rotate or change the orientation of the logo.



Do not scan or allow poor quality reproduction of the logo.

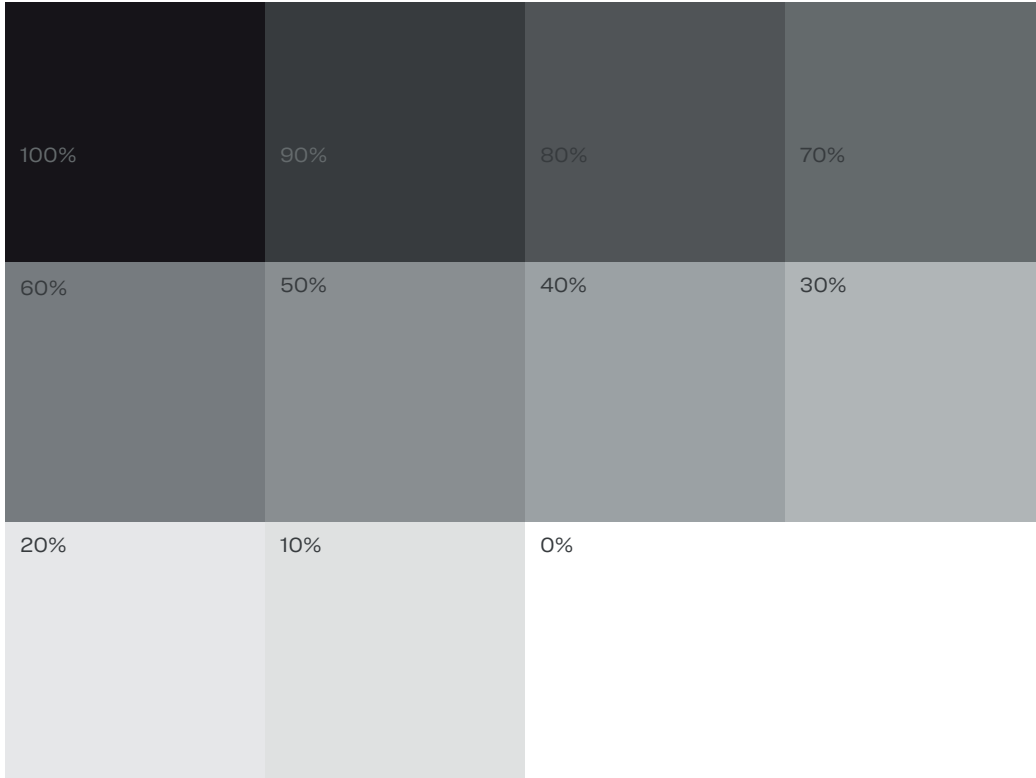


Do not change the spacing of the logo.



Do not alter the logo colours or use unapproved logo colour formats.

Colours



Primary Corporate Brand Color



#58a8e0 C: 61% M: 25% Y: 0% K: 12% RGB 88 | 168 | 224

Metals

PANTONE Silver C	R-166, G-169, B-170
PANTONE 10389 C	R-124, G-127, B-131
PANTONE 10126 C	R-174, G-151, B-81
PANTONE 10138 C	R-174, G-131, B-92
PANTONE 10354 C	R-164, G-137, B-101

Primary Typeface

Chronicle (Entire Family)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-&*#@?!/+(.,:;)

Chronicle Deck | Chronicle Deck Cond | Chronicle Disp Comp | Chronicle Disp Cond
Roman | Italic | Semibold | Semibold Italic | Bold | Bold Italic | Black | Black Italic

Secondary Typeface

Ringside (Entire Family)

