

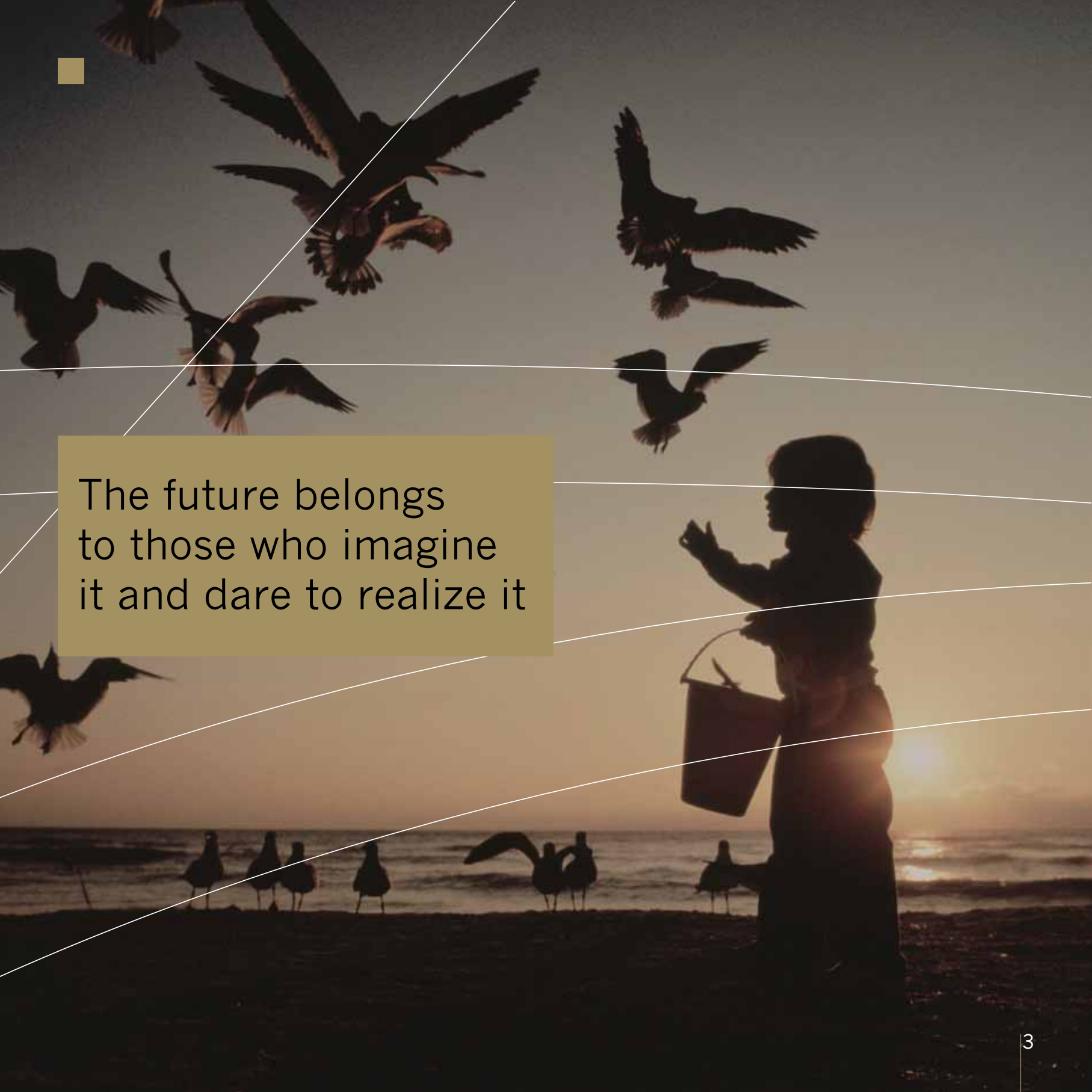


Brand Guidelines



## Index

About Sumou Real Estate-SRE	4
Vision, Mission, Values	6
The Corporate Identity	7
Identity Color Usage	8
Individual Language Usage	9
Mono Color Usage	12
The Identity Clear Zone	15
What not to do	16
Support Elements	17
Fonts	21
Stationery	22

A silhouette of a young child stands on a beach at sunset, reaching out towards a large flock of birds flying overhead. The child is holding a bucket. The scene is backlit by the setting sun, creating a warm, golden glow. The birds are silhouetted against the bright sky. The overall mood is one of hope and aspiration.


The future belongs  
to those who imagine  
it and dare to realize it



## About Sumou Real Estate - SRE

- Established in 2007 by Mr. Ayedh Al Qahtani
- Mr Qahtani is a reputed name in the Middle Eastern Real Estate Industry
- SRE is the core Subsidiary of Sumou Holding Company
- 100% owned by Sumou Holding Company
- Sumou Holding Company operates in Makkah, Jeddah and Al Khobar
- SRE has charted a number of real estate goals for the Saudi Arabian Market



A silhouette of a child swinging happily against a warm, golden sunset background. The child is in mid-swing, with their arms outstretched and a joyful expression. The swing's chains and seat are visible. The overall mood is one of hope and fulfillment.

