

BRAND
GUIDELINES



التركي
ALTURKI

WELCOME

These guidelines describe the basic rules of designing with reproducing Alturki Holding logo identity. In order to gain maximum benefit from these guidelines they must be used consistently, to ensure the best representation of the Alturki brand identity.

For guidance on logo selection and use, you may consult the public relations office via the following contact address:-

Alturki Holding

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Boxon Brand
Visionaries

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LOGO STANDARDS

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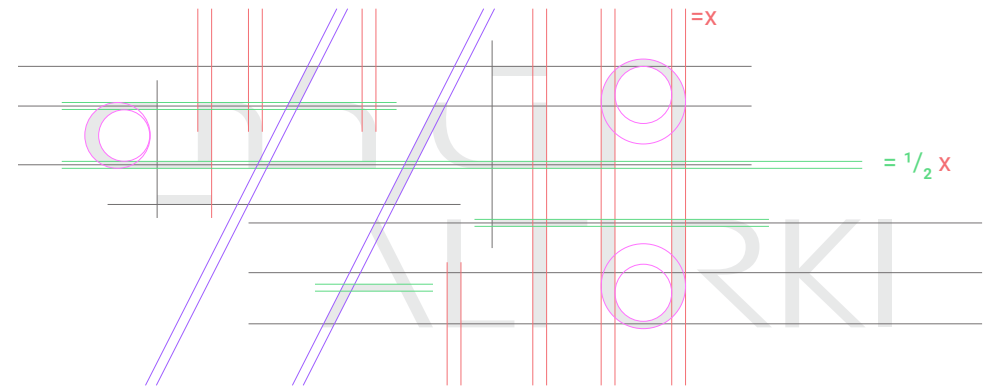
1.0

OUR LOGO

The brand's identity has been designed to reflect our brand values and personality.

In order to convey the strength and professionalism of the brand, it is essential that a consistent and confident brand representation be maintained across all applications.

The brand mark should only be reproduced from master artwork and never redrawn or manipulated in any way, other than the approved formats mentioned in this document.



التركي
ALTURKI

2.0

LOGO FORMATS

Bilingual Format

The brand has a wordmark logo which is a combination of arabic wordmark & english wordmark where the arabic wordmark is on top of the english wordmark. It is always used together and the only approved format of the logo.



3.0

MINIMUM SIZE GUIDE

There are recommended logo type sizes for certain standard paper sizes, as well as a minimum size. This ensures consistency across all communication materials. The minimum size is the smallest size for which the trademark can ever be reproduced. But it is not a default size, and there is a general preference to make the trademark larger than this.



Logo Size A4
Letterhead - 360mm



Logo Size Business
Card - 330mm

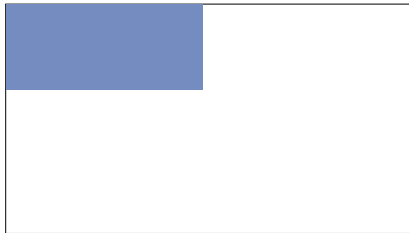


Minimum Logo Size -
150mm

4.0 LOGO POSITIONING

Recommended Logo Positions

Top left corner



Bottom right corner



Examples of the logo positioning

Business Card



Publication Cover



5.0

EXCLUSION ZONE

A minimum exclusion zone has to surround the brand mark.

This is to ensure that it is always prominent and does not become obscured by surrounding information or text elements.

In all brand applications, a minimum of this zone must be used unless instructed otherwise. The formula for this exclusion zone is based obtained as demonstrated in the diagrams below.



6.0

ALTERNATIVE FORMATS

When applying the trademark within a black and white colour restricted print environment or image with sufficient contrast, the trademark can appear in the below alternative format, where it's either black or white.

When the logo is used on a colored background (ie; the *brand colour), the below approved format of the logo version is applied, where the arabic wordmark uses white colour and the english remains the same colour. Care should be taken to ensure that the trademark remains legible and visible in all formats.



Black & White Background

On sufficient contrast
background imageApproved Alternative Format on
*Brand Colour - Background

— — — — — Denotes continuous background

7.0

WHAT NOT TO DO

Incorrect Usage of the Logo

The examples shown here demonstrate different ways of unacceptable logo alterations. They are here to show how the brand becomes undermined by any alteration to the logo.

Always reproduce the logo from master artwork, do not attempt to recreate the logo.



Do not distort, rearrange, or alter the elements within the logo.



Do not apply drop shadow, or any other effect that affects the look.



Do not use the coloured logo formats on coloured backgrounds without sufficient contrast.



Do not resize the elements within the logo disproportionately.



Do not invert the logo colour with the background as shown or on colours other than in the approved alternative logo format.



Do not separate the elements in the logo.

2

BRAND ELEMENTS

2.1 Colour Palette	Page 12
2.2 Brand Element	Page 13
2.3 Brand Tagline	Page 14

2.1

COLOUR PALETTE

Our brand is comprised of three colours that has been endorsed to be used through our communication media.

The preferred application is Pantone® Matching System (PMS), which has coated (C) and uncoated (U) variation, based on the application produced. You can also convert these spot colours to four-colour process (CMYK), for reproduction in four-colour process printing. The other colouring option (RGB) is provided for the multimedia and web usage.

Pantone® 7687 C	Pantone® 287 U	C : 100 M : 78 Y : 0 K : 18	R : 34 G : 48 B : 107 #22306B
Pantone® 2135 C	Pantone® 2135 U	C : 62 M : 39 Y : 0 K : 0	R : 117 G : 140 B : 192 #758CC0
Pantone® 2379 C	Pantone® 539 U	C : 81 M : 64 Y : 41 K : 38	R : 59 G : 69 B : 89 #3B4559
Pantone® 321 C	Pantone® 320 U	C : 96 M : 3 Y : 35 K : 12	R : 0 G : 140 B : 149 #008C95

Primary
Colors

Secondary
Colors

2.2.0

BRAND ELEMENT

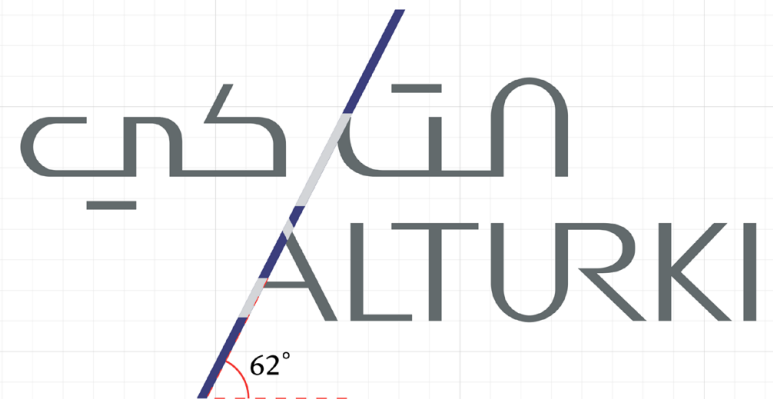
The brand element - the line, can be used in brand applications where it has a full version of the logotype within the application or on the same visual plane.

Please refer to the brand applications shown in the following pages.



The line reflects Acceleration, Growth.

The line takes its angle from the logo as shown below.



2.2.1

BRAND ELEMENT ANIMATION

The brand element - the line, while being used for multimedia where it may be used in animations, should always be used in a way which shows the line growing/moving from the bottom to the top to indicate acceleration, growth/progress.



2.3

BRAND TAGLINE

The tagline is designed to provide further definition to the brand's service. A tagline can also be a way of furthering the value of your company and provide an additional persuasive push. It can be an integral part of the logo design or a separate element to be used within further branding.

The brand tagline can be used in brand applications where it have a full version of the logotype within the application or on the same visual plane.

**BUILDING GREAT
BUSINESSES**

3

TYPOGRAPHY STANDARDS FOR PRINT

- 3.1 Arabic Typeface Styling Page 17-18
- 3.2 Latin Typeface Styling Page 19-20

3.1.0

ARABIC TYPEFACE STYLING FOR PRINT

For continuity and simplicity, we only use specific type families in our communications

The following fonts have been chosen because of their clarity and style. If these typefaces are not available, please choose a typeface with similar characteristics. This applies to business documents, correspondence, promotional material, displays, product labels, signs, Web pages, and other media.

(for Print / Publishing materials etc)

Titles / Headlines

Berytus

Light / Medium

Contents / Paragraph

Frutiger LT Arabic

Light / Roman

Arabic fonts used throughout all of our communications is the **Berytus & Frutiger LT Arabic** font family. This is to be used in all printed material for publishing.

Arial Font are the system fonts selected for arabic.

In order to ensure that presentations sent out to third parties are seen in the correct format, they should be distributed in PDF format. This also ensures security of information in that it cannot be edited post distribution.

SYSTEM FONTS (for PPT/MsWord etc)

Arial

Ms Fonts -
Regular/**Bold**

3.1.1

ARABIC TYPEFACE EXAMPLES

Berytus

(for Titles / Headlines)
Medium

الشريك الإستثماري الأول

(for Abstract Paragraph)
Light

شركة خالد علي التركي وأولاده (التركي القابضة) هي شركة عائلية رائدة في الإستثمار والتنمية منذ إنشائها عام ١٩٧٥، تمتلك و تشارك في شركات تعمل في قطاعات مواد البناء، البنية التحتية، تكنولوجيا المعلومات والاتصالات، الصناعة، خدمات حقول النفط، والقطاع العقاري

Frutiger LT Arabic

(for Paragraph/
Contents)
Light

(for Highlight)
Roman

تمتلك و تشارك في شركات تعمل في قطاعات مواد البناء، البنية التحتية، تكنولوجيا المعلومات والاتصالات، الصناعة، خدمات حقول النفط، والقطاع العقاري في المملكة العربية السعودية وجمهورية مصر العربية، كما تستثمر الشركة أيضًا في المشاريع الواعدة والتي قد لا تكون إستراتيجية ولا تقع ضمن نطاق القطاعات.

شركة خالد علي التركي وأولاده (التركي القابضة) هي شركة عائلية رائدة في الإستثمار والتنمية منذ إنشائها عام ١٩٧٥.

تمتلك وتشارك في شركات تعمل في: قطاعات مواد البناء، البنية التحتية، تكنولوجيا المعلومات والاتصالات، الصناعة، خدمات حقول النفط، والقطاع العقاري، كما تستثمر الشركة أيضًا في المشاريع الواعدة والتي قد لا تكون إستراتيجية المستهدفة.

(Berytus)
Medium

(Frutiger LT Arabic)
Roman

(Frutiger LT Arabic)
Light

. ١٩٨٧٦٥٤٣٢١

.١٩٨٧٦٥٤٣٢١

.١٩٨٧٦٥٤٣٢١

3.2.0

LATIN TYPEFACE STYLING FOR PRINT

For continuity and simplicity, we only use specific type families in our communications.

The following fonts have been chosen because of their clarity and style. If these typefaces are not available, please choose a typeface with similar characteristics. This applies to business documents, correspondence, promotional material, displays, product labels, signs, Web pages, and other media.

(for Print/Publishing materials etc)

Titles / Headlines

Imperial

Regular / Medium

Contents / Paragraph

FreightNeo Pro

Light / Medium

Arabic fonts used throughout all of our communications is the **Imperial & Frutiger LT Arabic** font family. This is to be used in all printed material for publishing.

