



Logo

### SOBHA

Marketing 1/22

Logo with tag line



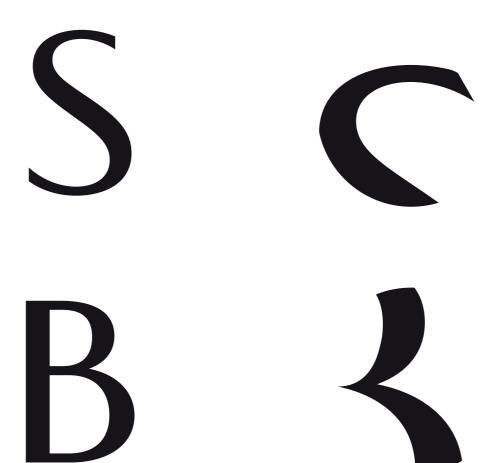




Marketing 2/22

Typography / Type Improvisation

Original Font Details



Marketing 3/22

Letter Proportion - Logo



Marketing 4/22

Clear Space - Logo



Marketing 5/22

Clear Space - Logo with tagline



Marketing 6/22

Arabic Logo



Marketing 7/22

Arabic Logo



Marketing 8/22

Clear Space - Arabic Logo



Marketing 9/22

Arabic logo size / weightage with English Logo

### SOBHA







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

Marketing 10/22

Size Restrictions





Marketing 11/22

Incorrect Usage of Logo



Do not stretch the logo.



Do not make an outline of the logo.

SOBHA

Do not change the font in the logo.

SOBHA

REALTY

Do not skew the logo.

SOBHA

Do not rotate or change the orientation of the logo.

SOBHA

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

SOBHA

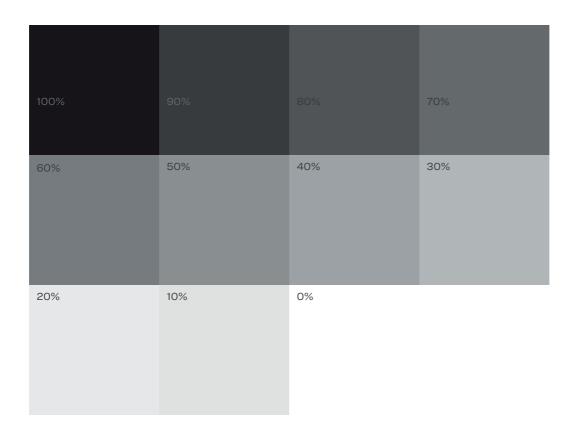
Do not change the spacing of the logo.

SOBHA

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

Marketing 12/22

### Colours



### Primary Corporate Brand Color

NCS COLOR S	3 1050-R90B			
Metalics		#58a8e0	O: 61% M: 25% Y: 0% K: 12%	RGB 88   168   224
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			

Marketing 13/22

Typography / Brand Fonts

### **Primary Tyeface**

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 Tyeface**

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

Marketing 14/22

### Patterns

	SZ		SZ		SZ		SZ		SZ		S		S		S		S
SS		SS		SZ		SZ		SZ		S		S		S		S	
	SZ		SZ		SZ		SZ		SS		S		S		S		S
SZ		SZ		SZ		SS		SZ		S		S		S		S	
	SS						SZ		SS		S		S		S		S
<b>C</b> 2		<b>C</b> 3				<b>C</b> 3		<b>C</b> 3		S		S		S		S	
SS	63		63		<b>C</b> 3		63	SS	<b>C</b> 2		S		S		S		S
	SS		SS		25		25		SS	S		S		S		S	
SS		SS		SS		SS		SS			S		S		S		S
	SS		SS		SS		SS		SS	S		S		S		S	
SZ		SZ		SZ		SS		SS			S		S		S		S
	SZ		SZ		SZ		SZ		SZ	S		S		S		S	