Fulfilling many  
golden promises



## VISION

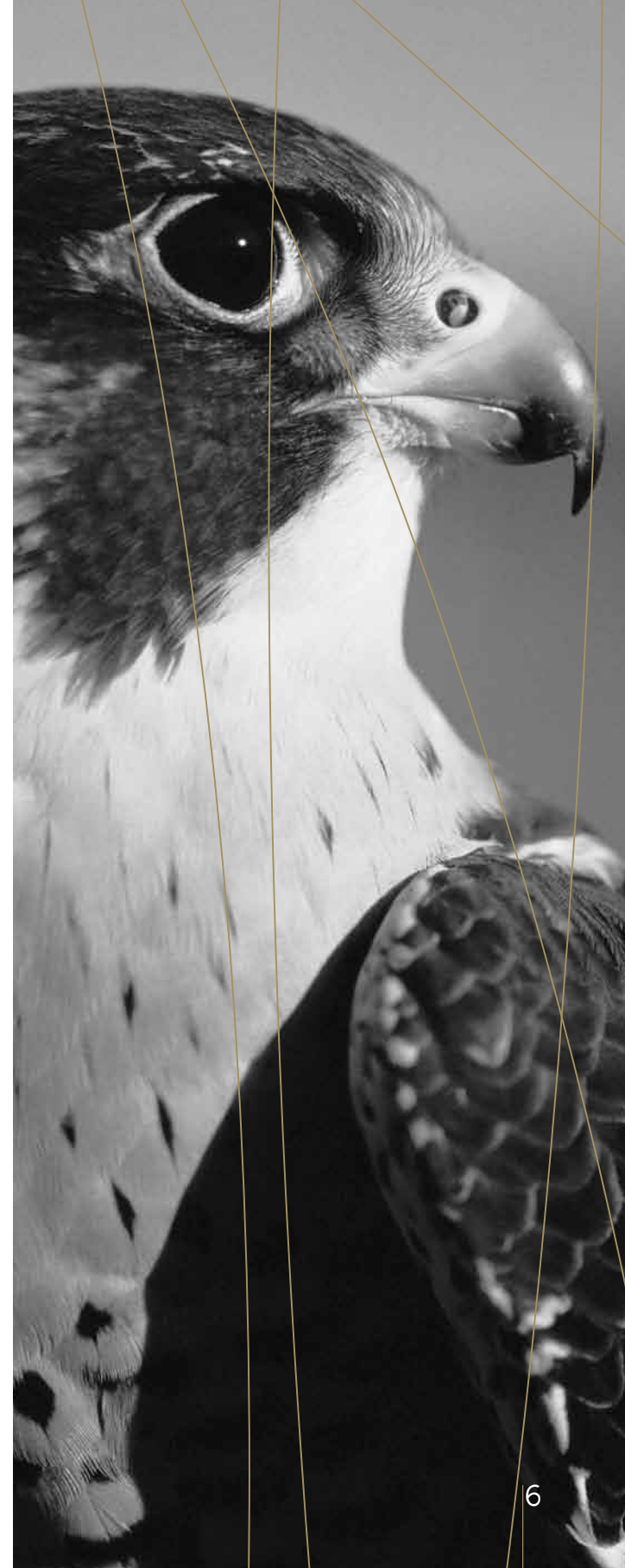
- Our vision is to be the most recognized brand in the real estate industry

## MISSION

- Our mission is to provide innovative real estate solutions and maximize shareholder returns, while ensuring best quality

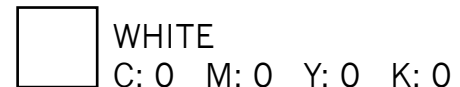
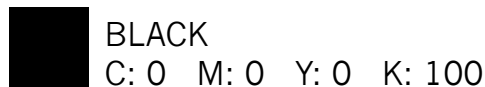
## VALUES

- Pioneering
- Innovation
- Transparency
- Trust
- Customer care
- High quality



## Our Identity

Embodying the corporate posture of the organization, the contemporary stylized S is a blend of culture and modernity. The formulated graphic elicits ascension, which is the core of Sumou's existence. The graphic propagates elegance, royalty and dependability. The black square box is symbol of solidity and stability that is synonymous with the name Sumou.



## Identity Color Usage

The standard usage of the Sumou identity on all applications will be gold, black and white. In the event of special usage *i.e. on a black background*, the identity will be placed in a white box – proportion as specified in the image here.



GOLD



BLACK



WHITE

## Individual Language Usage

In exceptional cases, after management approval, the Sumou text with the associated symbol can be used individually either in English or Arabic as shown in the images here.



GOLD



BLACK



WHITE

Colored Logo CMYK



C: 20 M: 25 Y: 60 K: 25



C: 0 M: 0 Y: 0 K: 100



C: 0 M: 0 Y: 0 K: 0

Colored Logo RBG



R: 163 B: 144 G:97



R: 0 B: 0 G:0



R: 225 B: 225 G: 225

## Mono Color Usage

In the event of the main colors not being used, the identity can appear mono colored in the format as it is indicated here. Format examples include Leather background etc.



