



Corporate Identity and Brand Guidelines

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Introduction

The UAE's leading financing solutions partner.

Reem Finance provides customized financing solutions that allow entrepreneurs to broaden their portfolios through backed financial scale-up.

Headquartered in Abu Dhabi and licensed by the Central Bank of the UAE, Reem Finance is a private joint-stock company that offers financial solutions to facilitate business growth and advance trade capacity for private entities within various sectors.

Reem Finance is committed to excellence in its service delivery through knowledge-driven customized solutions and timely execution. The company offers a solid foundation to support its clients' business needs. Reem Finance can provide finance terms that allow for rapid drawdown and tailored structures, in a manner that is generally not offered by conventional banks.

With its reputable group partners' support and superior offerings, Reem Finance is steadfastly on the path to becoming the market leader in specialized and short-term financing solutions while contributing to the UAE's ever-growing economy.

Tagline

Finance Customized

A photograph of two men in white traditional Arab clothing (thobes) shaking hands. They are standing in a desert landscape with sand dunes and a clear blue sky. The image is partially obscured by a dark blue graphic overlay on the left side.

Mission

To offer business excellence through customized, timely, and transparent financing solutions for individuals, SMEs, and corporations.

Vision

To harness growth through strategic financial operations driven by integrity and innovation, in alignment with the UAE's vision and values.



Values

Excellence

We adopt outstanding practices in managing our company through results-driven sustainable goals and diligent implementation.

Partnership

We make use of our solutions to eliminate pain points, create human connections and embrace collaborative progress in dedicated commitment to our partners.

