



BRAND GUIDLINE

www.gulfitd.com







Logomark



Gulf IT
Network Distribution

Wordmark

Logo Variations

Styles of the logo that can be used in various scenarios, ensuring consistency across all branding efforts. These variations ensure the logo maintains its integrity and recognizability in different formats, dimensions, and environments.



Logo Clear Space

To look its best our logo needs space to stand out
we have designed parameters to make sure no other elements
encroach on this clear space.

Aa

Myriad Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+|}{":?><~

Typography

The Myriad typeface has been selected to represent the brand's personality. Its modern and distinctive style adds a sense of boldness, sophistication, and clarity to all communications.

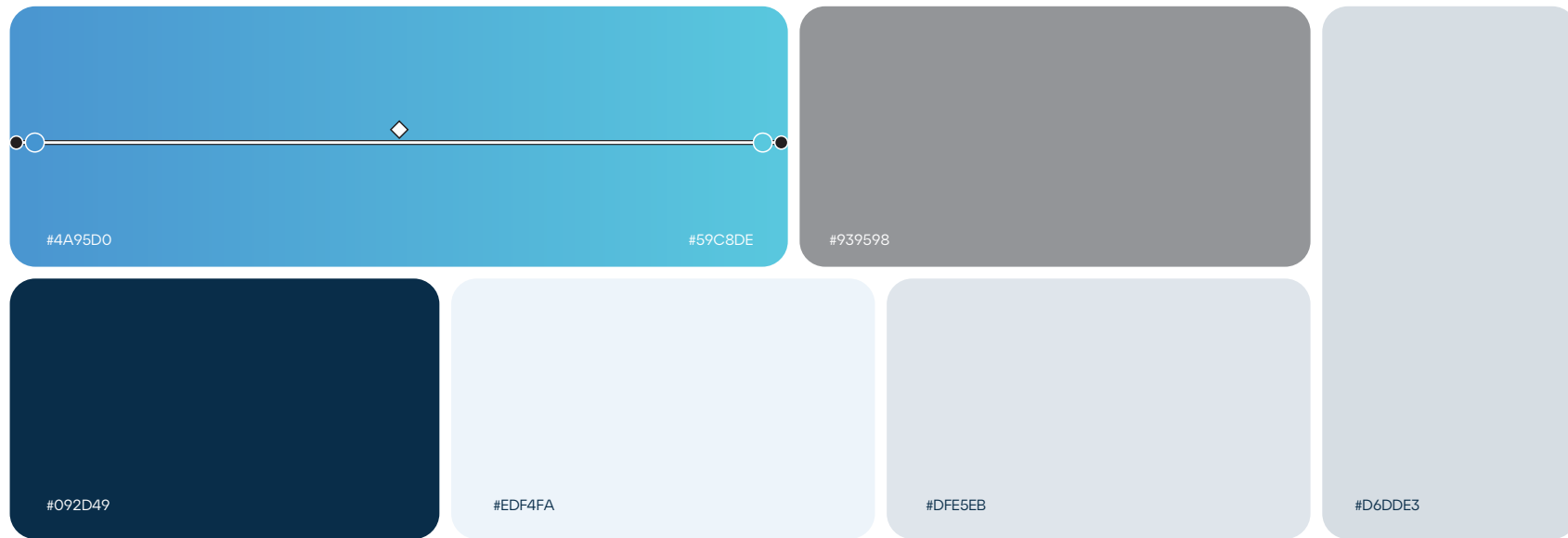
Light

Regular

Medium

Bold

Black



Typography

The Myriad typeface has been selected to represent the brand's personality. Its modern and distinctive style adds a sense of boldness, sophistication, and clarity to all communications.