Colored Logo RGB



PANTONE 872 C



C: 20 M: 25 Y: 60 K: 25



R: 163 B: 144 G:97



C: 0 M: 0 Y: 0 K: 100



R: 0 B: 0 G:0

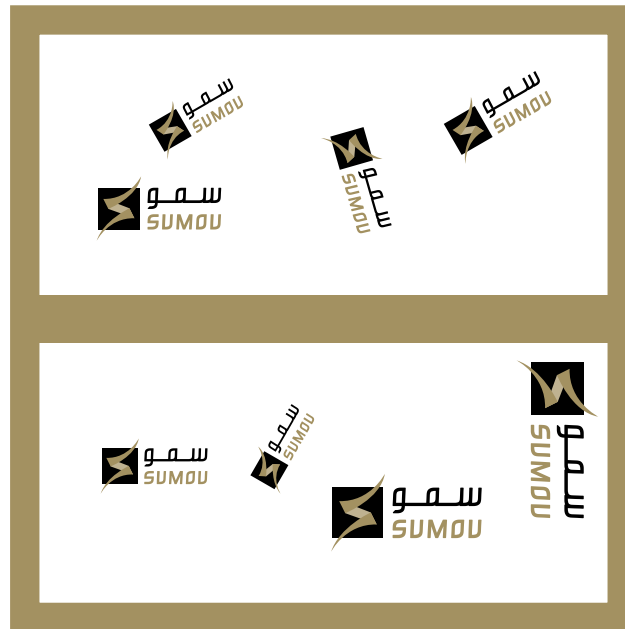


C: 0 M: 0 Y: 0 K: 0



R: 225 B: 225 G:225

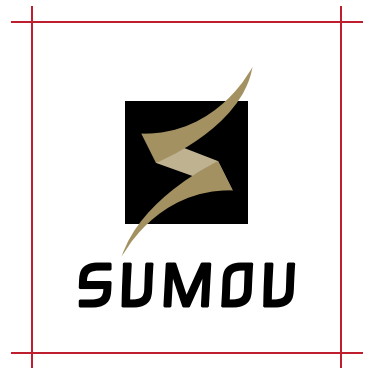
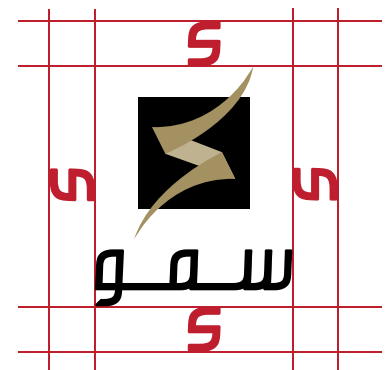
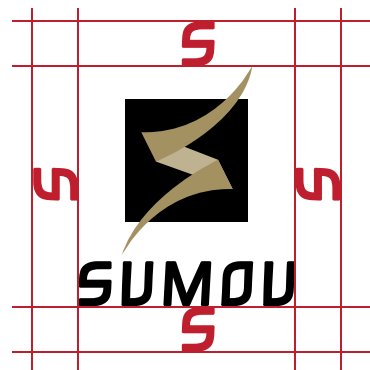
## Minimum Size



Never produce logo smaller than minimum size

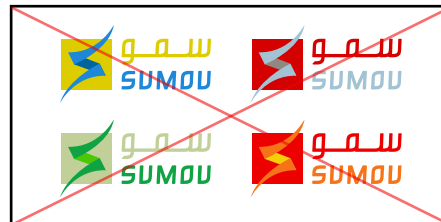
## The Identity Clear Zone

The identity proportions as it is indicated have to be strictly adhered to and minimum empty space should be kept around the identity.

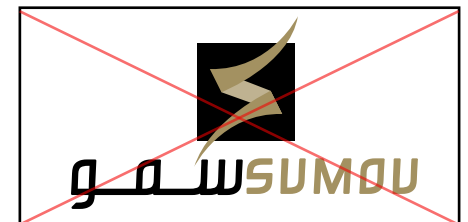


## What not to do

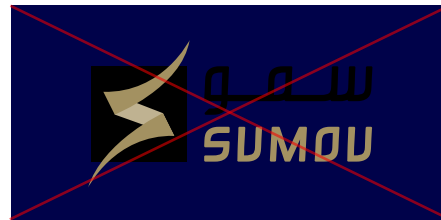
The integrity of the Sumou identity should be protected at all times. It is sacrosanct to maintain the honor of the brand identity. Care should be taken to refrain from indulging in applications that are unparallel to the identity ideals (as indicated)



Never change the color of the logo



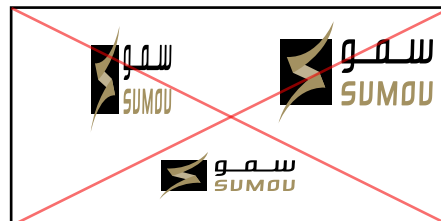
Never change the logos structure



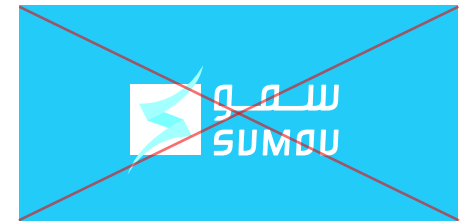
Never place the logo on an unspecified color



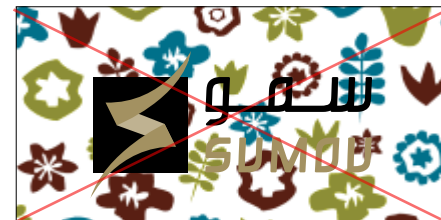
Never play with the logos proportion



Never distort the logo



Never reverse out logo on an unspecified color



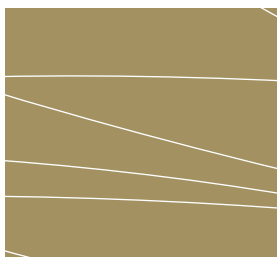
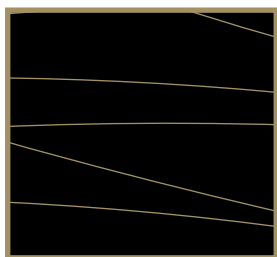
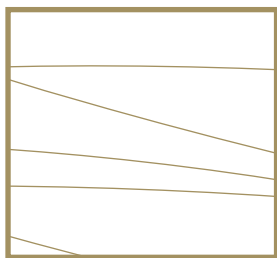
Never place the logo on patterns



Never place the logo on complex images

Elements for usage

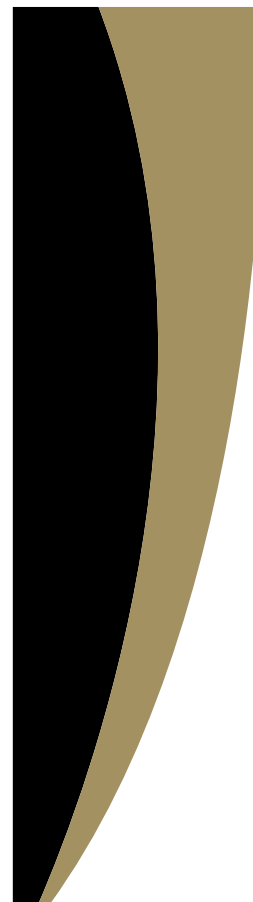
1. Lines



2. Box



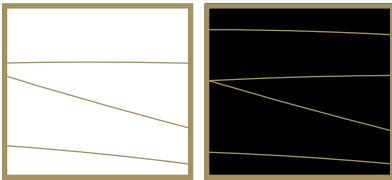
3. Curves



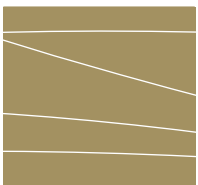
## Lines

1. If the background is white or black, lines should be Golden.
2. If the background is golden the lines should be white.
3. For VIP usage, the background is gold with foil gold lines.
4. Lines should always be used with the same thickness.
5. Lines can be used Vertically or Horozintally.