Lucida Grande are the system fonts selected for english.

In order to ensure that presentations sent out to third parties are seen in the correct format, they should be distributed in PDF format. This also ensures security of information in that it cannot be edited post distribution.

SYSTEM FONTS (for PPT/Msword etc)

Lucida Grande

Ms Fonts –
Regular/Bold

3.2.1

LATIN TYPEFACE EXAMPLES

Paragsit amet, Aliquam
mattis vitaore admetus.

(for Titles / Headlines)
Medium

Imperial

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aliquam mattis diam cursus metus. Lorem ipsum dolor sit
amet, consectetur. Quam mattis diam cursus metus.

(for Abstract Paragraph)
Regular

For continuity and simplicity, we only use specific type families in our communications. The following fonts have been chosen due to **clarity and style**. If these typefaces are not available, please choose a typeface with similar characteristics. This applies to business documents, correspondence, promotional material, displays and other media.

For continuity and simplicity, we only use specific type families in our communications. The following fonts have been chosen because of their clarity and style. If these typefaces are not available, please choose a typeface with similar characteristics. This applies to business documents, correspondence, promotional material, displays and other media.

(for Paragraph /Contents)
Light
(for Highlight)
Medium

FreightNeo
Pro

123456789

(Imperial)
Medium

123456789

(FreightNeo Pro)
Medium

123456789

(FreightNeo Pro)
Light

Please note :
for FreightNeo Pro numbers choose the
Character - OpenType -Proportional Lining.

4

TYPOGRAPHY STANDARDS FOR WEB

- 4.1 Arabic Typeface Styling Page 22
- 4.2 Latin Typeface Styling Page 23

4.1.0

ARABIC TYPEFACE STYLING FOR WEB

For continuity and simplicity, we only use specific type families in our communications

For continuity and simplicity, we only use specific type families in our communications.

The following fonts have been chosen because of their clarity and style for Web pages, and other multimedia applications.

Titles / Headlines

Berytus

Light / Medium

Contents / Paragraph

Frutiger LT Arabic

Light / Roman

4.1.0

ENGLISH TYPEFACE STYLING FOR WEB

For continuity and simplicity, we only use specific type families in our communications

For continuity and simplicity, we only use specific type families in our communications.

The following fonts have been chosen because of their clarity and style for Web pages, and other multimedia applications.

(for Print/Publishing materials etc)

Titles / Headlines

Imperial

Regular / Medium

Contents / Paragraph

FreightNeo Pro

Light / Medium

5

SUBSIDIARY CO-BRANDING

5.0 Logo Position & Colour Version Page 25

5.1 Co-Branding Examples Page 26-30

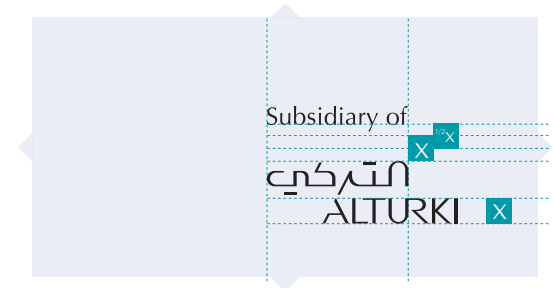
5.0 LOGO POSTION & COLOUR VERSION

The below colour versions approved for the usage of the parent logo within the applications of the subsidiaries.

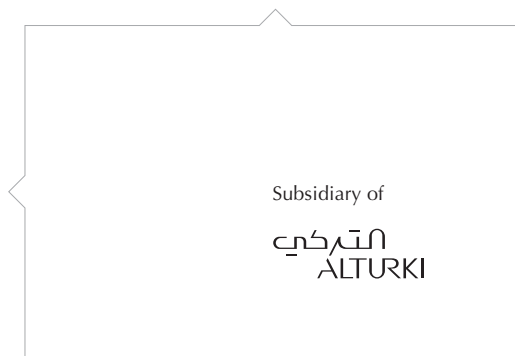
The subsidiary companies have their own brand colors & elements, so the parent company is always used in either in white or 100% black or tints of black according to each subsidiary’s branding. Below are examples of how the parent logo has to be used in the subsidiary’s applications.

The parent company’s logo is endorsed with the sub-brands in their applications with the text ‘Subsidairy of... (Alturki Logo)’.

The text is aligned as shown below;



Colour versions of the parent logo



Black or tints of Black



On brand colour background with sufficient contrast - White



On Multimedia Applications - Colour

5.1.0

CO - BRANDING

Example

The subsidiary companies have their own brand colors & elements, so the parent company is always used in either in white or 100% black or tints of black according to each subsidiary's branding. Below are examples of how the parent logo has to be used in the subsidiary's applications.

Business Card

Front



Back



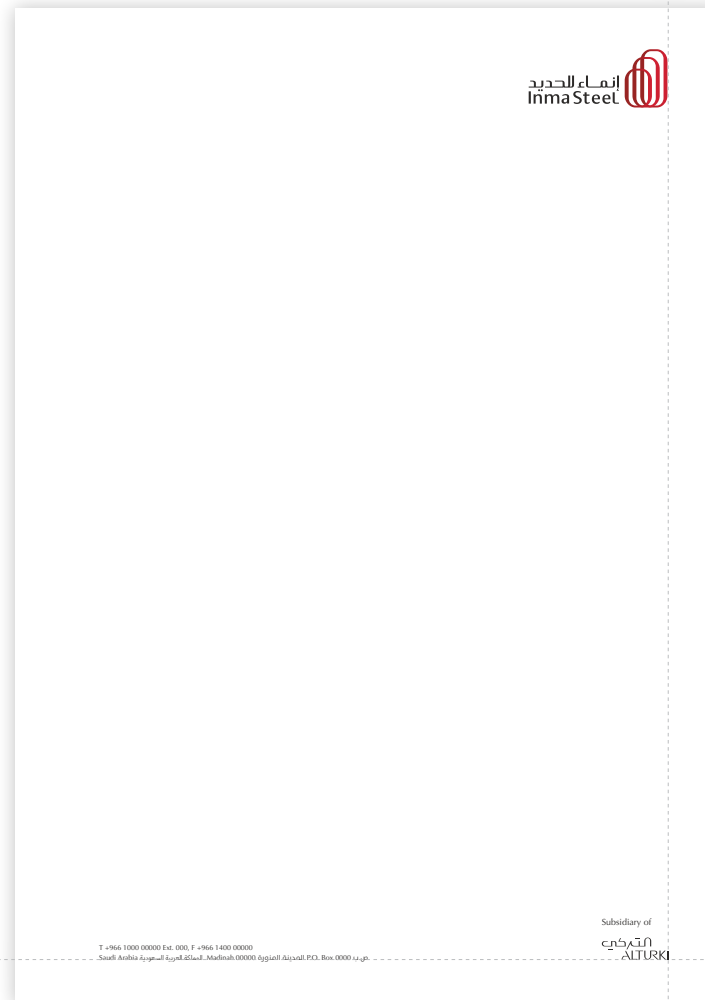
Bottom Right Corner

5.1.1

CO - BRANDING

Example

Letter Head



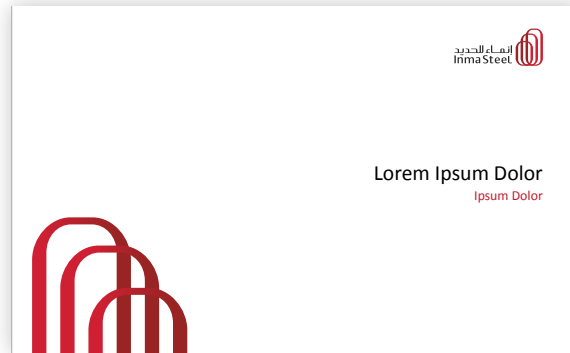
Bottom Right Corner

5.1.2

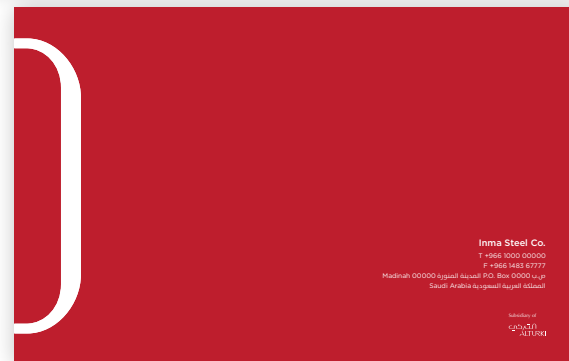
CO - BRANDING

Example

Company Publications



About Us Page-
Will have a description about the
parent company.



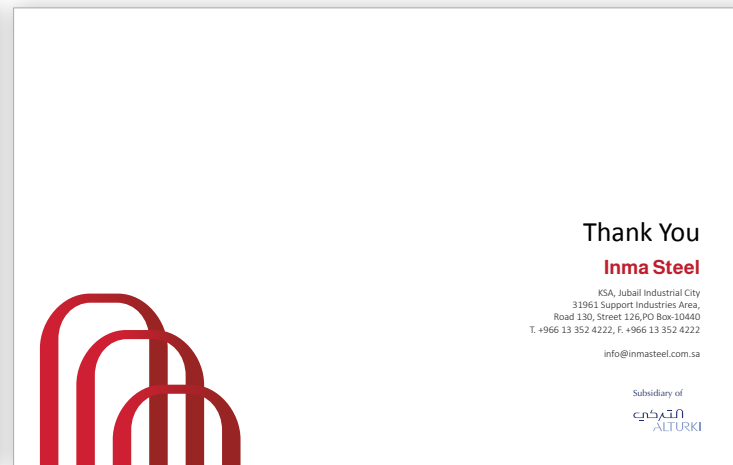
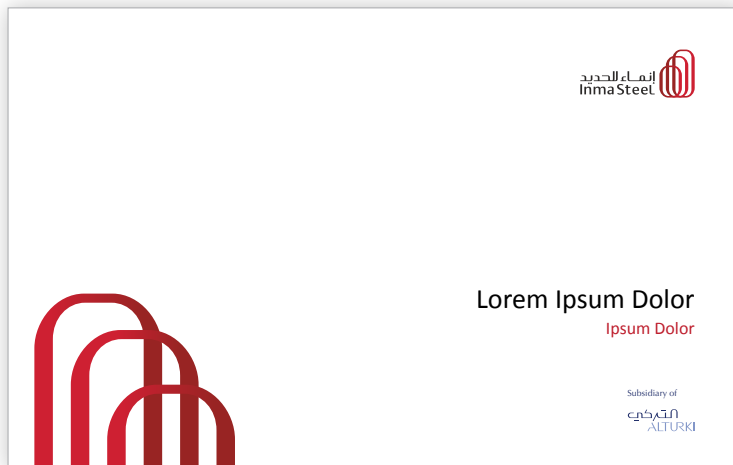
with Contact Details