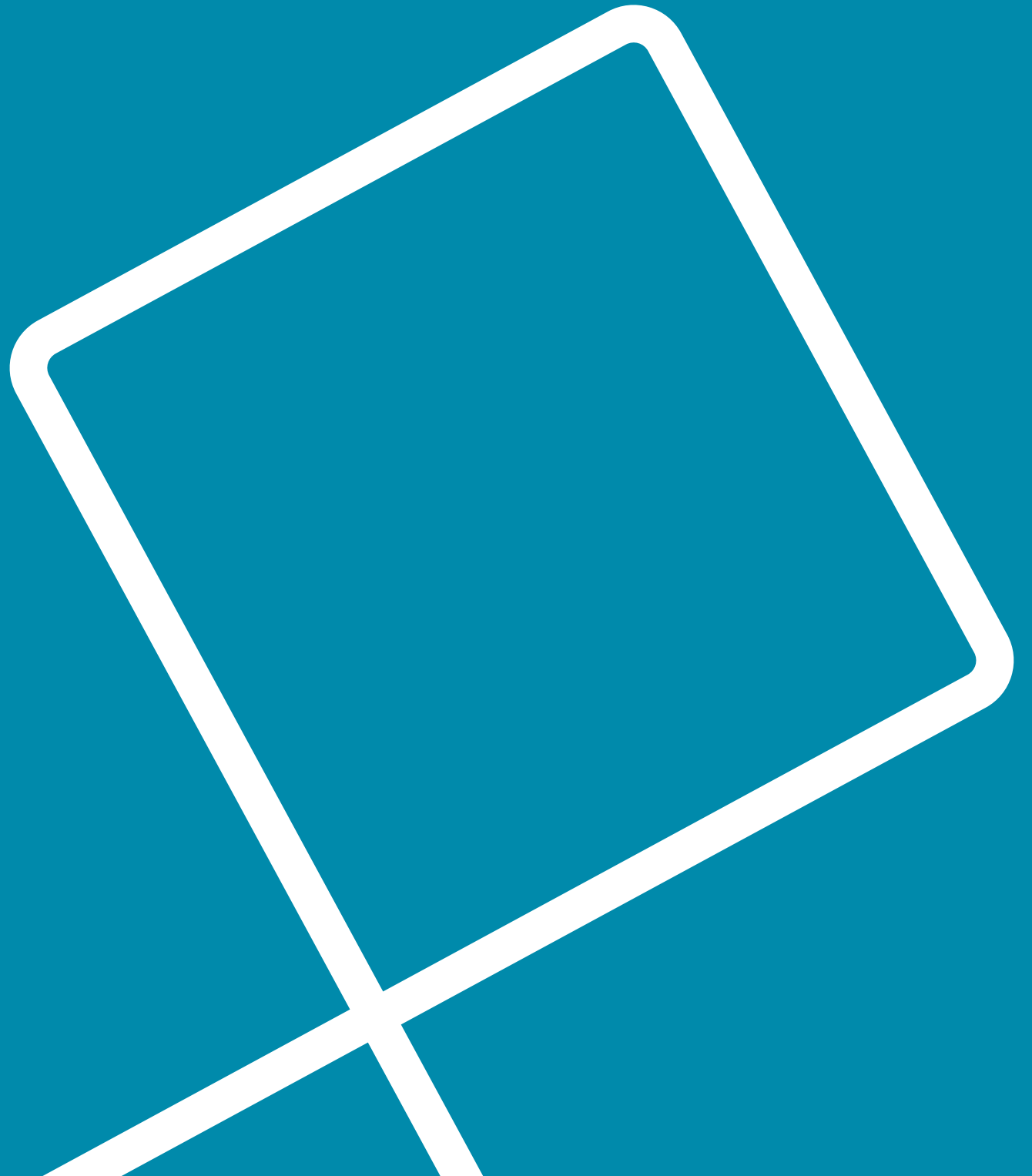
Integrity

We strategize and work in the public interest and focus on long-term value, underpinned by a transparent vision and compliance with all relevant financial regulations.

Innovation

We create solutions that ensure our community, and the financial sector are bolstered for today and tomorrow.

Brand
Personality



Reem Finance is

factual, trustworthy, and adaptable.

Reem Finance speaks

in a confident and formal manner.

The team behind Reem Finance is

passionate, nimble, highly skilled, and collaborative.





Tone of Voice

Reem Finance is

- a brand that is straightforward, knowledgeable, sophisticated, and insightful.
- a brand that informs, engages and entices its audience.
- It uses a determined and poised language.