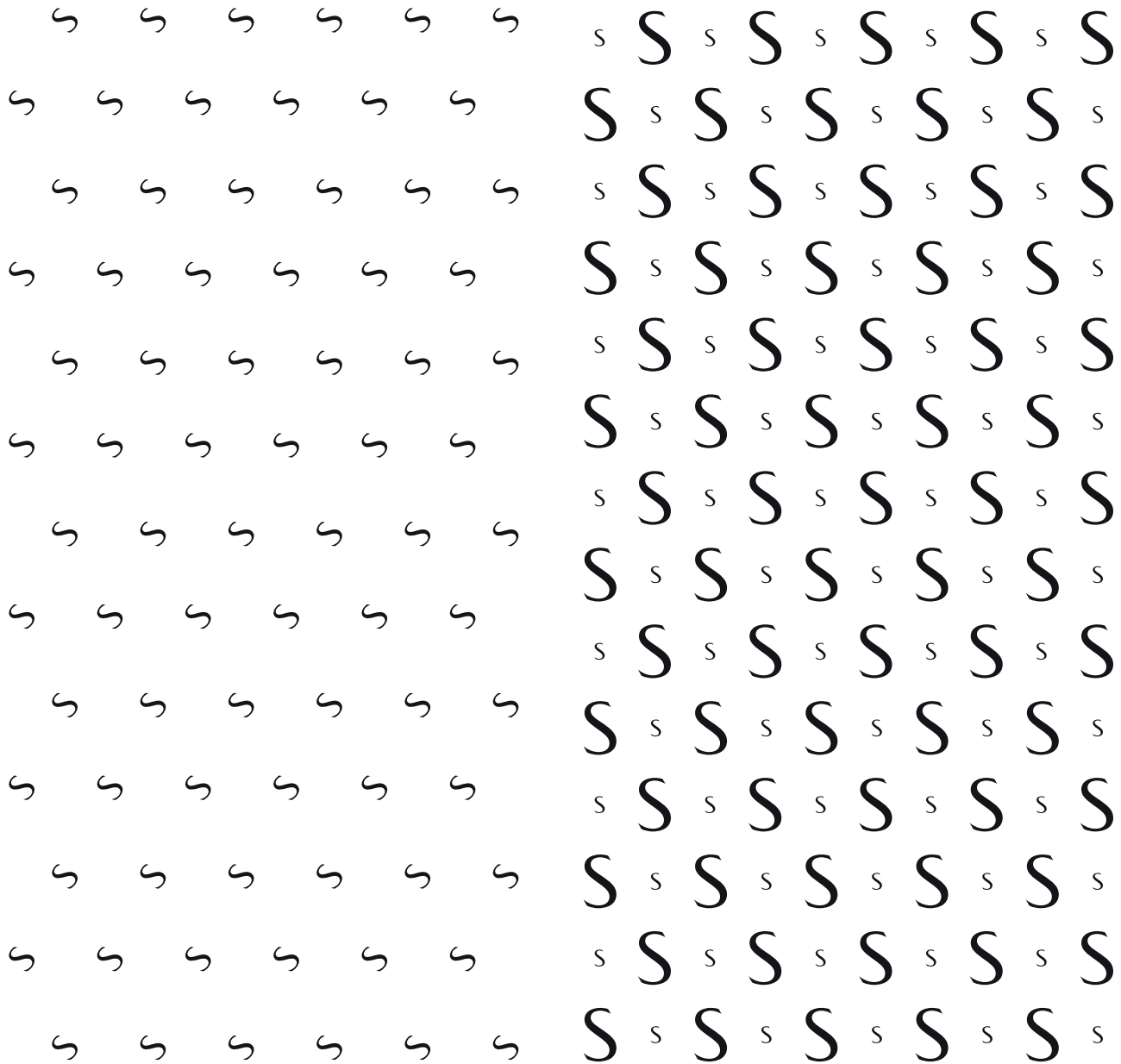
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-&*#@?!/+(.,:;)

Ringside Regular | Ringside Compressed | Ringside Condensed
Ringside Extra Wide | Ringside Narrow | Ringside Wide
Thin | Thin Italic | Light | Light Italic | Book | Book Italic | Medium | Medium Italic | Semibold
Semibold Italic | Bold | Bold Italic | Black | Black Italic | Ultra | Ultra Italic