5.1.3

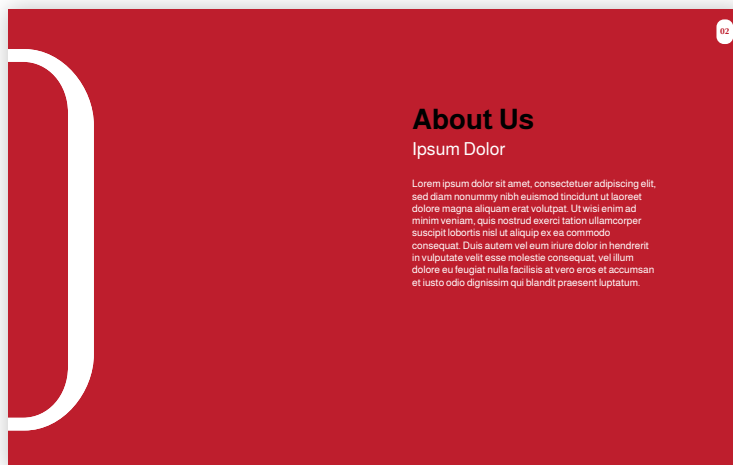
CO - BRANDING

Example

Powerpoint Presentation



Cover & Contact details page

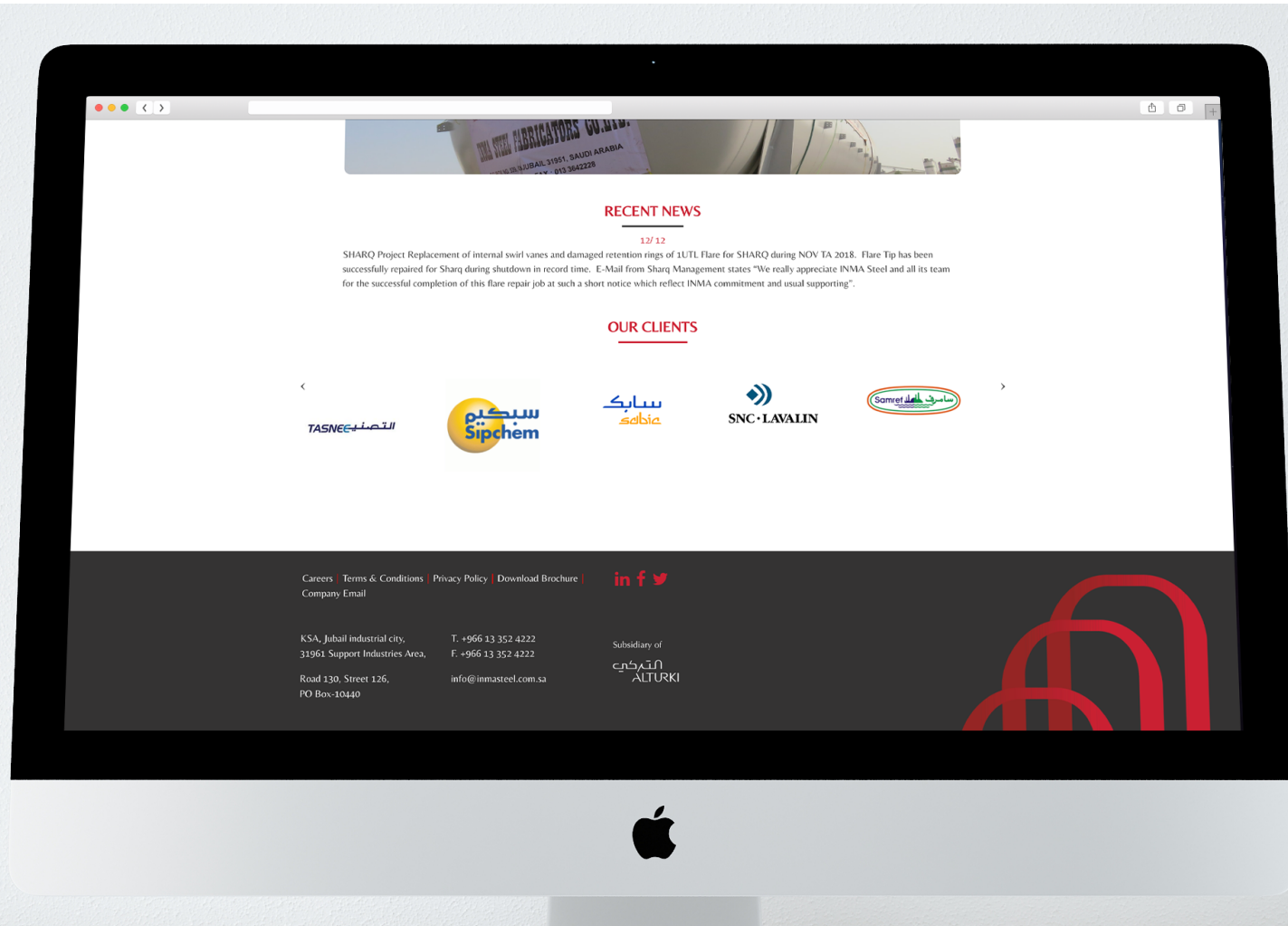


5.1.4

CO - BRANDING

Example

Website Footer



6

STATIONARY APPLICATIONS

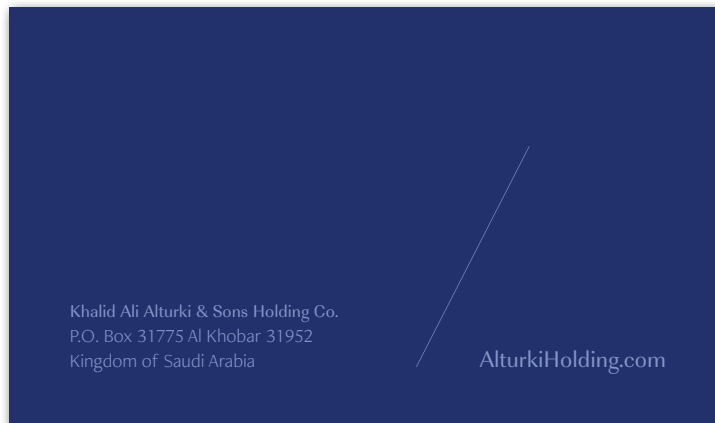
6.1	Business Cards	Page 32
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6.1

BUSINESS CARD



Front-side



Back-side

Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: 9 x 5 cm

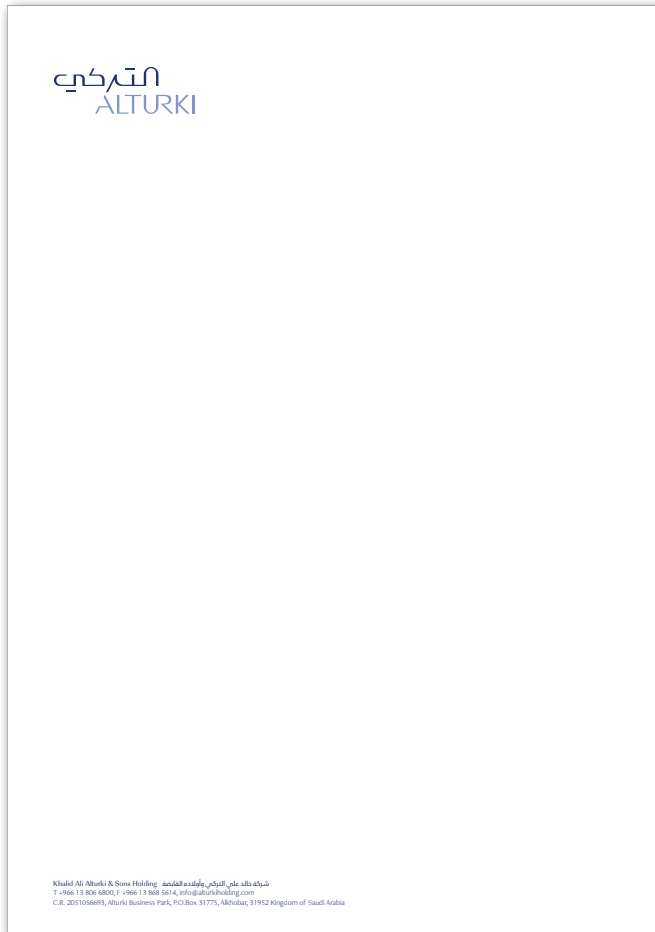
Colours: 2 Pantones

Material: CX22 Diamond White - 320gsm

Note: the artwork in preview may not be of actual size. Colours in display might look different. Actual artwork to be produced in Pantone

6.2 LETTER HEAD

Front-side



Back-side



Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: A4

Colours: 2 Pantones

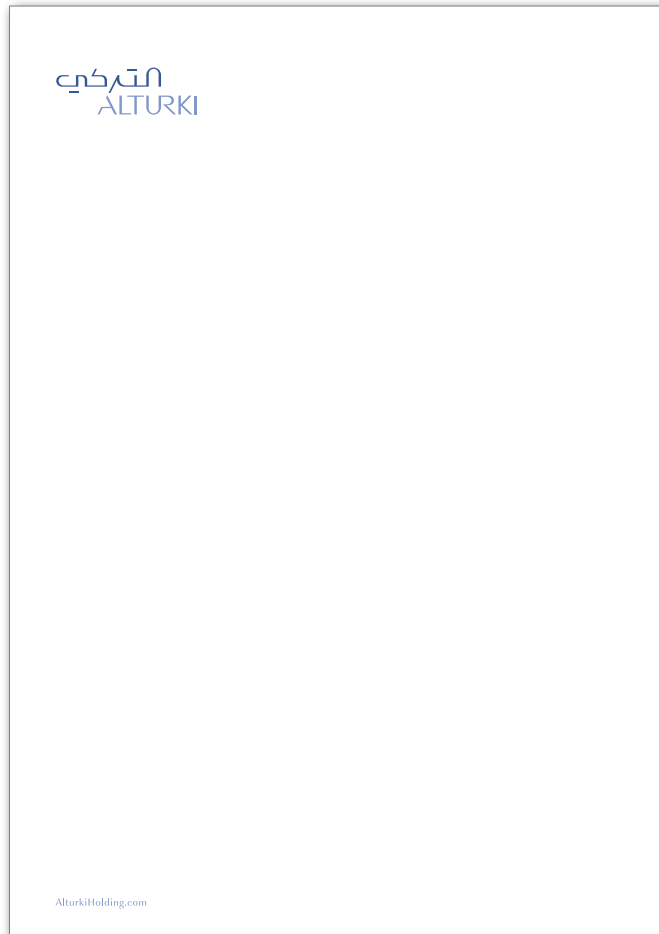
Material: Britannia Smooth Wove - 120 gsm

Note: the artwork in preview may not be of actual size. Colours in display might look different. Actual artwork to be produced in Pantone

6.2

LETTER HEAD

Continuos Sheets



Note: the artwork in preview may not be of actual size. Colours in display might look different. Actual artwork to be produced in Pantone

Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: A4

Colours: 2 Pantones

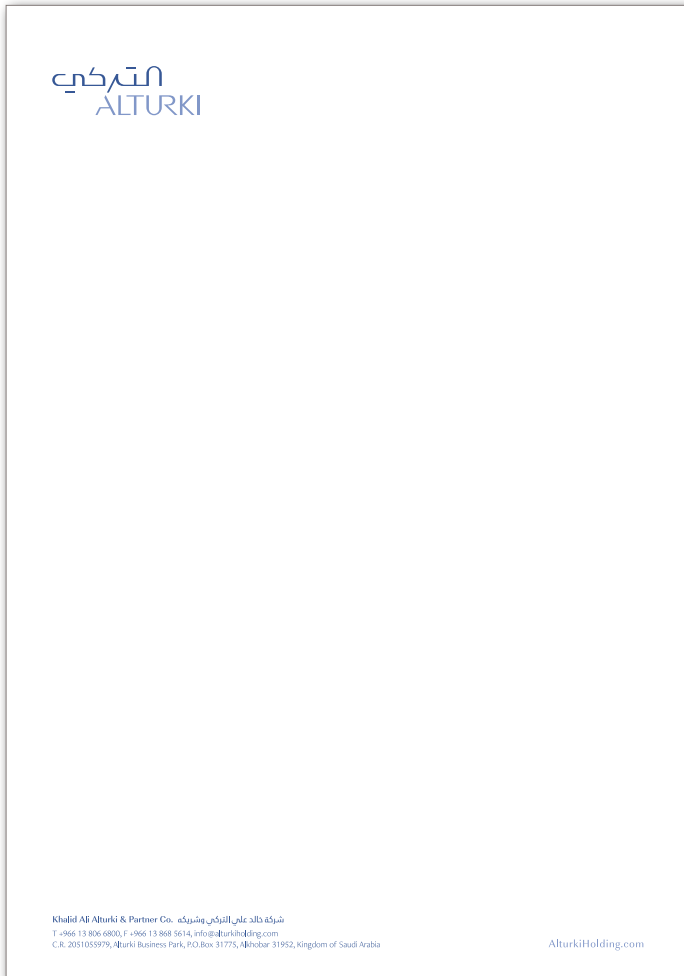
Material: Britannia Smooth Wove - 120 gsm

6.2

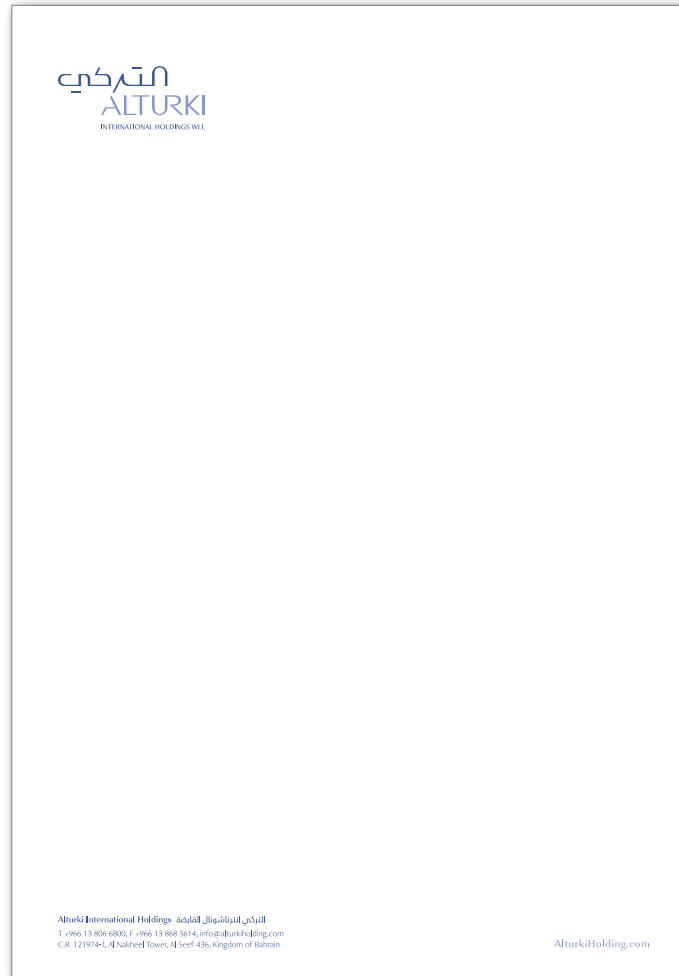
LETTER HEAD

Commercial Registration

1



2



Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: A4

Colours: 2 Pantones

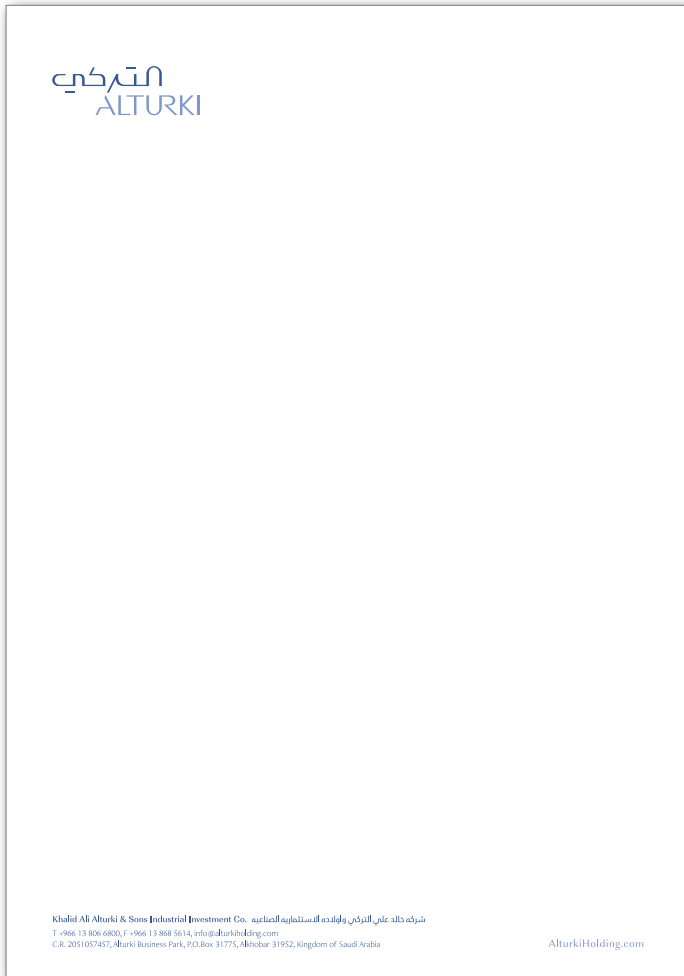
Material: Britannia Smooth Wove - 120 gsm

6.2

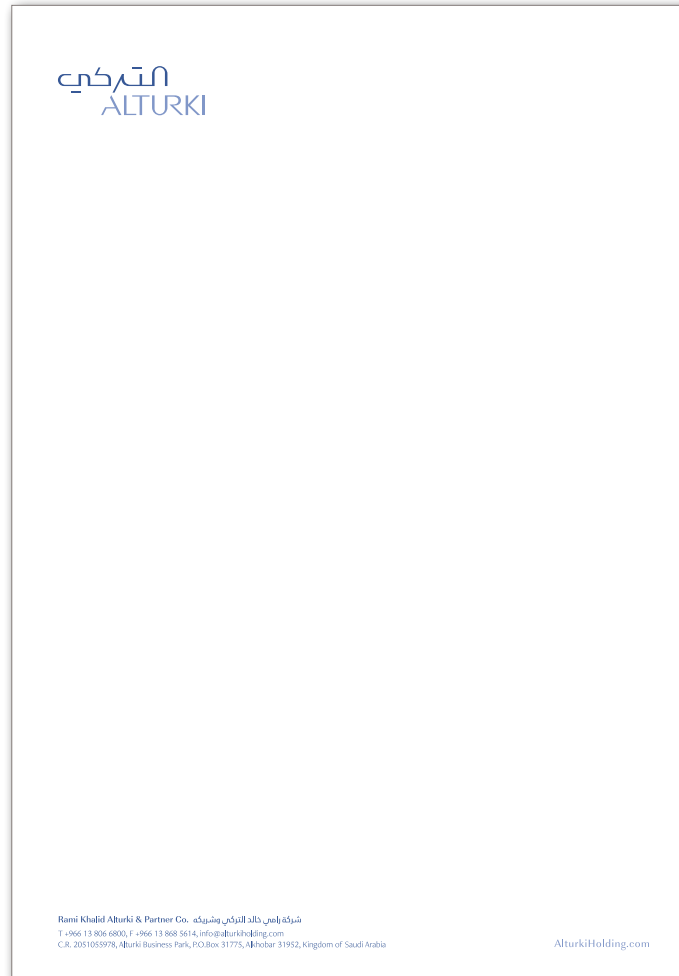
LETTER HEAD

Commercial Registration

3



4



Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: A4

Colours: 2 Pantones

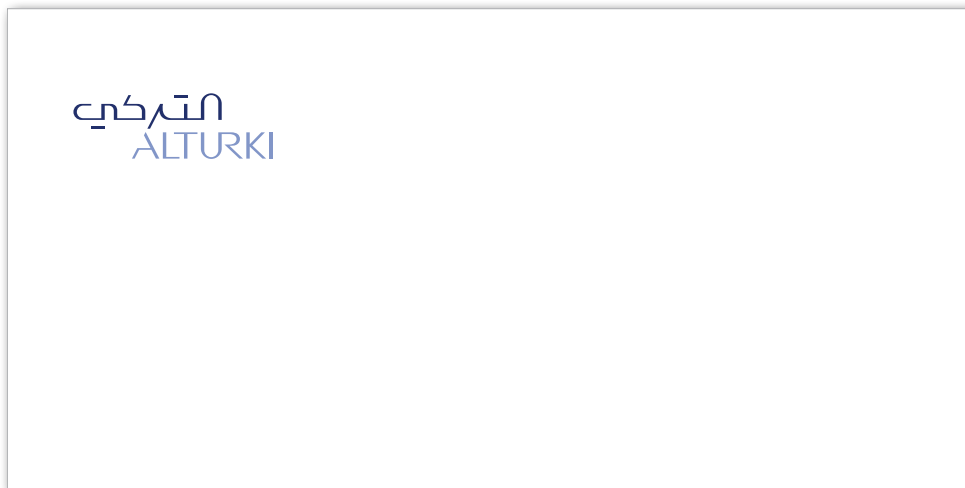
Material: Britannia Smooth Wove - 120 gsm

6.3.0

ENVELOPES

DL Size - Custom made

Front-side



Back-side



Note: the artwork in preview may not be of actual size. Colours in display might look different. Actual artwork to be produced in Pantone

Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: DL

Colours: 2 Pantones

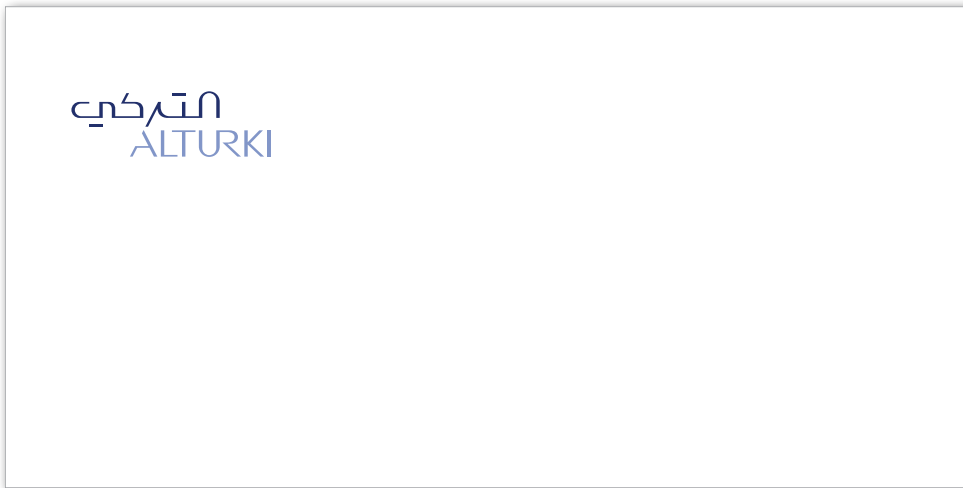
Material: Conqueror Wove-Brilliant White-160gsm

6.3.1

ENVELOPES

DL Size - Ready made

Front-side



Back-side



Note: the artwork in preview may not be of actual size. Colours in display might look different. Actual artwork to be produced in Pantone

Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: DL
Colours: 2 Pantones
Material: Readymade

6.3.2

ENVELOPES

C4 Size - Custom made

Front-side



Back-side



Note: the artwork in preview may not be of actual size. Colours in display might look different. Actual artwork to be produced in Pantone

Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: C4

Colours: 2 Pantones

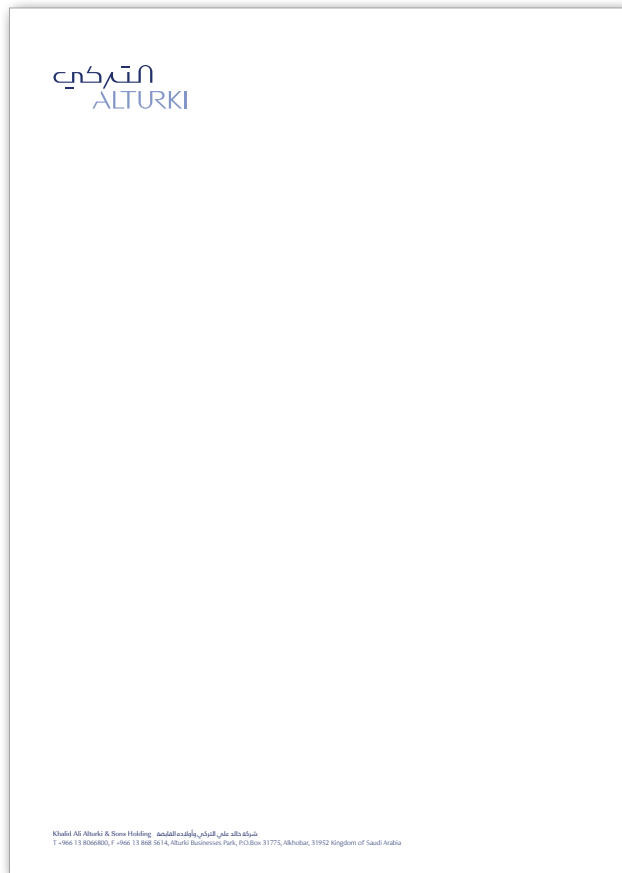
Material: Conqueror Wove-Brilliant White-160gsm

6.3.3

ENVELOPES

C5 Size - Custom made

Front-side



Back-side



Note: the artwork in preview may not be of actual size. Colours in display might look different. Actual artwork to be produced in Pantone

Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: C5

Colours: 2 Pantones

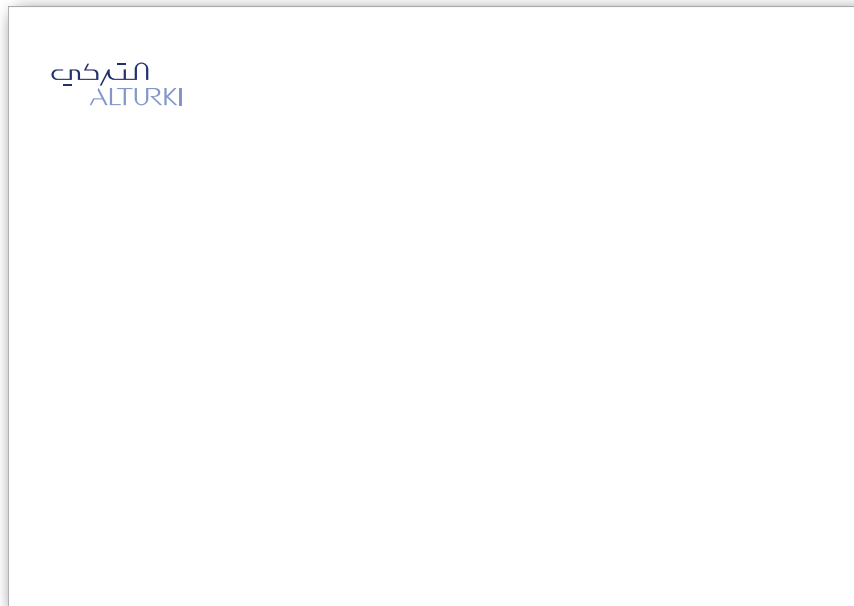
Material: Conqueror Wove-Brilliant White-160gsm

6.3.4

ENVELOPES

C5 Size - Custom made

Front-side



Back-side



Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: C5

Colours: 2 Pantones

Material: Conqueror Wove-Brilliant White-160gsm

Note: the artwork in preview may not be of actual size. Colours in display might look different. Actual artwork to be produced in Pantone

6.4.0

FOLDER COVER

Front-side



Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: 22 x 30.7

Colours: 2 Pantones

Material: Matt - Velvet laminated -350 gsm

Special : Die cut (Pocket), Embossing on Logo

6.4.1

FOLDER INSIDE



Pocket

Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: 22 x 30.7

Colours: 2 Pantones

Material: Matt - Velvet laminated -350 gsm

Special : Die cut (Pocket), Embossing on Logo

6.5.0

NOTEPAD

A5

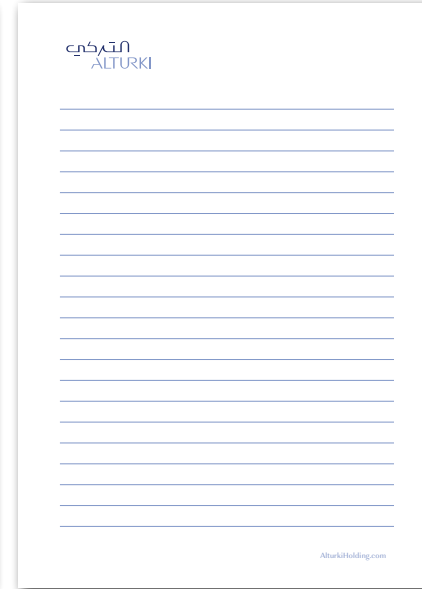
Cover - Back



Cover - Front



Inside Pages



Preview



Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: A5

Colours: 2Pantone(Cover) 2Pantones(Inside)

Material: 170 gsm Matt - laminated pasted on greyboard

Special: Spiral (Stainless Steel)

6.5.1

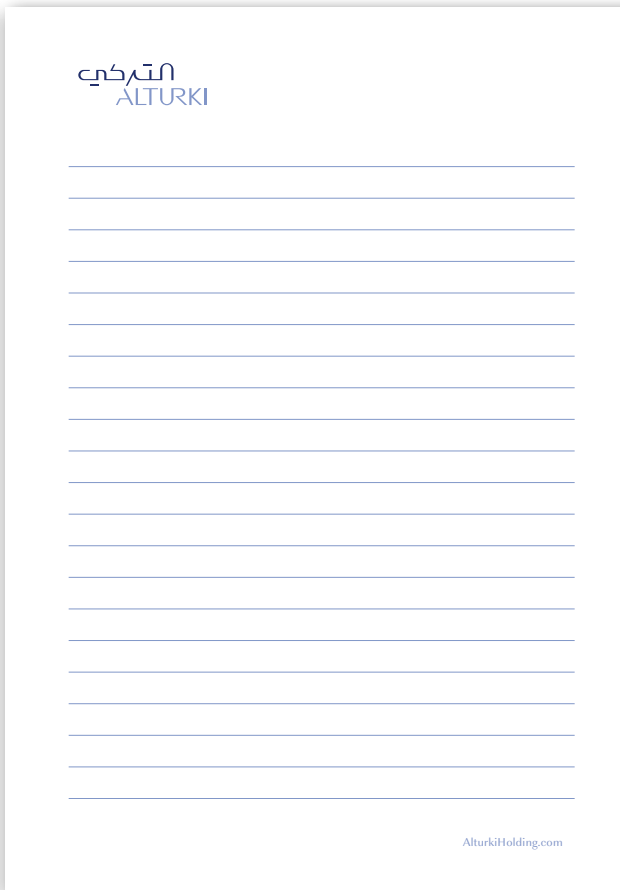
NOTEPAD

A4

Cover - Front



Inside Pages



Printing Specification

In order to produce the application that shall represent the brand, we recommend the following specifications for printing:-

Size: A5

Colours: 2Pantone(Cover) 2Pantones(Inside)

Material: Matt - laminated 250 gsm pasted glued on top

6.6.0 STAMP



6.6.1

STAMP



6.7

STICKY NOTE PADS



7

OTHER APPLICATIONS

7.1	Bag	Page 50
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7.11	Exhibition Design	Page 62-63

7.1 BAGS



7.2 ID CARD



7.3 CALENDAR



التركي
ALTURKI

CREATE VALUE
EVERYDAY

1441-1442
2020

JAN جمادى الأولى - جمادى الآخرة /01

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			01 ⁰⁶	02 ⁰⁷	03 ⁰⁸	04 ⁰⁹
05 ¹⁰	06 ¹¹	07 ¹²	08 ¹³	09 ¹⁴	10 ¹⁵	11 ¹⁶
12 ¹⁷	13 ¹⁸	14 ¹⁹	15 ²⁰	16 ²¹	17 ²²	18 ²³
19 ²⁴	20 ²⁵	21 ²⁶	22 ²⁷	23 ²⁸	24 ²⁹	25 ³⁰
26 ³¹	27 ⁰²	28 ⁰³	29 ⁰⁴	30 ⁰⁵	31 ⁰⁶	

FEB جمادى الآخرة - رجب /02

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					01 ⁰⁷	
02 ⁰⁸	03 ⁰⁹	04 ¹⁰	05 ¹¹	06 ¹²	07 ¹³	08 ¹⁴
09 ¹⁵	10 ¹⁶	11 ¹⁷	12 ¹⁸	13 ¹⁹	14 ²⁰	15 ²¹
16 ²²	17 ²³	18 ²⁴	19 ²⁵	20 ²⁶	21 ²⁷	22 ²⁸
23 ²⁹	24 ³⁰	25 ⁰¹	26 ⁰²	27 ⁰³	28 ⁰⁴	29 ⁰⁵