Marketing 15/20

Patterns

S 5 S 5 S 5 S 5 S 5 S 5 S 5 S S 5 S 5 S 5 s S s S s S s S

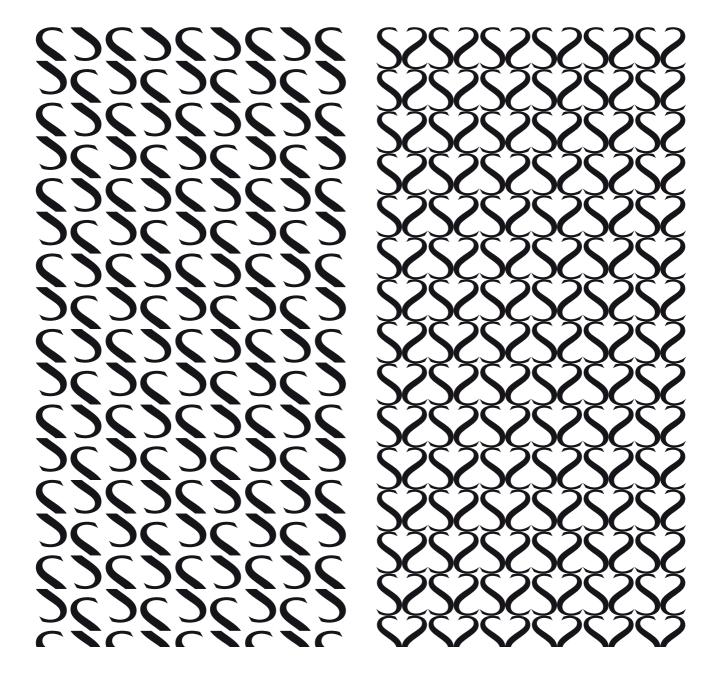
Marketing 16/22

Patterns

5 S 5 S 5 S 5 S 5 S	SS SS SS
S 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	SS SS SS SS
55555555555555555555555555555555555555	SS SS SS
S 5 S 5 S 5 S 5 S 5 S 5 S 5 S 5 S 5 S 5	SS SS SS SS
\$\sigma \sum \sum \sum \sum \sum \sum \sum \sum	SS SS SS
5555555 555555	SS SS SS SS
5 5 5 5 5 5 5	SZ SZ SZ
5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	SS SS SS SS
2 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	SZ SZ SZ
5 <b>S</b>	SS SS SS SS
\$ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	SS SS SS
S 5 S 5 S 5 S 5 S 5	SS SS SS SS

Marketing 17/22

Patterns



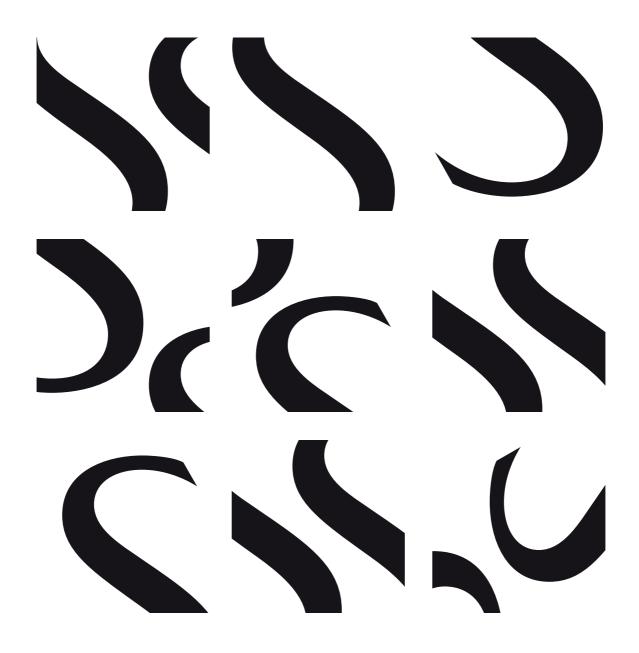
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'S' Graphic Elements

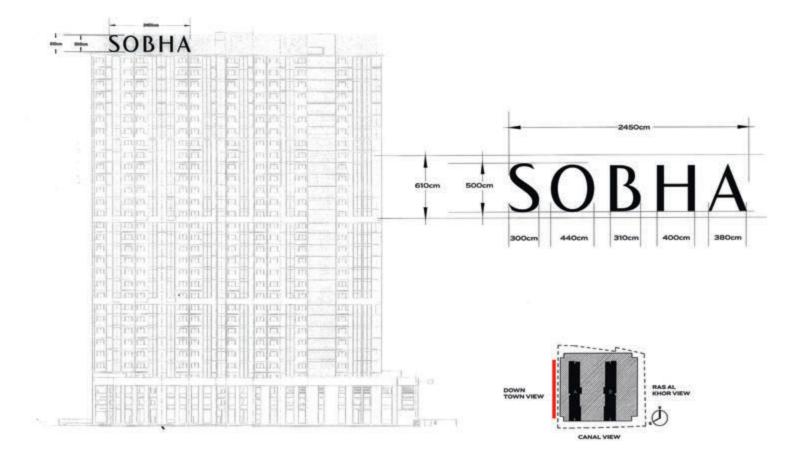


Marketing 19/22

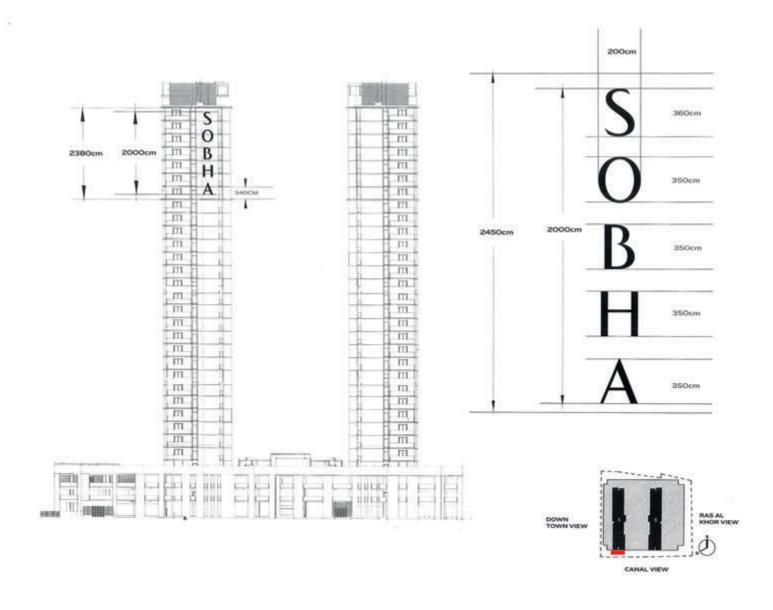
'S' Croppings and usage



Marketing 20/22



Marketing 21/22



Marketing 22/22