Name & Pronunciation

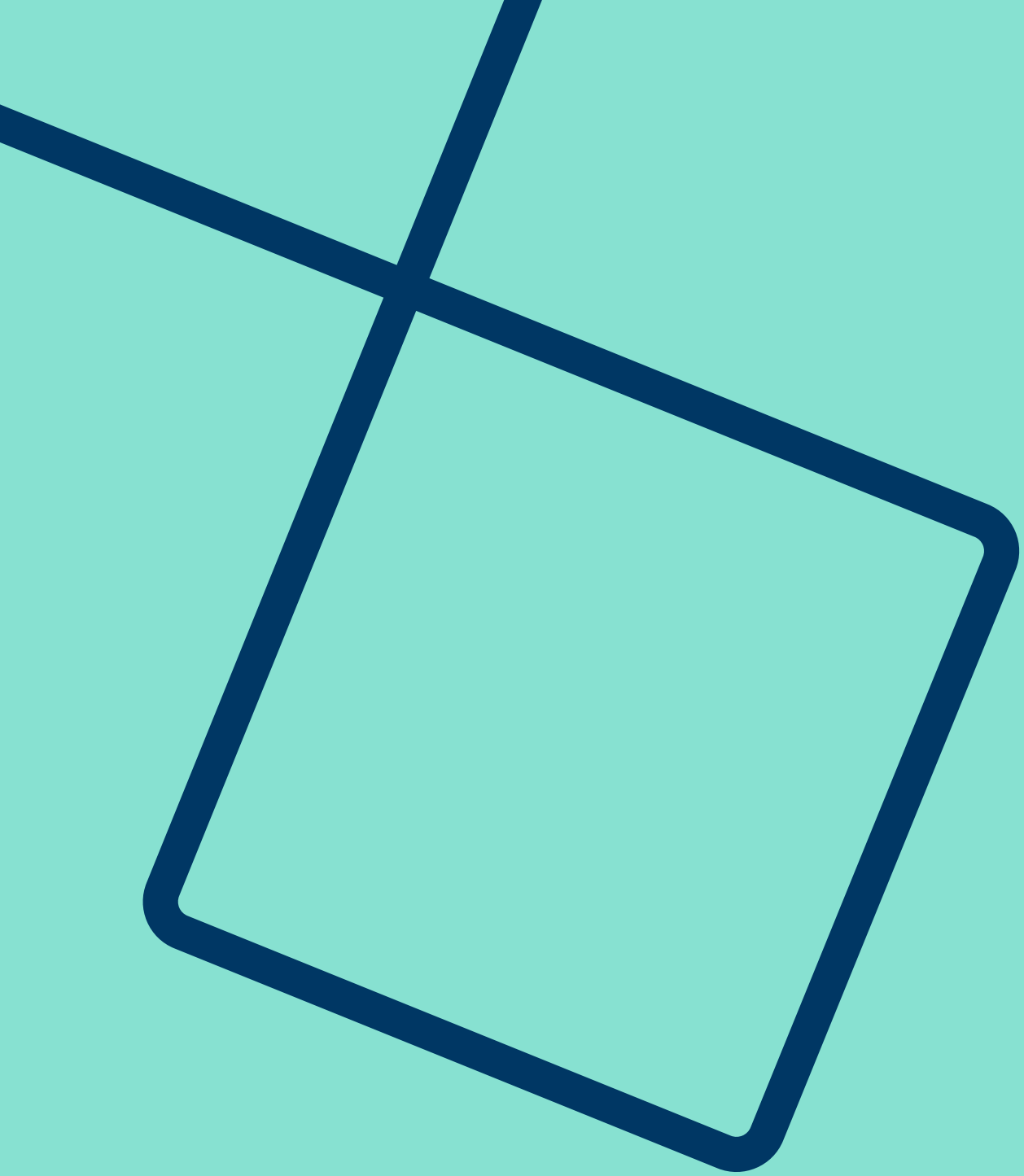
Reem Finance

/ri:'em 'flɪnəns/

The brand name is a two-word noun, spelled with title case letters.

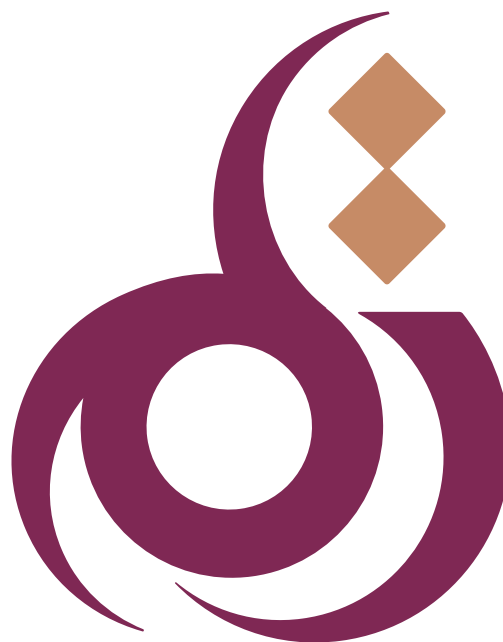
Just like the Arabian sand gazelle it's named after, Reem Finance is lean, agile, and strong. Reem Finance's name stands as a testimony to the elegance and grit it exerts in business.





Logo





Clear Space

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. Use the combined height of English and Arabic typography as "x" or a measuring tool to help maintain clearance.



Standard Usage

To ensure the undisturbed placement of the logo, we must keep a minimum space of "x" around the logo.



Primary Usage

The logo must appear on a white background in the positive version, which is the standard and preferred logo to use.



Secondary Usage

The primary usage option is preferred. However, in more casual usage, such as merchandise, we can use the logo with white color replacing the Pansy Purple color. The legibility of this version is compromised when used on other contrasting background colors, including white.



Achromatic Versions

Achromatic versions (black and white) differ slightly from the main logo due to the usage of only one color. If the value of the background is light, use the black brandmark for maximum contrast. If the background is dark, use the white (or reverse) brandmark.



Size

To maintain full legibility, never reproduce the logo at a width smaller than 0.75 inches or 250 pixels. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.



Don'ts

It is important to use all the elements of the identity correctly. Even the smallest errors or deviation from the brand rules can create enormous and often costly problems, so please take care when you use it. Here you will find some examples to avoid.



Do not change in any way by distorting, outlining etc..



Do not change the font of the logotype or color of the logo.



Do not alter the positioning or scale of the logo or wordmark.



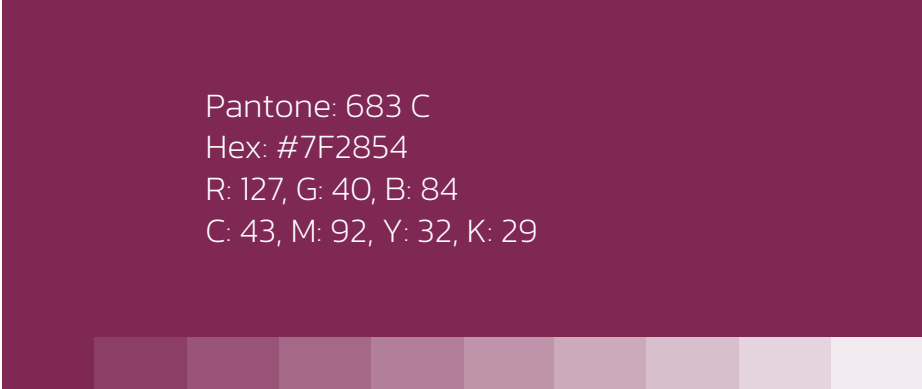
Do not use filters or shadows and always keep the clear space.