MAR رجب - شعبان /03

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01 ⁰⁶	02 ⁰⁷	03 ⁰⁸	04 ⁰⁹	05 ¹⁰	06 ¹¹	07 ¹²
08 ¹³	09 ¹⁴	10 ¹⁵	11 ¹⁶	12 ¹⁷	13 ¹⁸	14 ¹⁹
15 ²⁰	16 ²¹	17 ²²	18 ²³	19 ²⁴	20 ²⁵	21 ²⁶
22 ²⁷	23 ²⁸	24 ²⁹	25 ⁰¹	26 ⁰²	27 ⁰³	28 ⁰⁴
29 ⁰⁵	30 ⁰⁶	31 ⁰⁷				

APR شعبان - رمضان /04

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			01 ⁰⁸	02 ⁰⁹	03 ¹⁰	04 ¹¹
05 ¹²	06 ¹³	07 ¹⁴	08 ¹⁵	09 ¹⁶	10 ¹⁷	11 ¹⁸
12 ¹⁹	13 ²⁰	14 ²¹	15 ²²	16 ²³	17 ²⁴	18 ²⁵
19 ²⁶	20 ²⁷	21 ²⁸	22 ²⁹	23 ³⁰	24 ⁰¹	25 ⁰²
26 ⁰³	27 ⁰⁴	28 ⁰⁵	29 ⁰⁶	30 ⁰⁷		

MAY رمضان - شوال /05

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					01 ⁰⁸	02 ⁰⁹
03 ¹⁰	04 ¹¹	05 ¹²	06 ¹³	07 ¹⁴	08 ¹⁵	09 ¹⁶
10 ¹⁷	11 ¹⁸	12 ¹⁹	13 ²⁰	14 ²¹	15 ²²	16 ²³
17 ²⁴	18 ²⁵	19 ²⁶	20 ²⁷	21 ²⁸	22 ²⁹	23 ³⁰
24 ⁰¹	25 ⁰²	26 ⁰³	27 ⁰⁴	28 ⁰⁵	29 ⁰⁶	30 ⁰⁷
31 ⁰⁸						

JUN شوال - ذو القعدة /06

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			01 ⁰⁹	02 ¹⁰	03 ¹¹	04 ¹²
05 ¹³	06 ¹⁴	07 ¹⁵	08 ¹⁶	09 ¹⁷	10 ¹⁸	11 ¹⁹
12 ²⁰	13 ²¹	14 ²²	15 ²³	16 ²⁴	17 ²⁵	18 ²⁶
19 ²⁷	20 ²⁸	21 ²⁹	22 ³⁰	23 ⁰¹	24 ⁰²	25 ⁰³
26 ⁰⁴	27 ⁰⁵	28 ⁰⁶	29 ⁰⁷	30 ⁰⁸		

JUL ذو القعدة - ذو الحجة /07

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			01 ¹⁰	02 ¹¹	03 ¹²	04 ¹³
05 ¹⁴	06 ¹⁵	07 ¹⁶	08 ¹⁷	09 ¹⁸	10 ¹⁹	11 ²⁰
12 ²¹	13 ²²	14 ²³	15 ²⁴	16 ²⁵	17 ²⁶	18 ²⁷
19 ²⁸	20 ²⁹	21 ³⁰	22 ⁰¹	23 ⁰²	24 ⁰³	25 ⁰⁴
26 ⁰⁵	27 ⁰⁶	28 ⁰⁷	29 ⁰⁸	30 ⁰⁹	31 ¹⁰	

AUG ذو الحجة - محرم /08

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					01 ¹¹	
02 ¹²	03 ¹³	04 ¹⁴	05 ¹⁵	06 ¹⁶	07 ¹⁷	08 ¹⁸
09 ¹⁹	10 ²⁰	11 ²¹	12 ²²	13 ²³	14 ²⁴	15 ²⁵
16 ²⁶	17 ²⁷	18 ²⁸	19 ²⁹	20 ⁰¹	21 ⁰²	22 ⁰³
23 ⁰⁴	24 ⁰⁵	25 ⁰⁶	26 ⁰⁷	27 ⁰⁸	28 ⁰⁹	29 ¹⁰
30 ¹¹	31 ¹²					

SEP محرم - صفر /09

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			01 ¹³	02 ¹⁴	03 ¹⁵	04 ¹⁶
05 ¹⁷	06 ¹⁸	07 ¹⁹	08 ²⁰	09 ²¹	10 ²²	11 ²³
12 ²⁴	13 ²⁵	14 ²⁶	15 ²⁷	16 ²⁸	17 ²⁹	18 ³⁰
19 ⁰¹	20 ⁰²	21 ⁰³	22 ⁰⁴	23 ⁰⁵	24 ⁰⁶	25 ⁰⁷
26 ⁰⁸	27 ⁰⁹	28 ¹⁰	29 ¹¹	30 ¹²		

OCT صفر - ربيع الأول /10

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			01 ¹⁴	02 ¹⁵	03 ¹⁶	
04 ¹⁷	05 ¹⁸	06 ¹⁹	07 ²⁰	08 ²¹	09 ²²	10 ²³
11 ²⁴	12 ²⁵	13 ²⁶	14 ²⁷	15 ²⁸	16 ²⁹	17 ³⁰
18 ⁰¹	19 ⁰²	20 ⁰³	21 ⁰⁴	22 ⁰⁵	23 ⁰⁶	24 ⁰⁷
25 ⁰⁸	26 ⁰⁹	27 ¹⁰	28 ¹¹	29 ¹²	30 ¹³	31 ¹⁴

NOV ربيع الأول - ربيع الآخر /11

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01 ¹⁵	02 ¹⁶	03 ¹⁷	04 ¹⁸	05 ¹⁹	06 ²⁰	07 ²¹
08 ²²	09 ²³	10 ²⁴	11 ²⁵	12 ²⁶	13 ²⁷	14 ²⁸
15 ²⁹	16 ³⁰	17 ⁰¹	18 ⁰²	19 ⁰³	20 ⁰⁴	21 ⁰⁵
22 ⁰⁶	23 ⁰⁷	24 ⁰⁸	25 ⁰⁹	26 ¹⁰	27 ¹¹	28 ¹²
29 ¹³	30 ¹⁴					

DEC ربيع الآخر - جمادى الأولى /12

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			01 ¹⁶	02 ¹⁷	03 ¹⁸	04 ¹⁹
05 ²⁰	06 ²¹	07 ²²	08 ²³	09 ²⁴	10 ²⁵	11 ²⁶
12 ²⁷	13 ²⁸	14 ²⁹	15 ³⁰	16 ⁰¹	17 ⁰²	18 ⁰³
19 ⁰⁴	20 ⁰⁵	21 ⁰⁶	22 ⁰⁷	23 ⁰⁸	24 ⁰⁹	25 ¹⁰
26 ¹¹	27 ¹²	28 ¹³	29 ¹⁴	30 ¹⁵	31 ¹⁶	

7.4.0

PUBLICATIONS



7.4.1

PUBLICATIONS COVER (EXAMPLES)



7.5

INTERNAL MEMO

TEMPLATE

 **التركي**
ALTURKI

INTERNAL MEMO

Date: 07/10/2019
To: All Employees
From: management@alturkiholding.com
RE: Sustainability Program

Alturki holding is currently doing a good job recycling. During the 1st Quarter of 2019, we were able to Sustain pounds of office paper; since each ton recycled saves 17 trees, we saved 50,000 trees this quarter.

In addition, our efforts conserved gallons of water, barrels of oil, and reduced air pollution by our efforts conserved gallons of water, pounds.

With this in mind, I would like to remind everyone of the recycling opportunities available here at <Company Name>. Each desk should have a deskside container for paper recycling; when these containers are full, they may be emptied into the large barrels found in copy rooms or other central locations. Flattened cardboard may also be placed in these areas.

Please keep up the good work. If you have any questions, you can reach me at +966 39020188.

Thank you for your assistance and participation. Alturki holding is currently doing a good job recycling. During the 1st Quarter of 2019, we were able to Sustain pounds of office paper; since each ton recycled saves 17 trees, we saved 50,000 trees this quarter.

In addition, our efforts conserved gallons of water, barrels of oil, and reduced air pollution by our efforts conserved gallons of water, pounds.

With this in mind, I would like to remind everyone of the recycling opportunities available here at Building Great Businesses. Each desk should have a deskside container for paper recycling; when these containers are full, they may be emptied into the large barrels found in copy rooms or other central locations. Flattened cardboard may also be placed in these areas.

Please keep up the good work. If you have any questions, you can reach me at +966 39020188.

Thank you for your assistance and participation.


Bader Sultan Jamma
Chief Operating Officer

Khafid AE Alturki & Sons Holding
T: +966 13 807 7100, F: +966 13 868 5614
Alturki Businesses Park, P.O.Box 31775, Alkhobar, 31952 Kingdom of Saudi Arabia

7.6

CERTIFICATE TEMPLATE

CERTIFICATE

Employee Of The Month

Awarded To

Bader Sultan Jumma _____

On recognition of
your dedication, passion, and hard work

Alturki holding is currently doing a good job recycling. During the 1st Quarter of 2019, we were able to Sustain pounds of office paper; since each ton recycled saves 17 trees, we saved 50,000 trees this quarter.