Don't skew



Don't add gradient



Don't add 3D effect



Don't use multiple colors



Don't stretch



Don't stroke it



Don't add special effects



Don't change colors

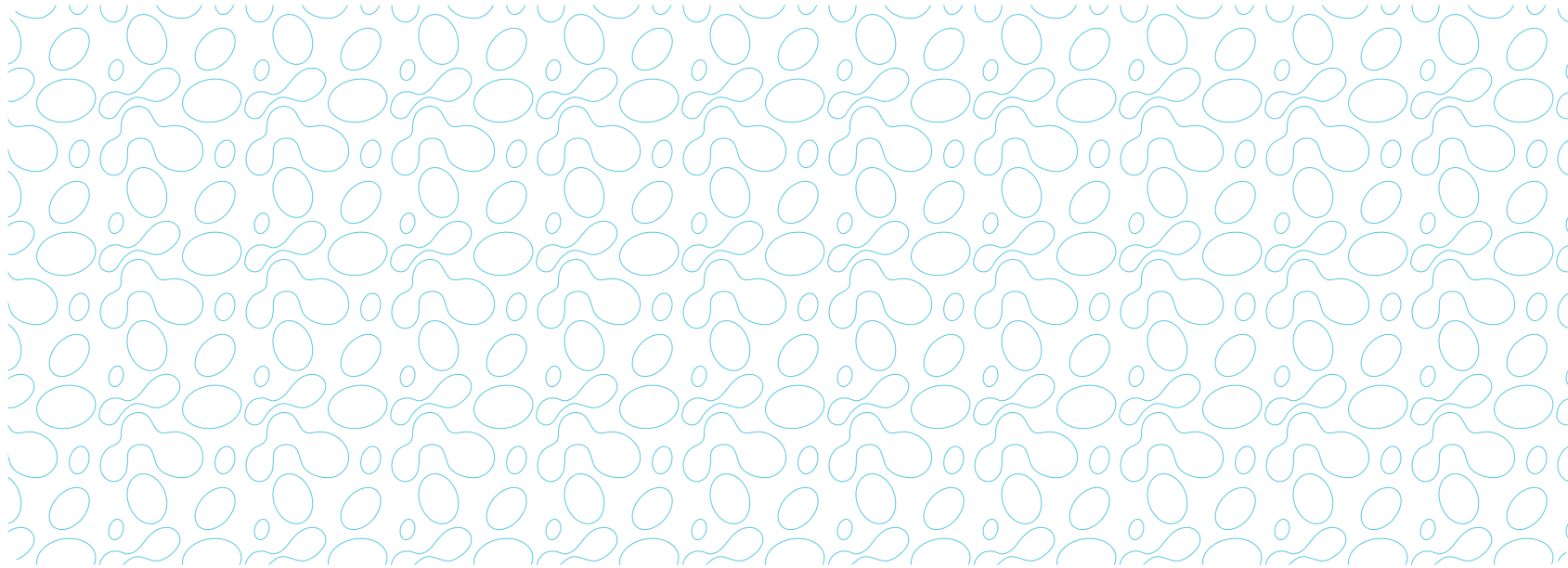
Logo Do nots

The appearance of the **Gulf IT** logo must remain consistent. Any misrepresentation, modification, addition, or adjustment to any of its components is strictly prohibited. It should only be reproduced from the artwork provided. To illustrate this point some of the more likely mistakes are shown here



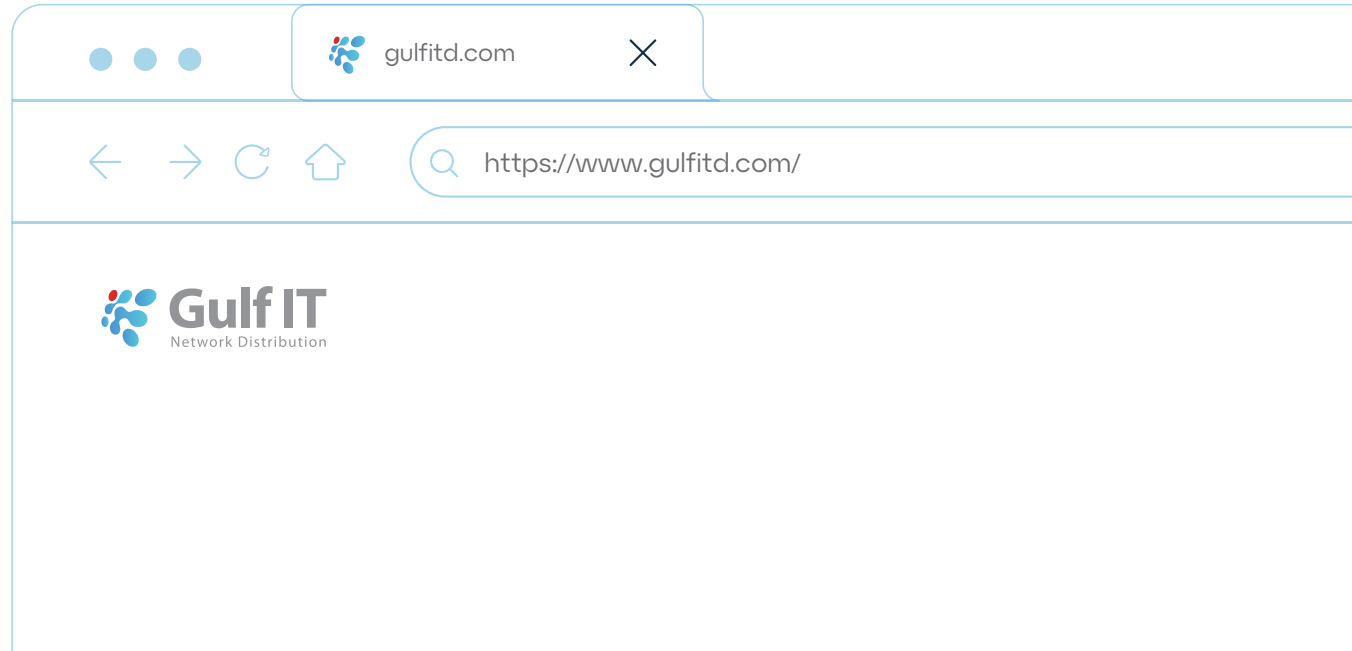
Correct Usage

The wordmark must only be displayed in Black or White, and should always be paired with a background color or image that offers sufficient contrast to maximize visibility