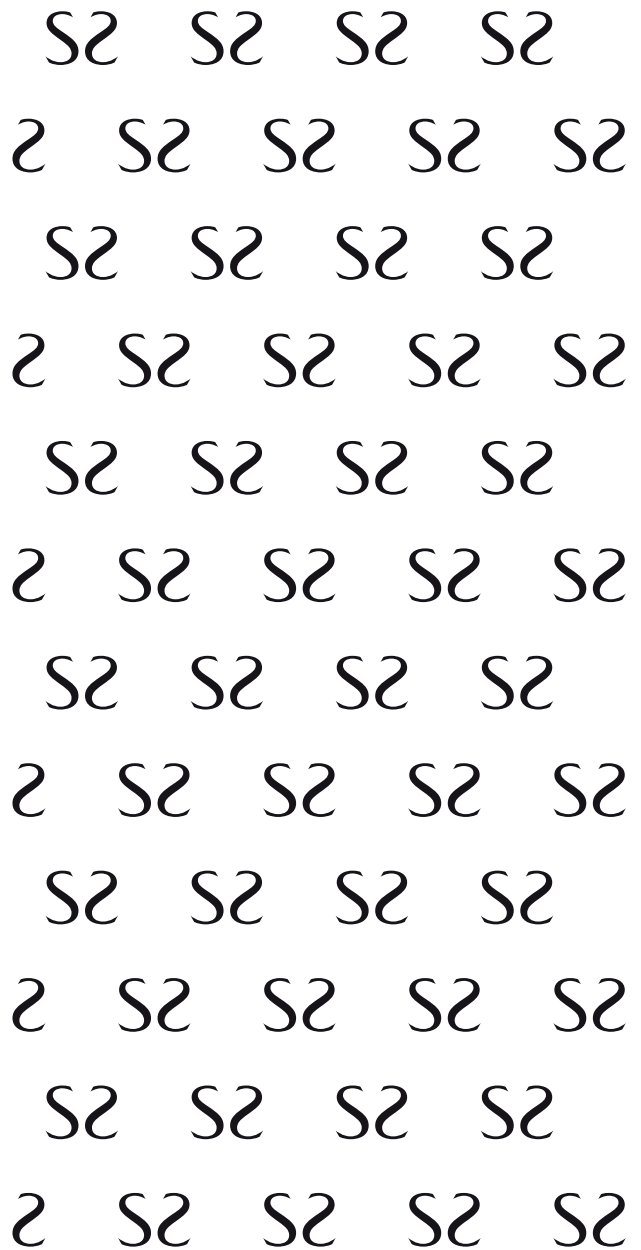
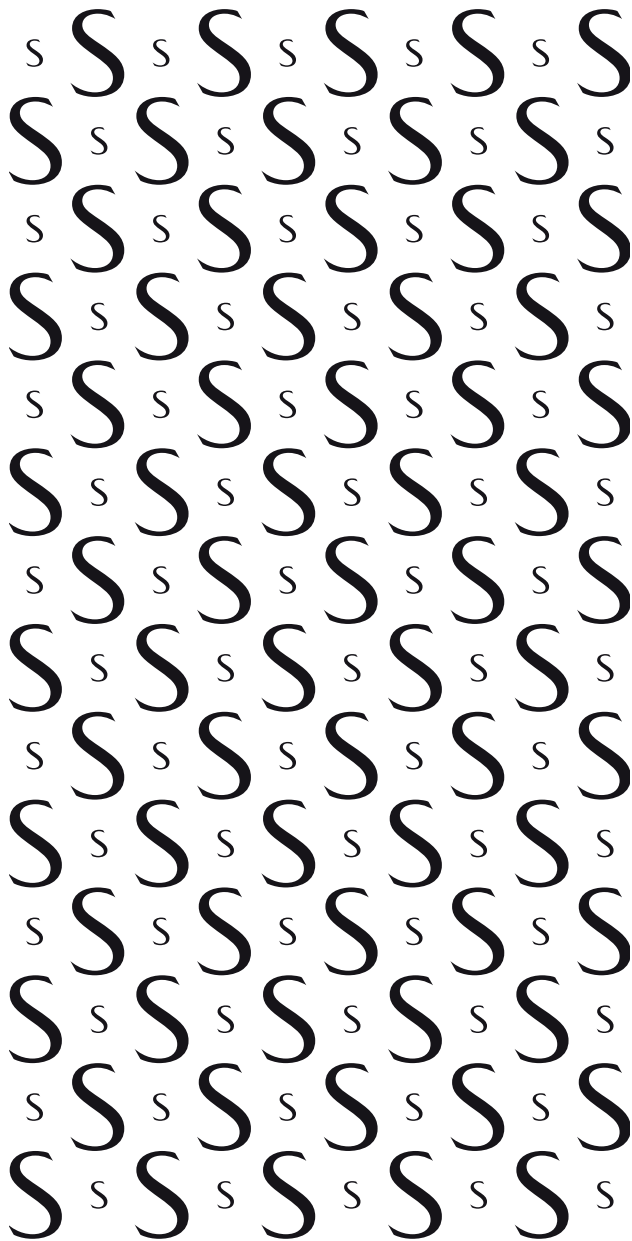
Patterns