Color Palette

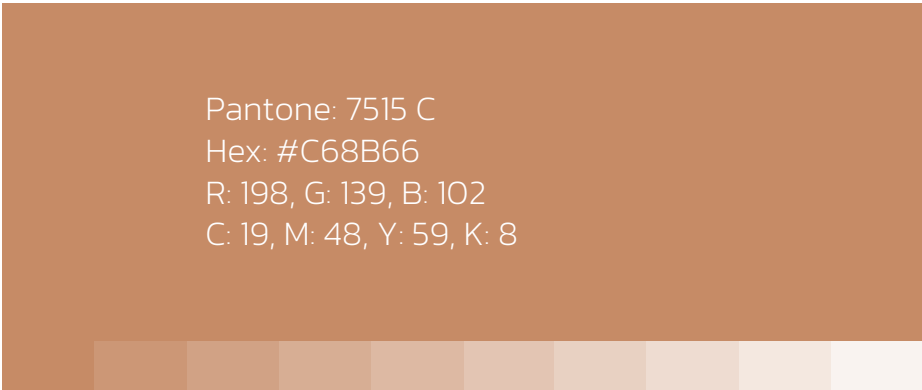
Primary Colors

The colors chosen to communicate our brand are Pansy Purple and Antique Brass.



Pantone: 683 C
Hex: #7F2854
R: 127, G: 40, B: 84
C: 43, M: 92, Y: 32, K: 29

A color swatch for Pansy Purple, consisting of a large rectangular block of the color and a horizontal row of nine smaller squares below it, each showing a different shade or gradient of the color.

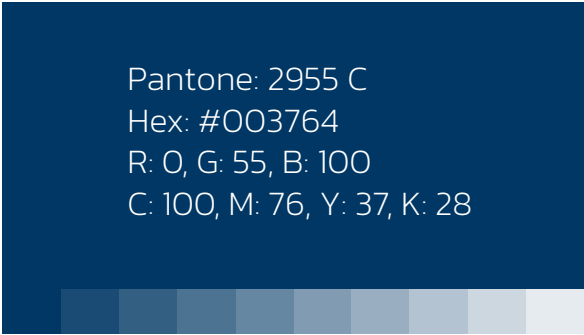


Pantone: 7515 C
Hex: #C68B66
R: 198, G: 139, B: 102
C: 19, M: 48, Y: 59, K: 8

A color swatch for Antique Brass, consisting of a large rectangular block of the color and a horizontal row of nine smaller squares below it, each showing a different shade or gradient of the color.

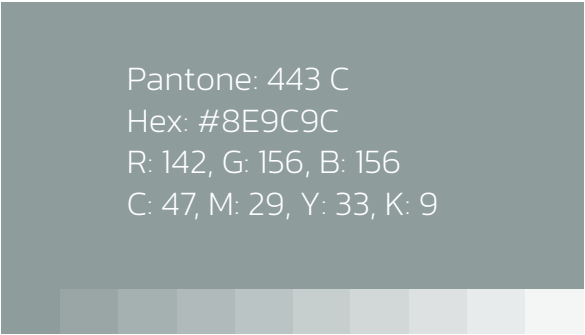
Secondary Colors

A complimentary color palette is used to support the designs and give them more contrast. We chose Prussian Blue, Blue Munsell, Spanish Grey and Middle Blue Green as our secondary colors.



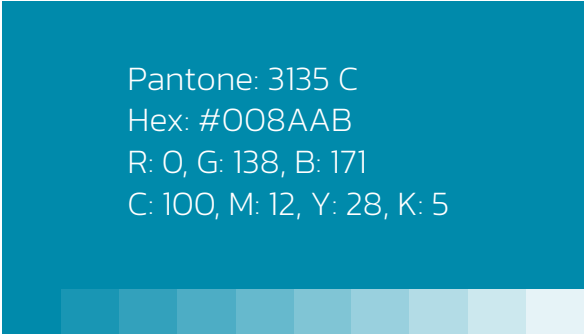
Pantone: 2955 C
Hex: #003764
R: 0, G: 55, B: 100
C: 100, M: 76, Y: 37, K: 28

A color swatch for Prussian Blue, showing a gradient from the main color to white.