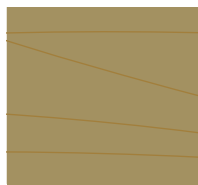
1



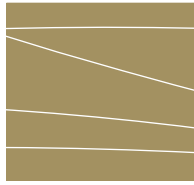
2



3



4

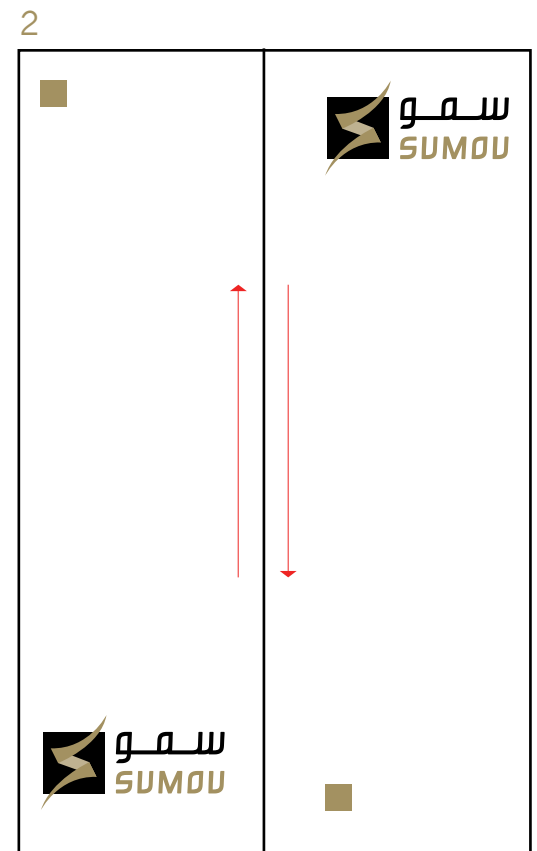
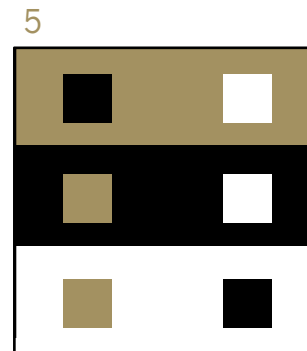
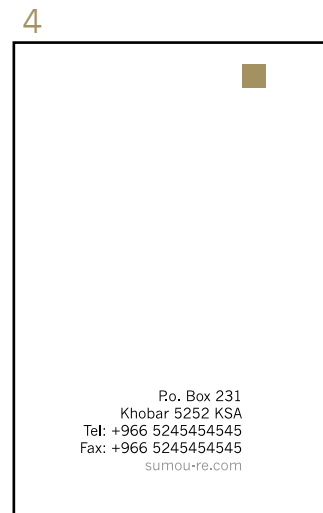
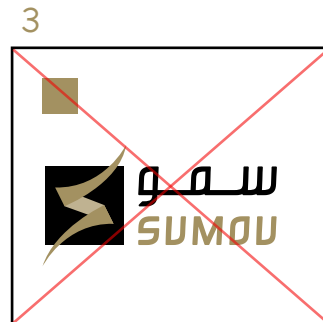
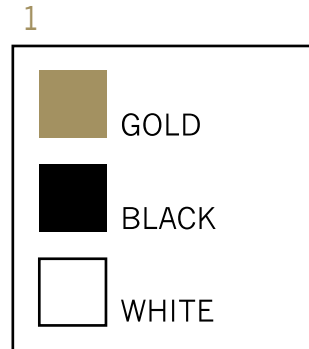


5



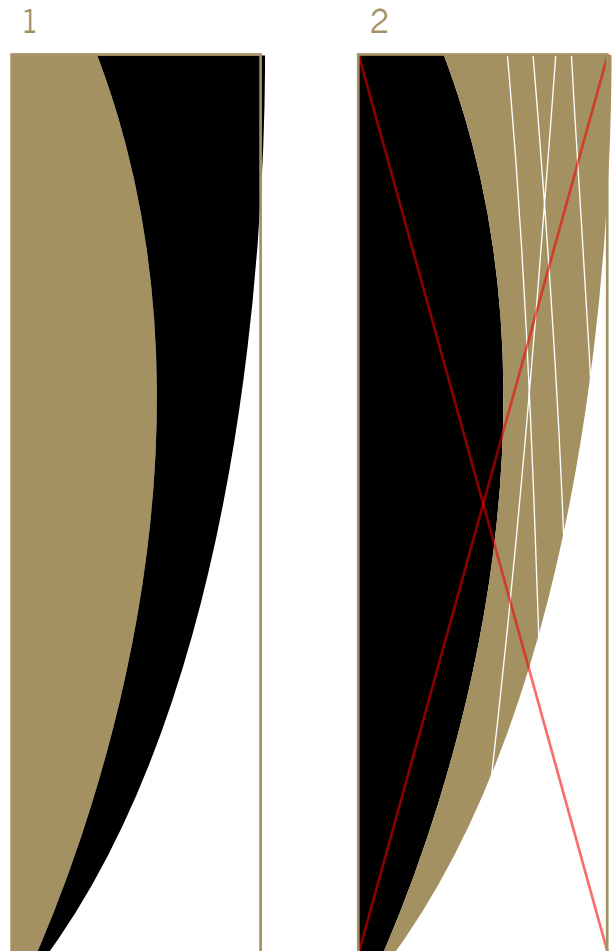
## Boxes

1. The box should only appear in white, black or gold.
2. The box should always be aligned with the logo.
3. Never use the logo in a limited area, i.e. Business card.
4. Box should only appear whenever there is a contact or a headline.
5. The color usage is optional.
6. If the logo is on top the box should appear in the bottom, and the other way around.