	S2	S2	S2	S2	S2		S	S	S	S
S2	S2	S2	S2	S2	S2		S	S	S	S
	S2	S2	S2	S2	S2		S	S	S	S
S2	S2	S2	S2	S2	S2		S	S	S	S
	S2	S2	S2	S2	S2		S	S	S	S
S2	S2	S2	S2	S2	S2		S	S	S	S
	S2	S2	S2	S2	S2		S	S	S	S
S2	S2	S2	S2	S2	S2		S	S	S	S
	S2	S2	S2	S2	S2		S	S	S	S
S2	S2	S2	S2	S2	S2		S	S	S	S
	S2	S2	S2	S2	S2		S	S	S	S

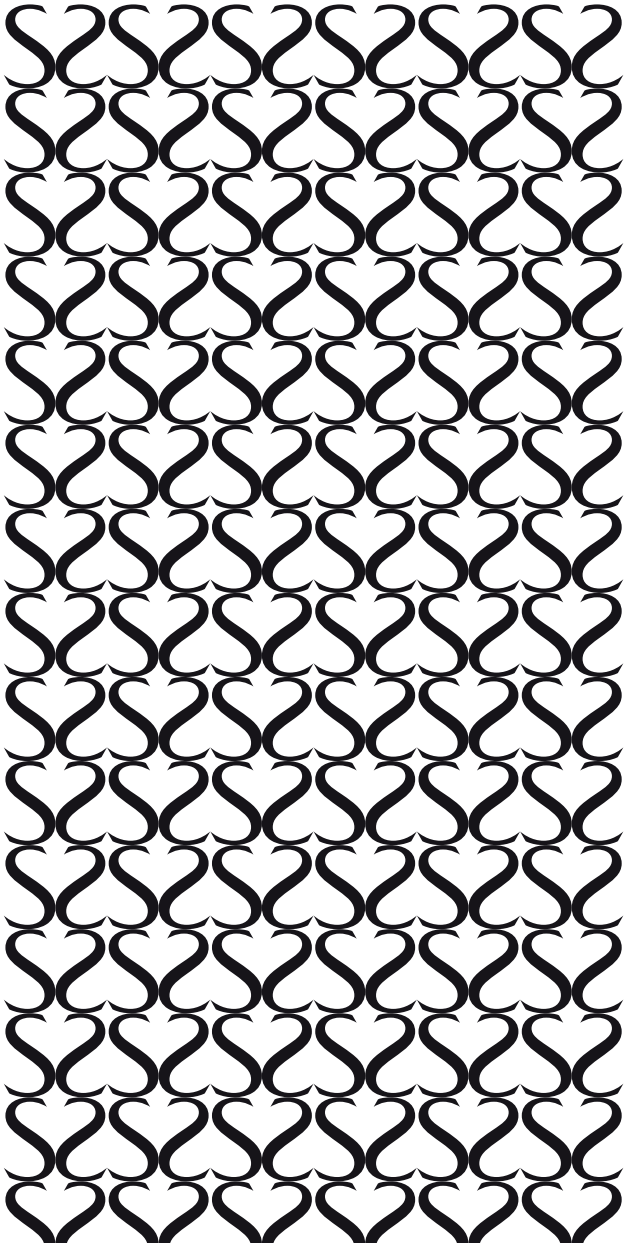
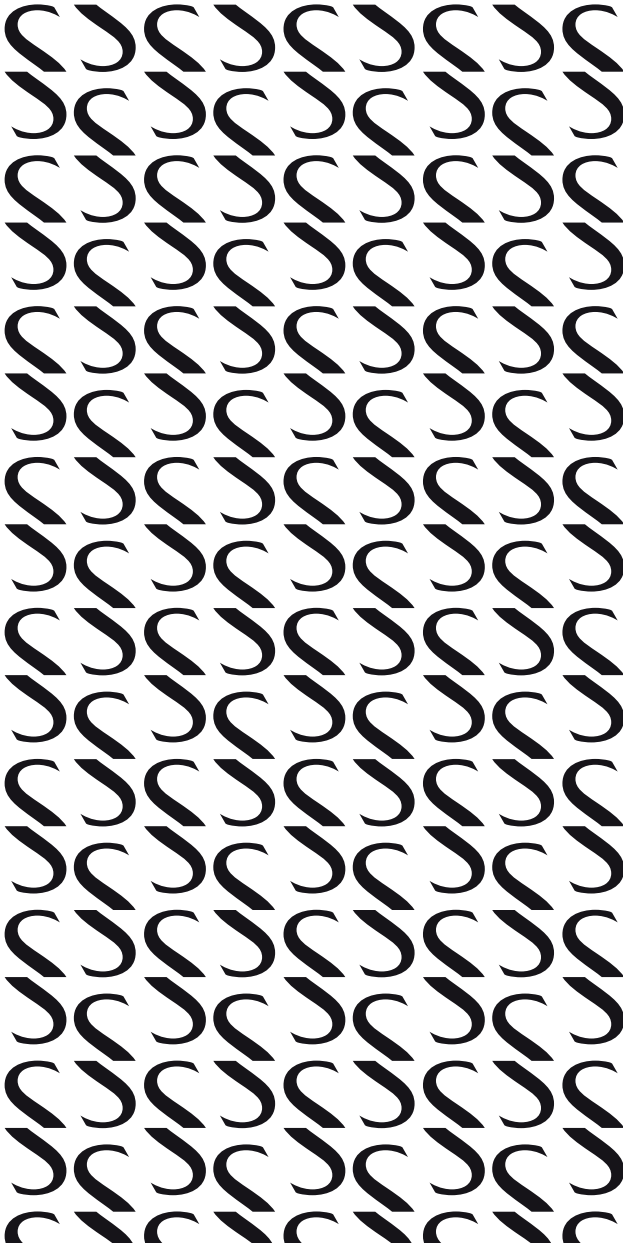
Patterns