Date: 30/10/2019


Bader Sultan Jumma
Chief Operating Officer

التركي
ALTURKI

7.7

GIVE AWAYS



7.8

BACKDROP BANNER

EXAMPLE



7.9.0

INTERIOR SIGNAGES



7.9.1

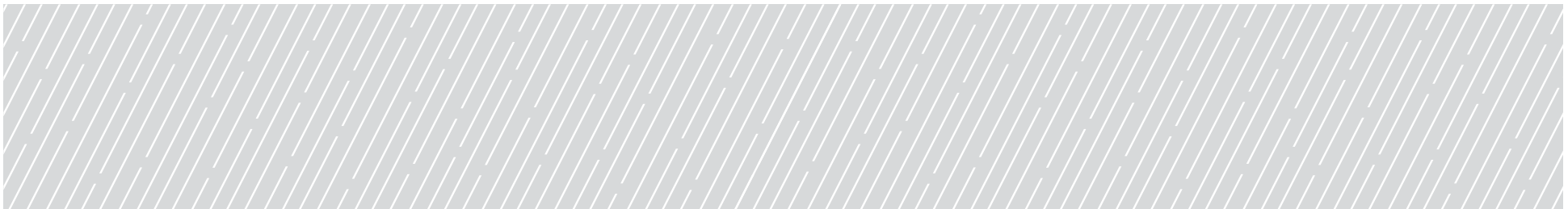
SIGNAGE



7.10 INTERIOR (PATTERN)

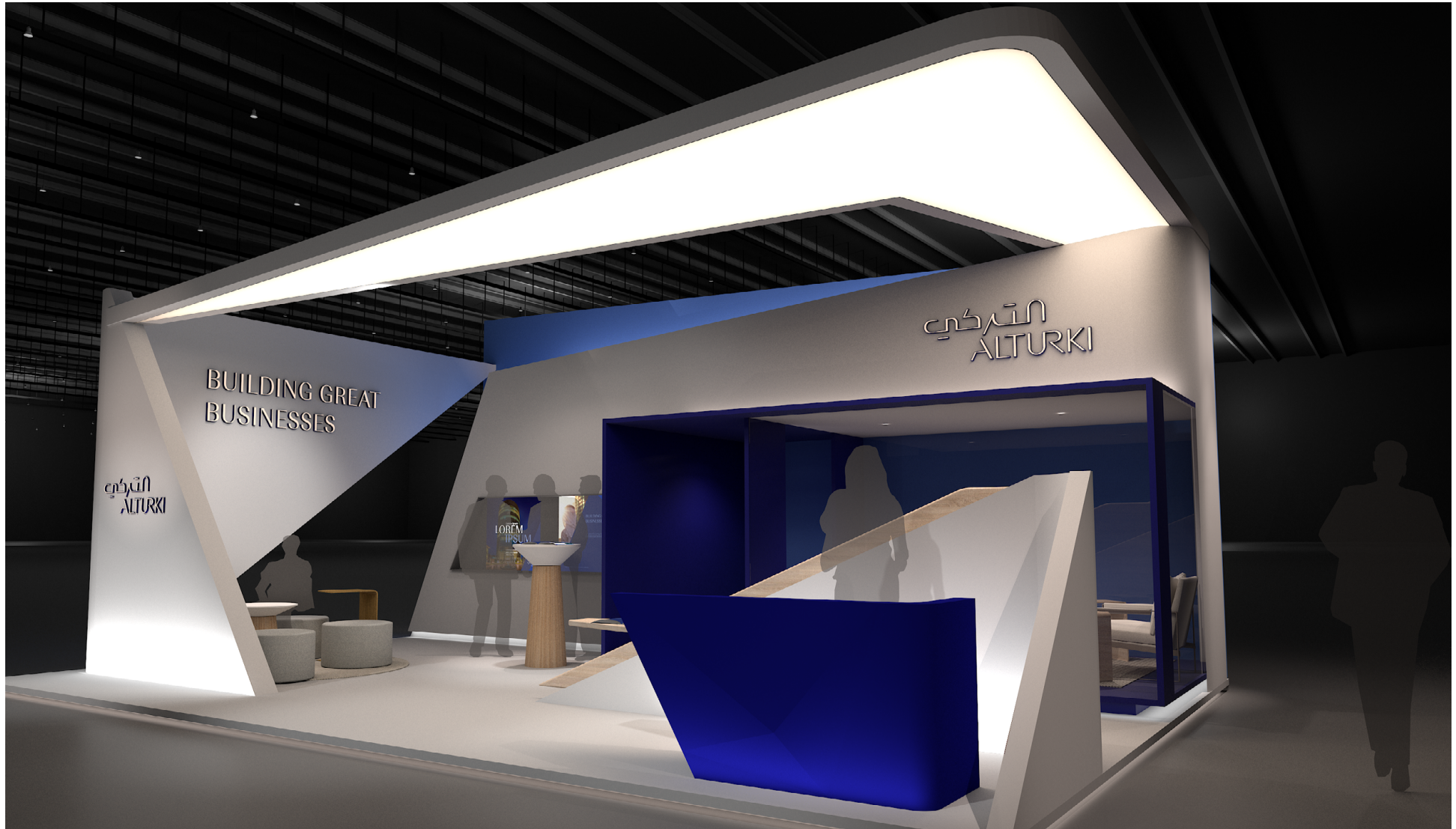


Theme Pattern



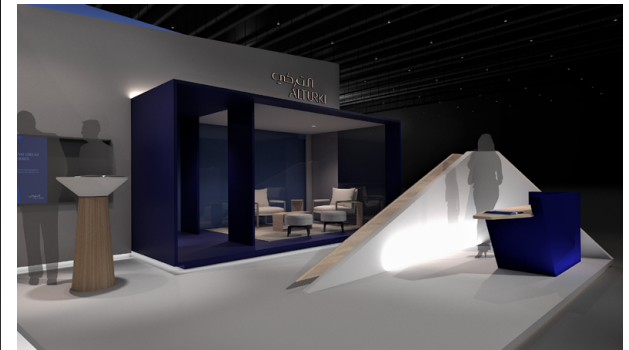
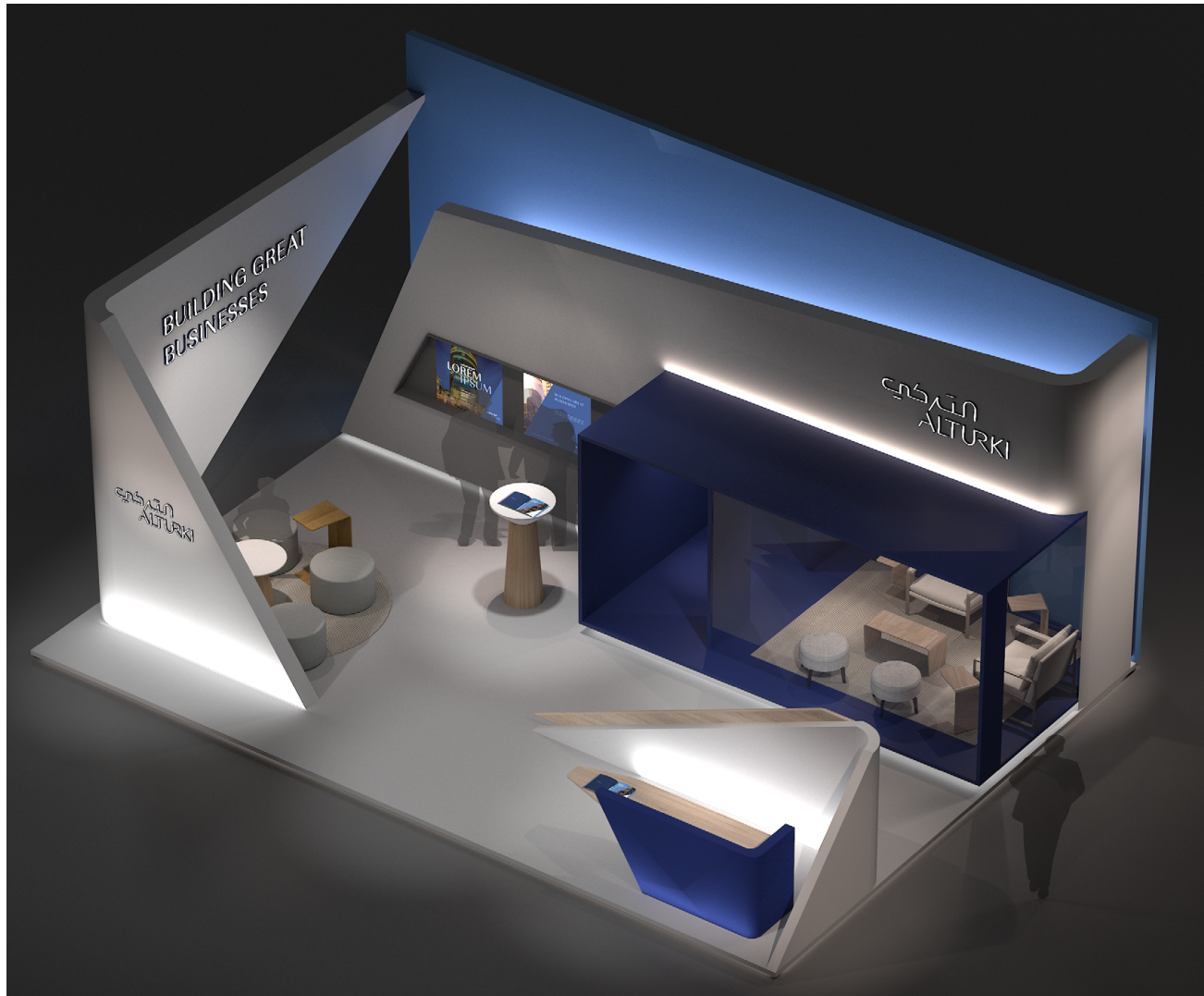
7.11.0

EXHIBITION STAND DESIGN



7.11.1

EXHIBITION STAND DESIGN



8

MULTIMEDIA APPLICATIONS

8.1	Powerpoint Template	Page 65
8.2	Newsletter Templates	Page 66
8.3	Internal Ads	Page 67
8.4	Social Media Ad Templates	Page 68
8.5	Desktop Backgrounds	Page 69
8.6	Email Signature	Page 70
8.7	Website	Page 71

8.2

NEWSLETTER TEMPLATE




LOREM IPSUM DOLOR SIT

مكائننا كمؤسسة استثمارية رائدة وشريك رئيسي

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

Oct. 20, 2019

شركة خالد علي التركي وأولاده (التركي القابضة) هي شركة عائلية رائدة في الاستثمار والتنمية منذ إنشائها عام ١٩٧٥، تمتلك و تشارك في شركات تعمل في قطاعات مواد البناء، البنية التحتية، تكنولوجيا المعلومات والاتصالات، الصناعة، خدمات حقول النفط، والقطاع العقاري في المملكة العربية السعودية وجمهورية مصر العربية، كما في الواعدة والتي قد لا تكون إستراتيجية ولا تقع ضمن نطاق القطاعات المستهدفة.

نسعى إلى ترسيخ مكائننا كمؤسسة استثمارية رائدة وشريك رئيسي في بناء وتطوير المشاريع والأعمال المتميزة والمستدامة في كل من المملكة العربية السعودية.

Khalid Ali Alturki & Sons Holding (Alturki Holding) is a leading family owned investment and development company that has been operating in Saudi Arabia since 1975. Its subsidiaries and joint venture companies are focused primarily on the building materials, infrastructure, information and communication technology, industrial, oil field services, and real-estate sectors in Saudi Arabia, Egypt, and neighboring Arab countries.

To be recognized as the premier investor and partner for building great sustainable businesses in Saudi Arabia and Egypt sustainable grow businesses.