## Curves

1. Colors should always be in specific order., i.e white - black - Gold.
2. Never use the Curves with the other support elements.



## Fonts

---

English Font

News Gothic MT - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! / / : . )

Arabic Font

GE Dinar One - Light

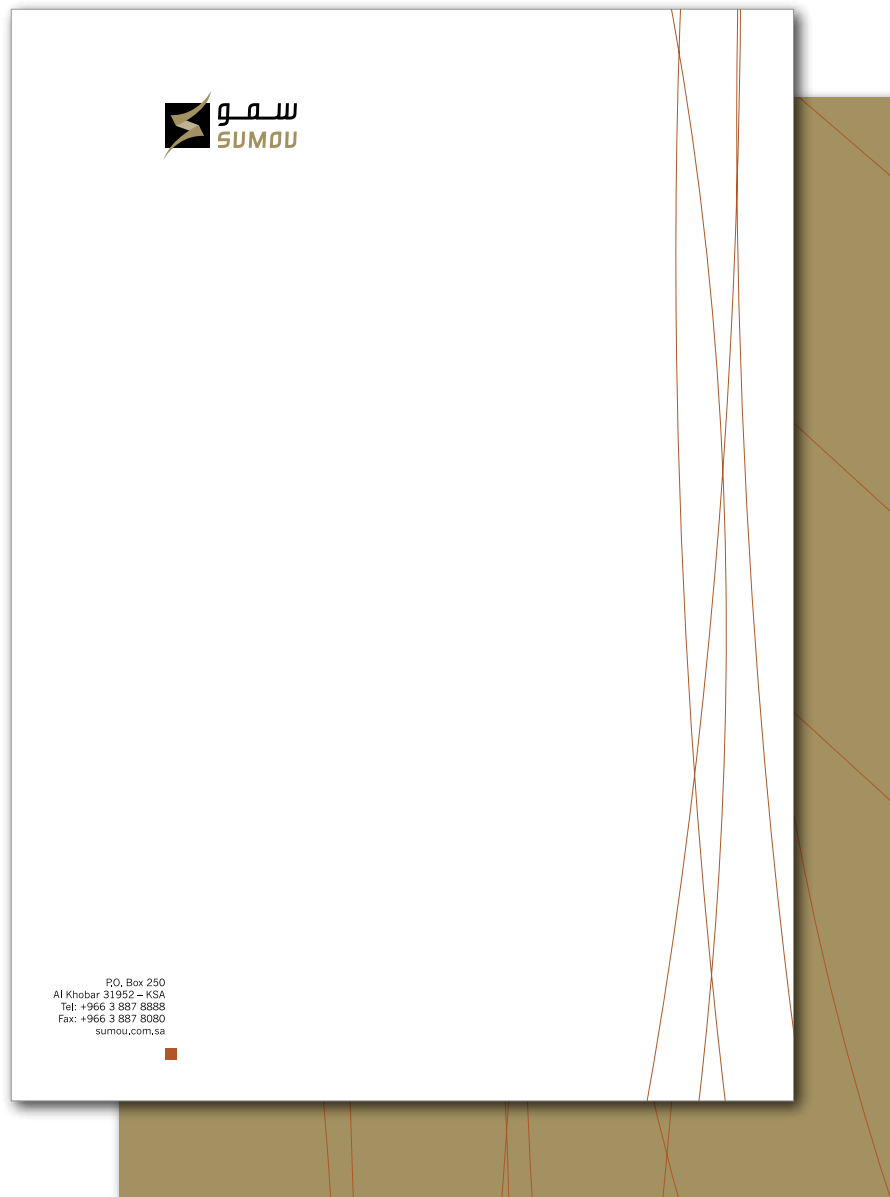
أ ب ج ح خ د ذ ر ز س ش ص ض ط ظ

ف ق ع غ ل ك م ن ه و ي ء ؤ ئ

( . : / / ! . ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

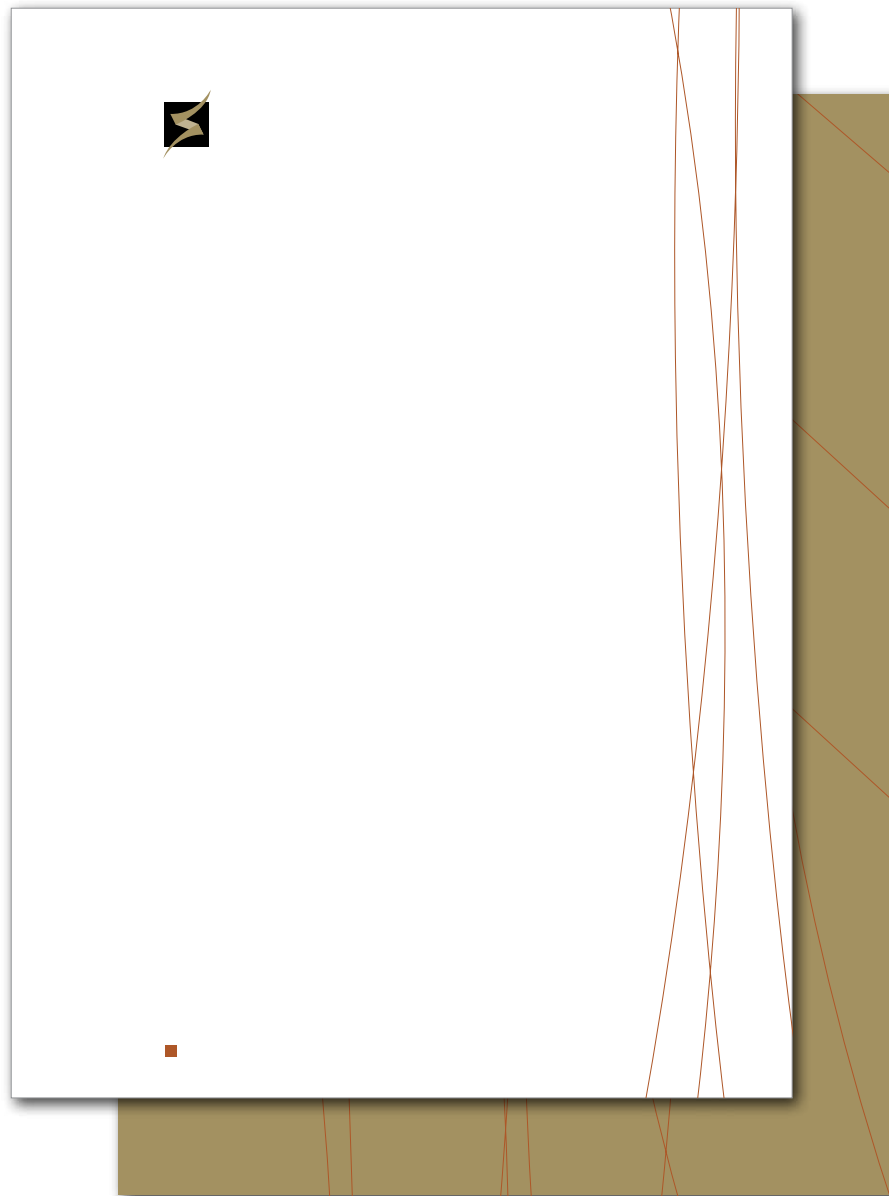
## Letterhead

■ Pantone 871 C ■ Black ■ Gold Foil