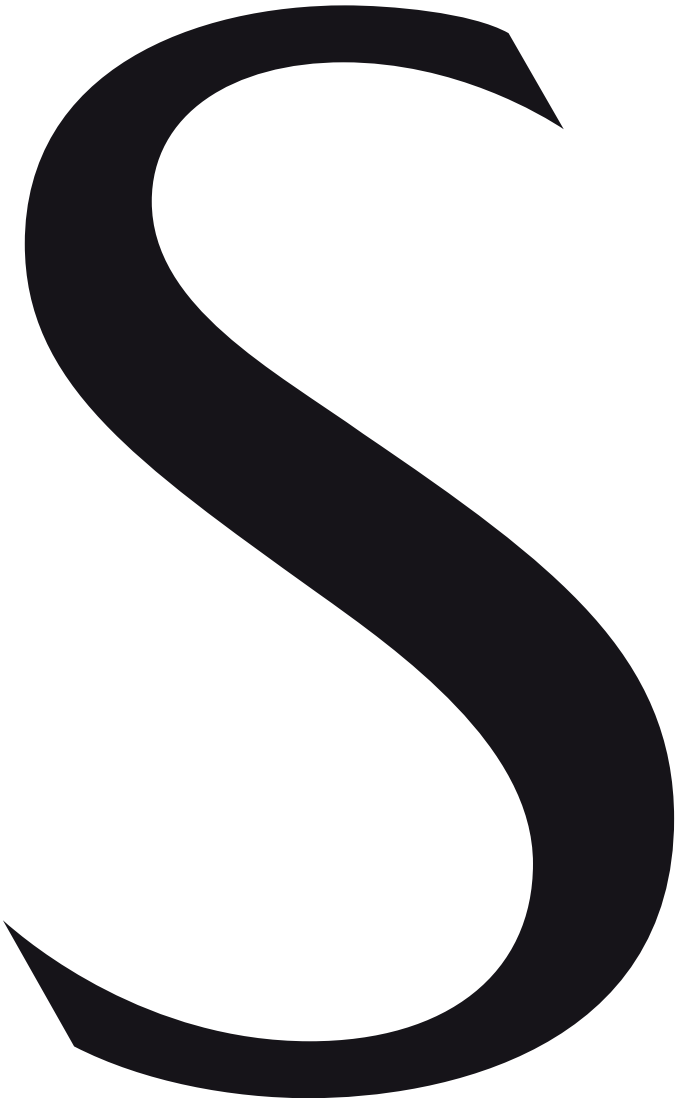
Patterns



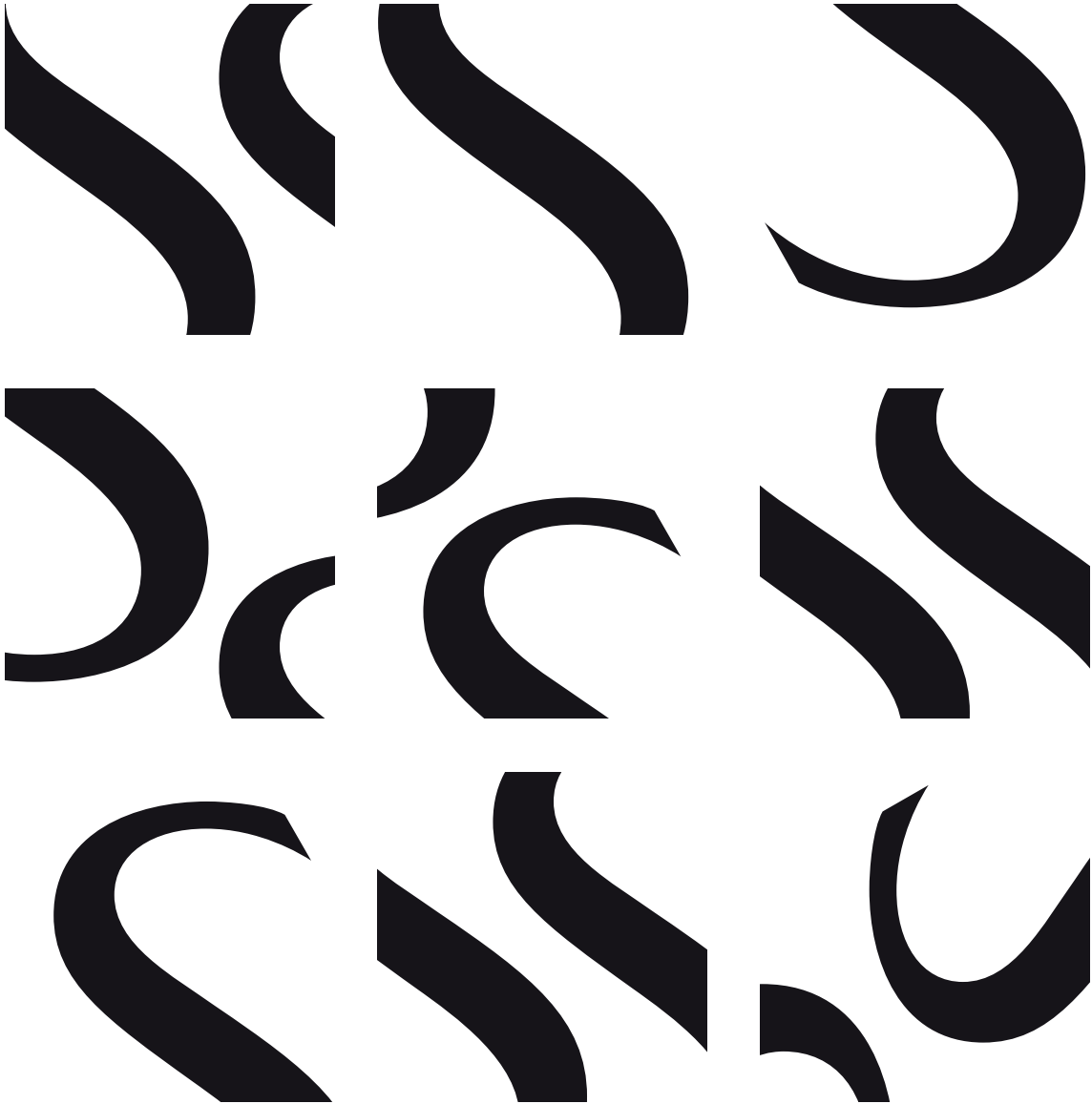