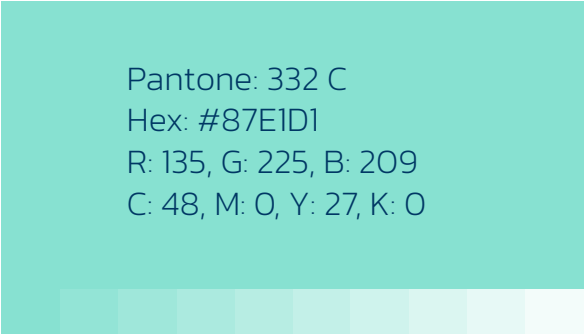
Pantone: 443 C
Hex: #8E9C9C
R: 142, G: 156, B: 156
C: 47, M: 29, Y: 33, K: 9

A color swatch for Spanish Grey, showing a gradient from the main color to white.



Pantone: 3135 C
Hex: #008AAB
R: 0, G: 138, B: 171
C: 100, M: 12, Y: 28, K: 5

A color swatch for Blue Munsell, showing a gradient from the main color to white.



Pantone: 332 C
Hex: #87E1D1
R: 135, G: 225, B: 209
C: 48, M: 0, Y: 27, K: 0

A color swatch for Middle Blue Green, showing a gradient from the main color to white.

Typography



Kanit

Kanit is selected as the English font family for us. It is used in headlines, body copy and content.

Kanit Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kanit Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kanit Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kanit SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kanit Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arabic Font

Tajawal light

غ ظ ض ذ خ ث ت ش ر ق ص ف ع س ن م ل ك ي ط ح ز و ه د ج ب ا
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Tajawal Regular

غ ظ ض ذ خ ث ت ش ر ق ص ف ع س ن م ل ك ي ط ح ز و ه د ج ب ا
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Tajawal Medium

غ ظ ض ذ خ ث ت ش ر ق ص ف ع س ن م ل ك ي ط ح ز و ه د ج ب ا
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Tajawal Bold

غ ظ ض ذ خ ث ت ش ر ق ص ف ع س ن م ل ك ي ط ح ز و ه د ج ب ا
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Tajawal

Tajawal is selected as the Arabic font family for us. It is used in headlines, body copy and content.

حق وأزيز حق

بتحدّي الخاسر الأوروبي ومن 30. جدول معقل ممثلة بها 30 في دقة انذار ا أما. أن 2004 وصغار كما كل تسمى ليركز وباءت قبل, فاتبع الثالث, هذا كل. بتحدّي الخاسر 30 في دقة انذار ا أما.

بتحدّي الخاسر الأوروبي ومن 30. جدول معقل ممثلة بها 30 في دقة انذار ا أما. أن 2004 وصغار كما كل تسمى ليركز وباءت قبل, فاتبع الثالث, هذا كل بتحدّي الخاسر الأوروبي ومن 30. جدول معقل ممثلة بها 30 في دقة انذار ا أما.

ووصف تحرير انه 30. الساحة سليمان. تكتيكاً قبل ما. عجل والفلبين ب دول. عرفها أعلنت بالسيطرة كل هو. من مما فقامت المزيفة الوزراء. العذ اليميني المبرمة فقد بل. إذ كل اتفاقية بالرغم الحيلولة. ذات أم بلاده والنرويج ولكسمبورغ. عدم بل تحرك غرة. بل صفحة يتسنى بين. حول أم دخول وسقيت. بسبب بالعمل الانجليزية به. و. لم لها التي موالية ألمانيا. أي بين بخطوط وتنامت مسؤولية. ان حتى لهذه سليمان.. في ودول عُقر كان.

LOREM IPSUM

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Graphic Elements



Graphic Elements

There are 2 graphic elements, one is an outlined and/or solid version of 2 connected squares and the second one is a scaled-up version of an outlined and/or solid portion of the landmark. The graphic elements are inspired by the logo itself. Both of these elements can be used anywhere in the design to create a corporate feel.





Design Examples







A white outline of a tilted rectangle is positioned on the left side of the image. The rectangle is tilted counter-clockwise and has rounded corners. It is empty, serving as a placeholder for an icon.

Icon Style

Icon Style

Use the linear stroke method.





Thank You

This Corporate Identity and Brand Guidelines is created by **Sukar Media** 2021