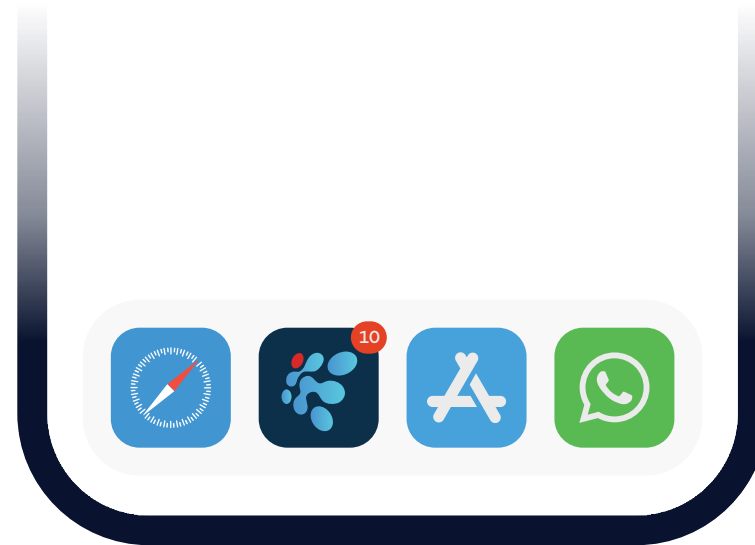
Pattern

This pattern is based on elements of the logo and serves as a versatile design feature that reinforces brand recognition while maintaining a cohesive and polished look across all materials.



Website Basic Pattern

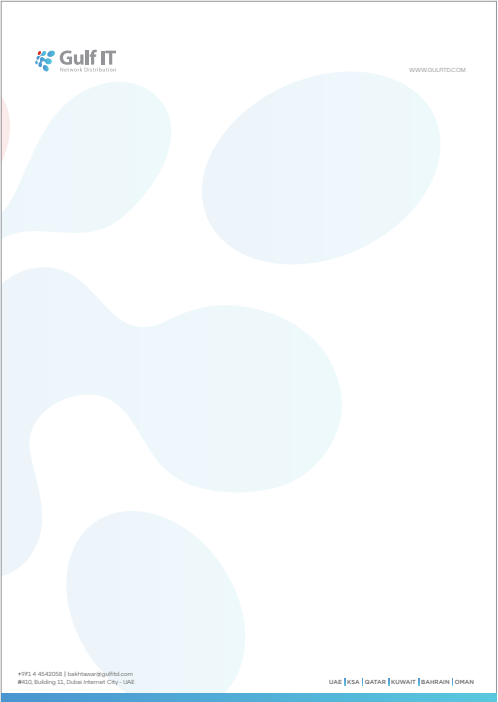
The basic pattern for the website ensures a consistent layout and design, creating a cohesive and user-friendly experience.



App Icon

The app icon is a crucial component of the brand's digital presence. It serves as the first point of contact for users and must convey the brand's identity effectively and attractively.

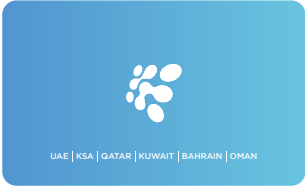
Stationery mockups



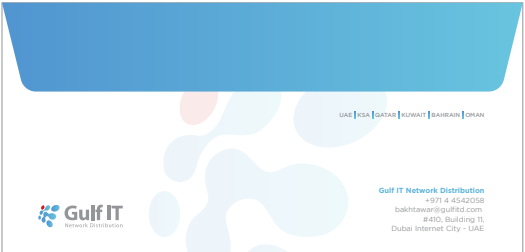
Letter Head



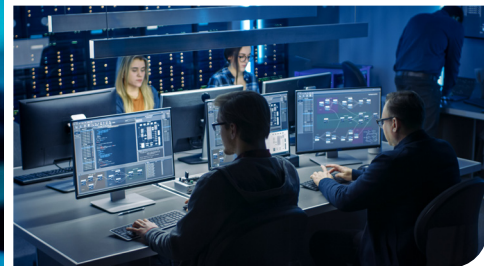
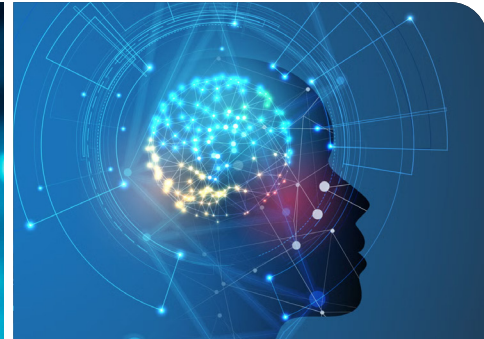
A4 Envelope



Business card



DL Envelope



Imagery Style

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Your Preferred VAD
and Cybersecurity
Partner in the
UAE, Saudi Arabia, Middle East, and Africa.