Patterns



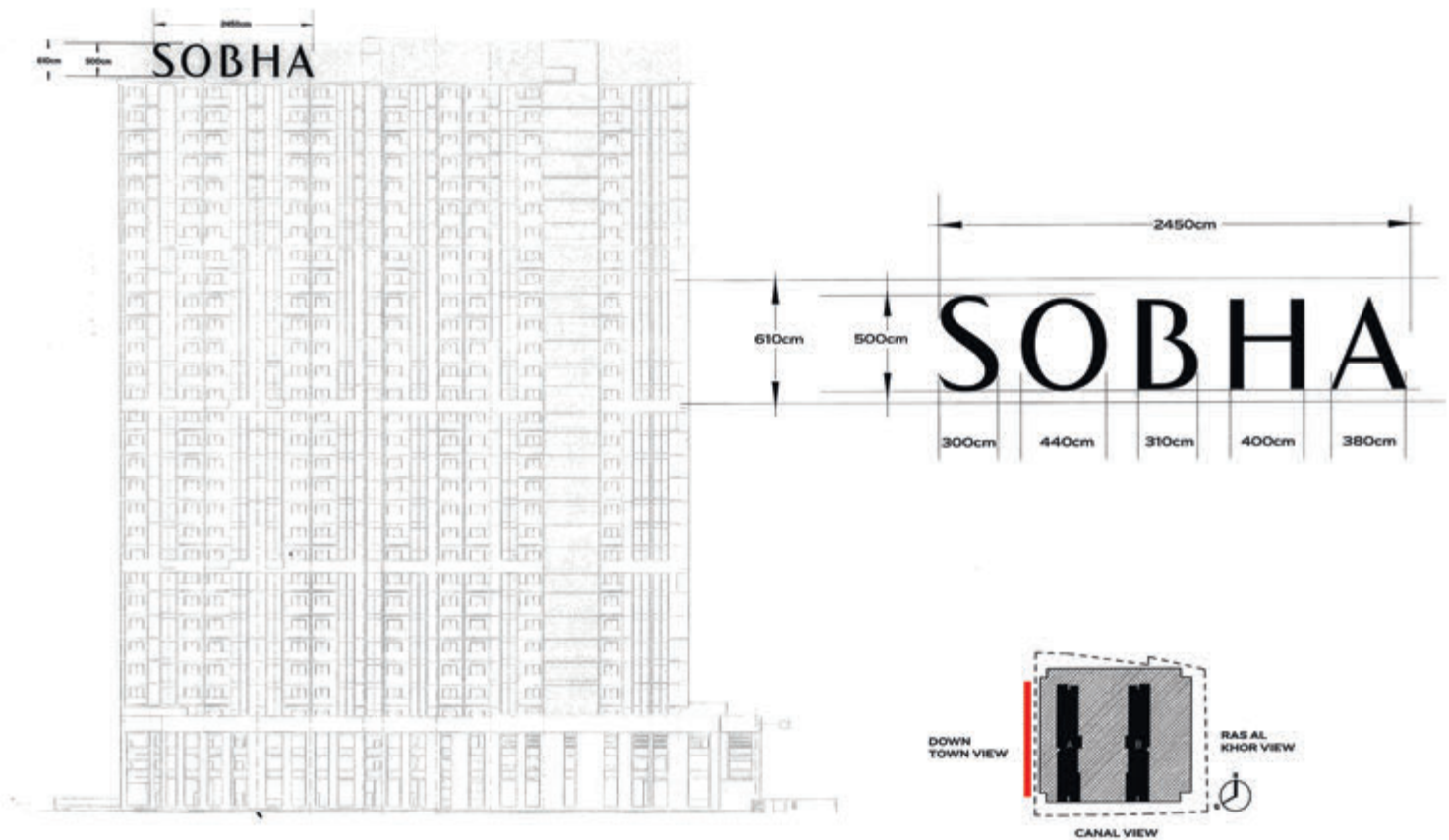
'S' Graphic Elements



'S' Croppings and usage



Building Signage



Building Signage

