



Brand
STYLE GUIDE
2021

Master Logo



The leading #1 Bulk SMS marketing, email marketing solution provider company in United Arab Emirates directly connected with UAE local operators. Etisalat and du.

Black Monotone Logo



The leading #1 Bulk SMS marketing, email marketing solution provider company in United Arab Emirates directly connected with UAE local operators. Etisalat and du.

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White Monotone Logo
Primary Color Background



The leading #1 Bulk SMS marketing, email marketing solution provider company in United Arab Emirates directly connected with UAE local operators. Etisalat and du.

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White Monotone Logo
Secondary Color Background



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Color Palette



Primary

Prussian Blue

Hex 023047
RGB 2, 48, 71
CMYK 97, 32, 0, 72



Secondary

Maximum Red

Hex D2302C
RGB 210, 48, 44
CMYK 0, 77, 79, 18



Accent

Jonquil

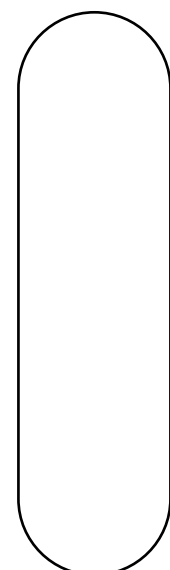
Hex F9D142
RGB 249, 209, 66
CMYK 0, 16, 73, 2



Monotone Black

Black

Hex 000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100



Monotone White

White

Hex FFFFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Typography

Gilroy
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gilroy
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gilroy
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rivet Ad Design Samples



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