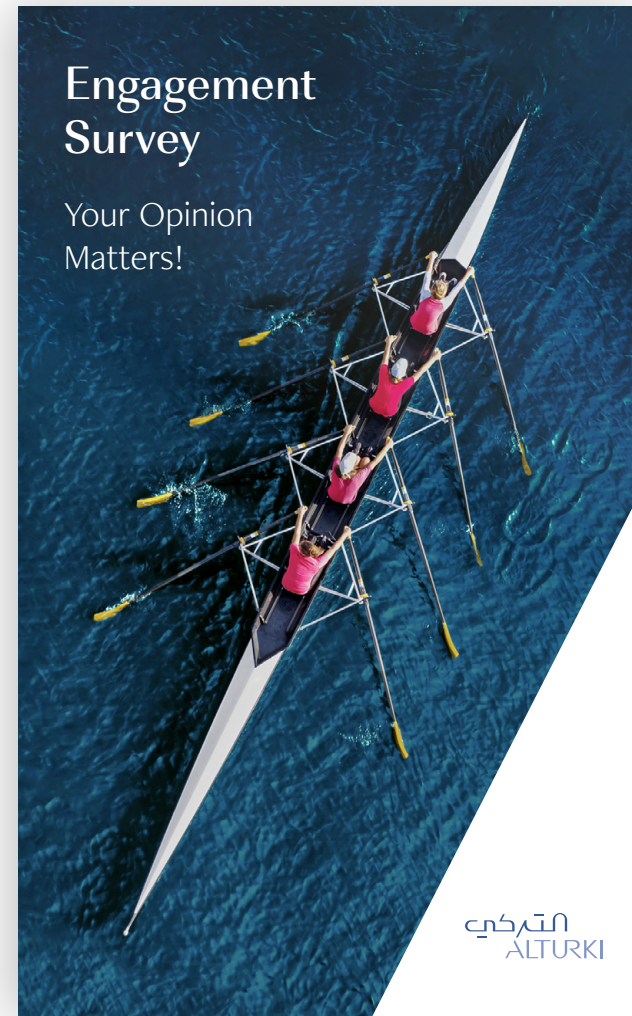


Bader Sultan Jumma
Chief Operating Officer

8.2

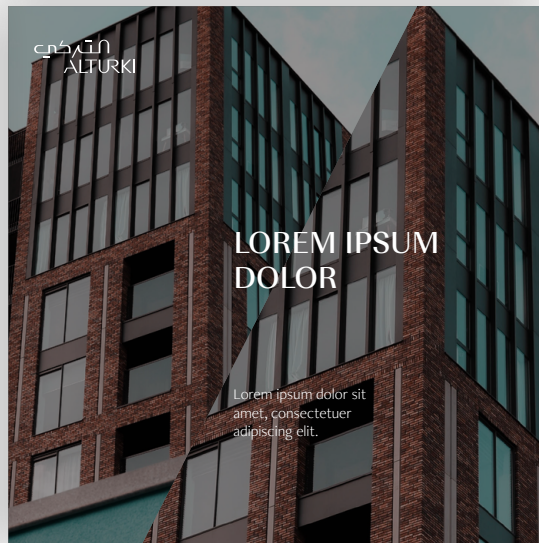
INTERNAL ADS

(OPTIONS)



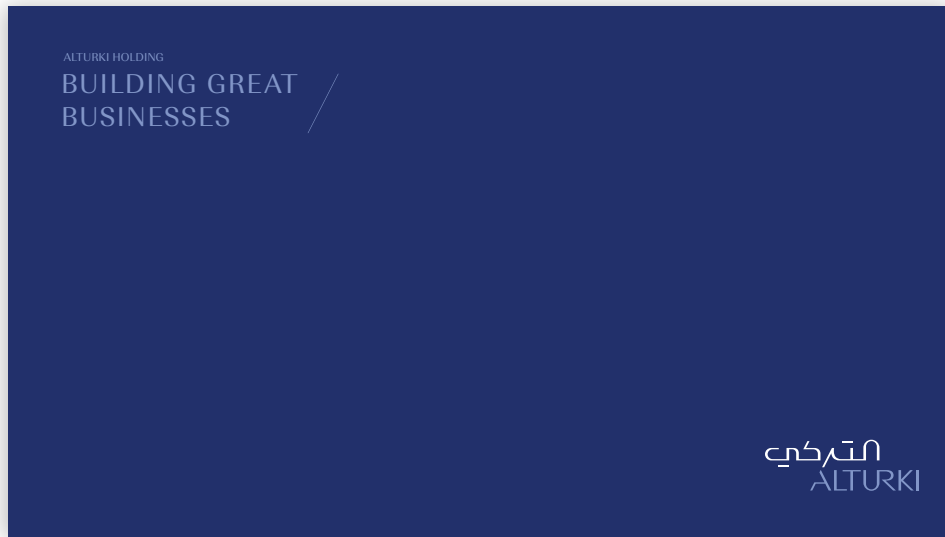
8.3

SOCIAL MEDIA POSTS TEMPLATES



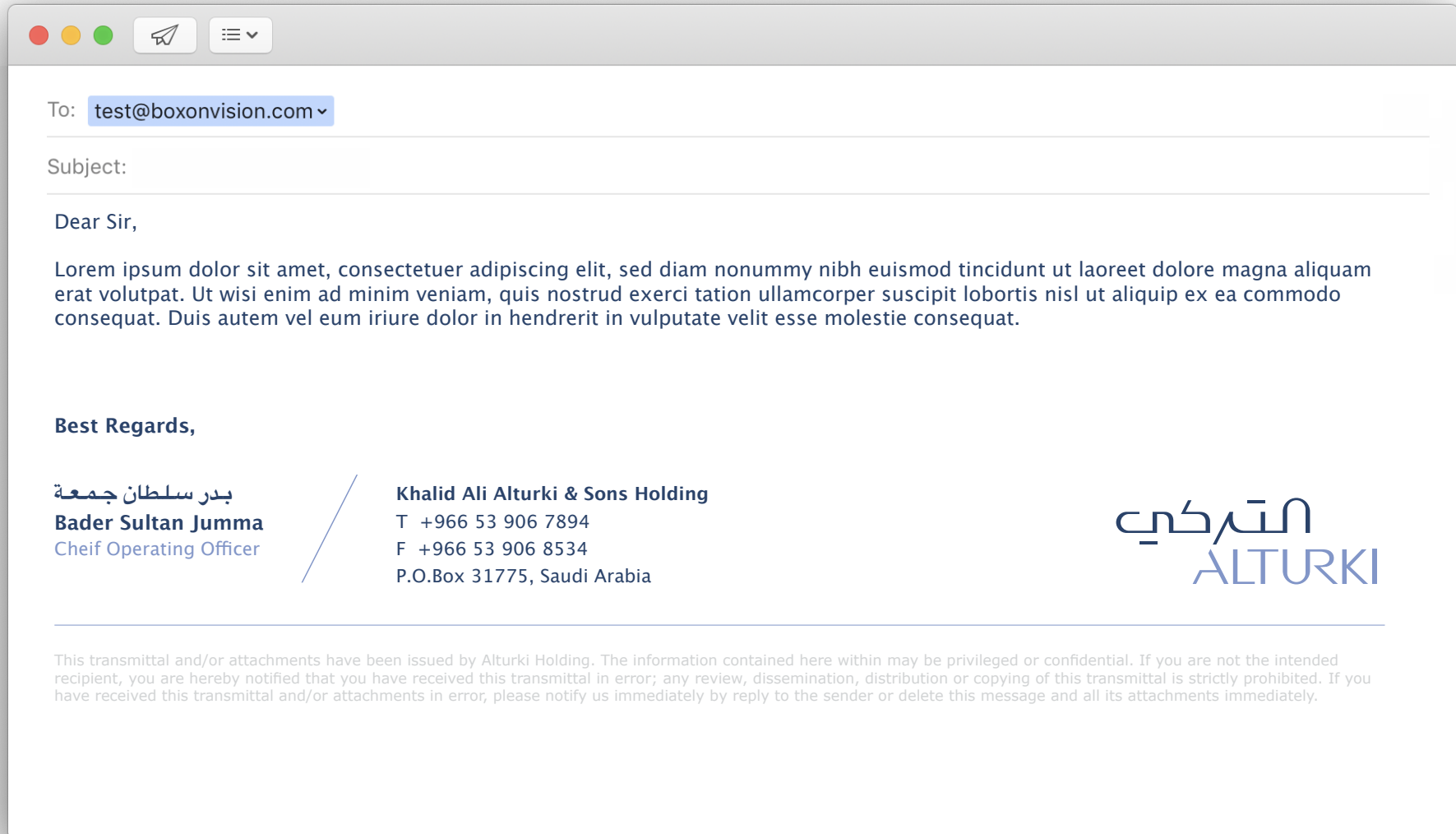
8.4

DESKTOP BACKGROUNDS

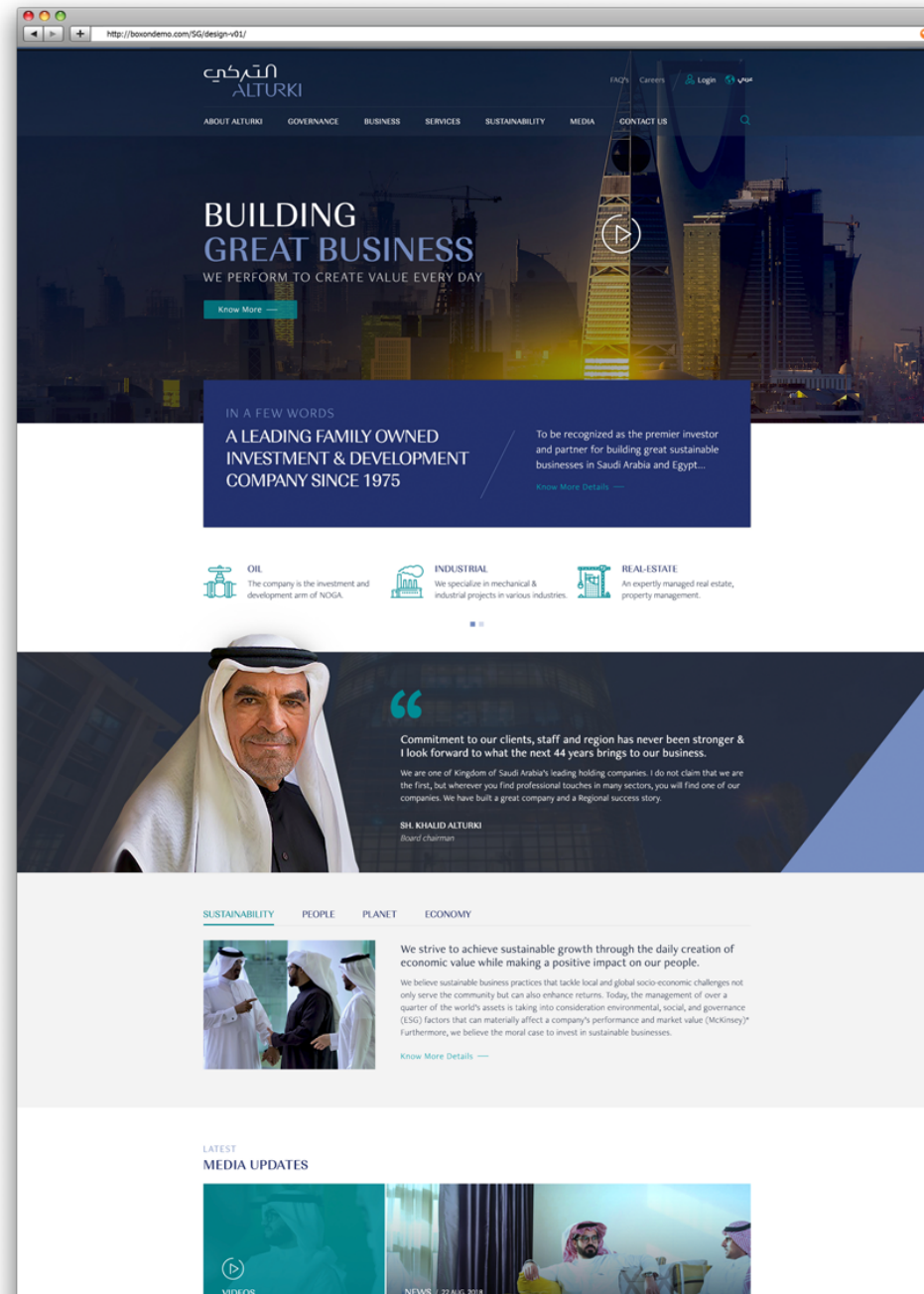


8.5

EMAIL SIGNATURE



8.5 WEBSITE



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