## continuation Sheet

■ Pantone 871 C   ■ Black   ■ Gold Foil



## Business Card

■ Pantone 871 C ■ Black ■ Gold Foil



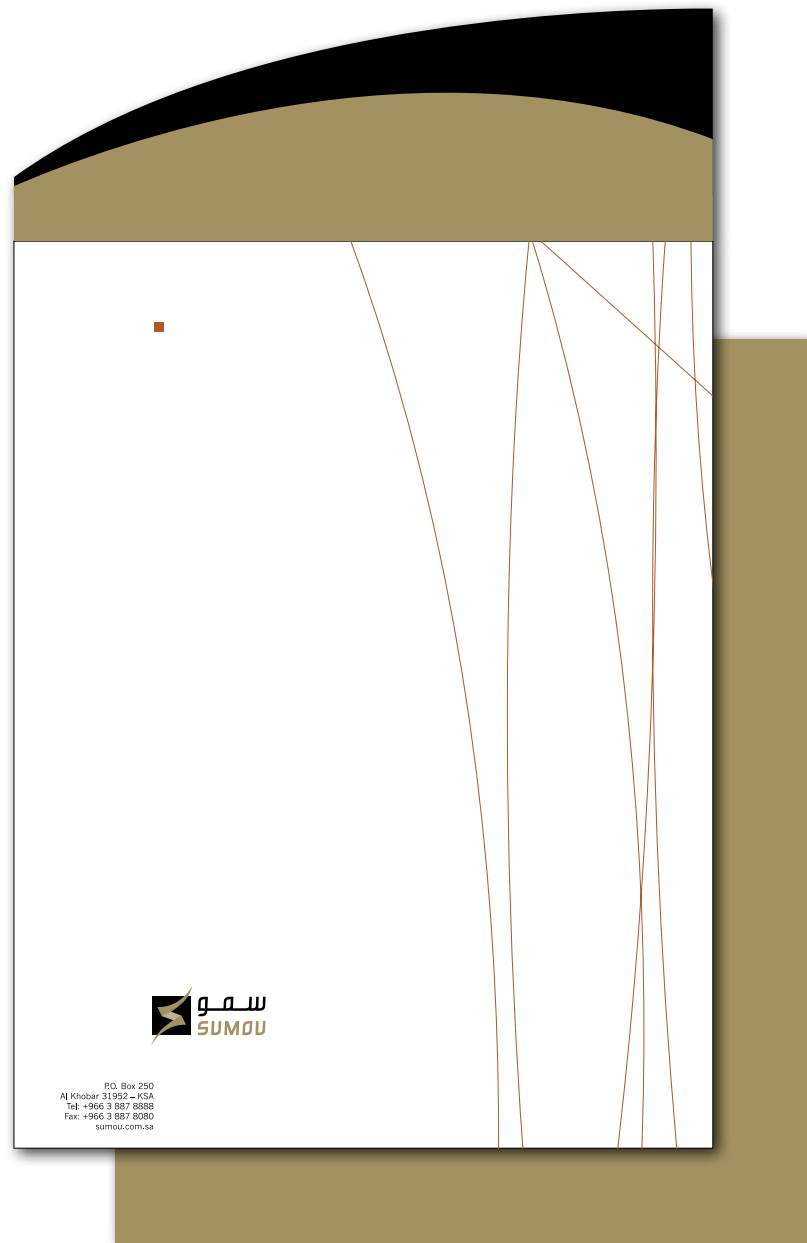
## Compliment Slip

■ Pantone 871 C ■ Black ■ Gold Foil



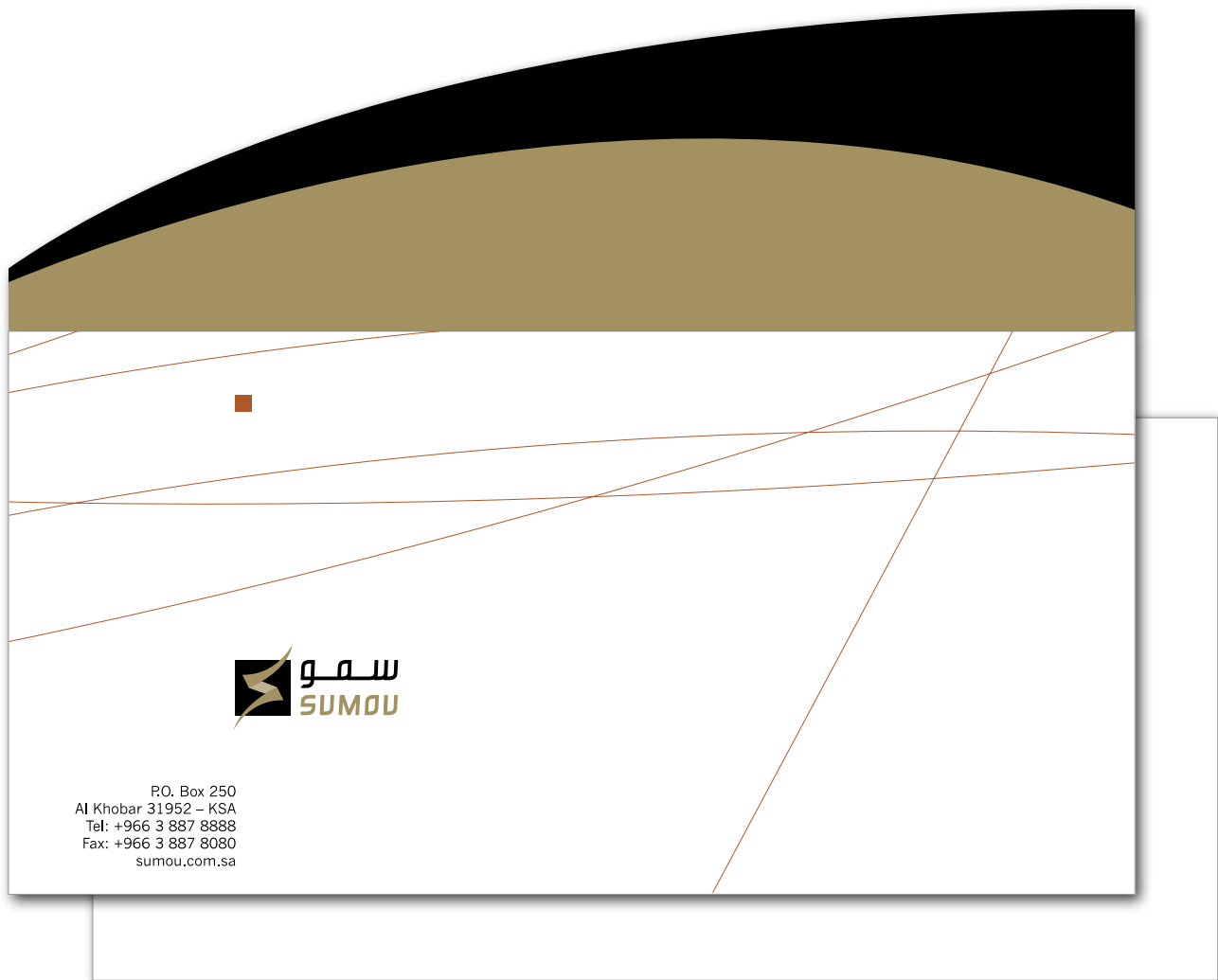
## A4 Envelope

■ Pantone 871 C ■ Black ■ Gold Foil



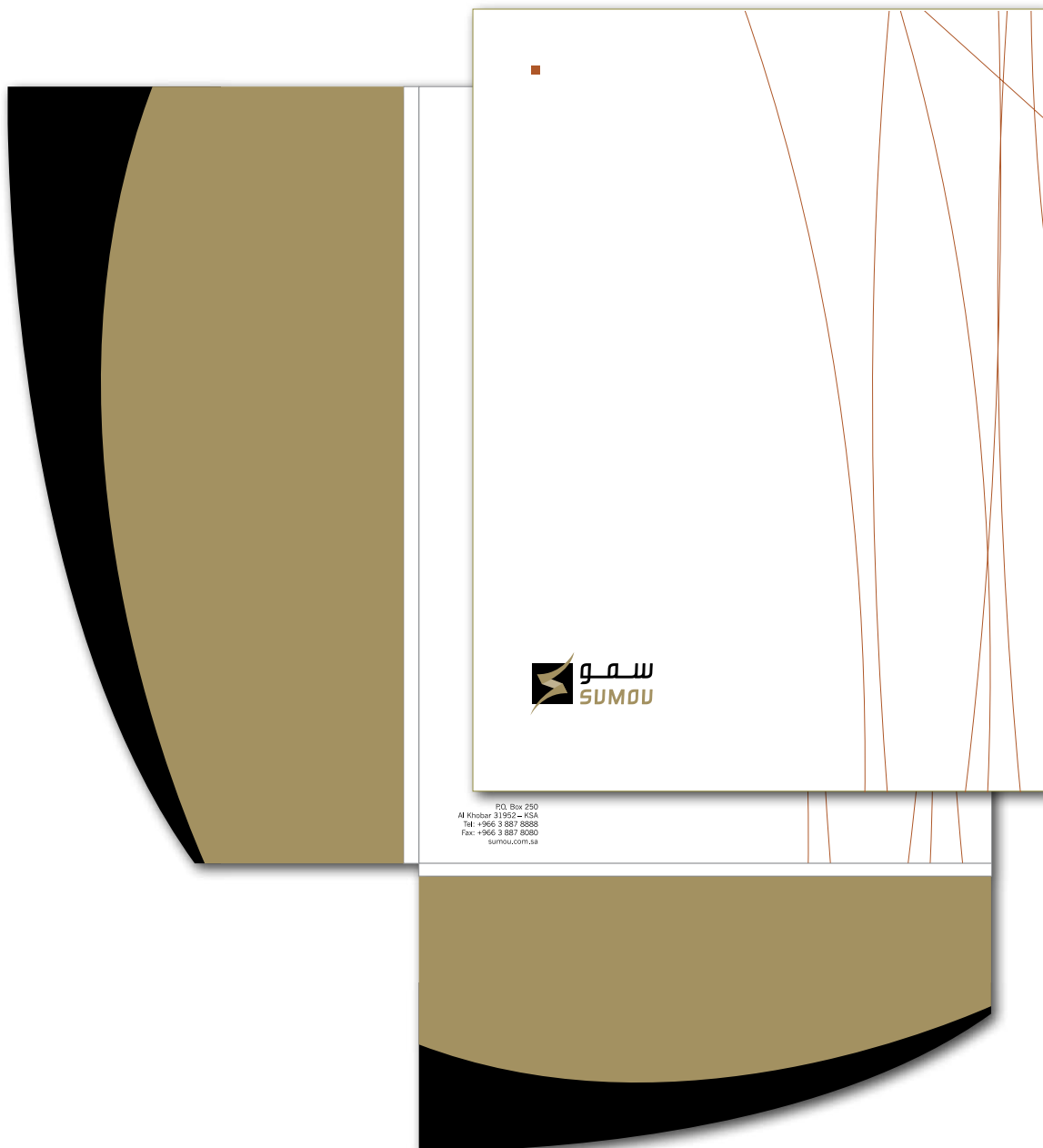
## DL Envelope

■ Pantone 871 C   ■ Black   ■ Gold Foil



## A4 Folder

■ Pantone 871 C ■ Black ■ Gold Foil



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Fax: +966 3 887 8090  
sumou.com.sa

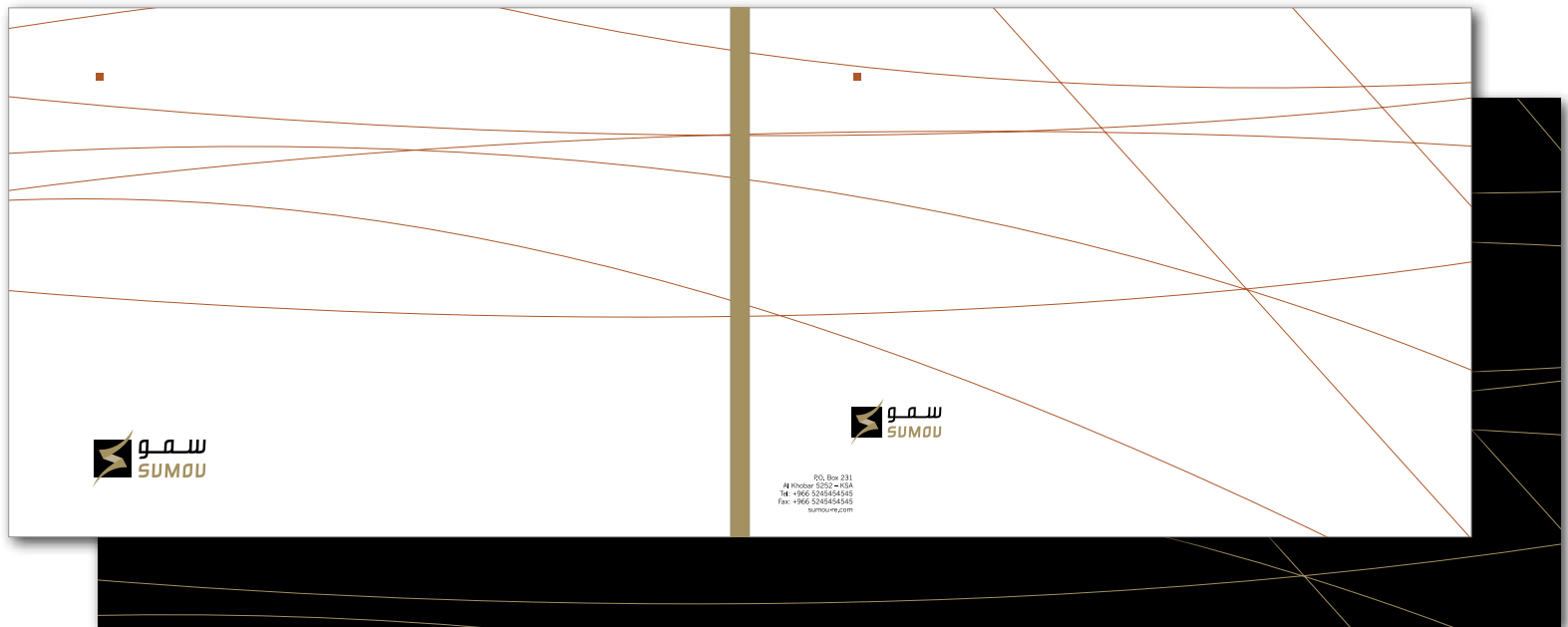
## Note Pad

■ Pantone 871 C ■ Black ■ Gold Foil



## PR Folder

■ Pantone 871 C ■ Black ■ Gold Foil



## Paper Bag

■ Pantone 871 C   ■ Black   ■ Gold Foil



## DISCLAIMER

This manual aims to ensure that the corporate image and identity of Sumou Real Estate Co. is consistent across the different markets it serves. This manual is subject to evolve - taking into considerations emerging media trends and various challenges from time to time.

Please ensure that these guidelines are strictly adhered to, in order to avoid unwarranted conflict in the perception of the brand. In complex and extreme cases, we recommend you use your imagination and decision (strictly with the company's permission) to follow the brand's true essence, maintaining consistent imagery at all times.

The manual remains the exclusive property of Sumou Real Estate and as such cannot be copied or reproduced without the written permission of the Sumou Management.

*360 degrees Brand Persona of Sumou Real Estate Co: conceptualized and supervised by MM-Brand, Bahrain.*

**mmbrand**  
*masrati*<sup>®</sup>

communication+design

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