

# Sharjah World Book Capital 2019 Brand & Visual Guidelines



# Welcome!

Welcome to the SWBC2019 brand guidelines document. This document provides a simple, yet robust set of brand guidelines that can be easily understood and communicated while leaving room for creative expression.

The following pages will guide you through some of the basic identity elements and will provide some general rules for applying these elements across a variety of media types.

While we prefer a standardized brand identity there may be situations that require a customized solution. For advice on applying the brand identity outside of the guidelines, please contact us.

[www.sharjahwbc.com](http://www.sharjahwbc.com)  
[info@sharjahwbc.com](mailto:info@sharjahwbc.com)

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# Manifesto

BOOKS! THEY ARE MAGICAL!  
BLACK LETTERS ON A WHITE PAGE  
TILL YOU READ THEM  
AND THEN DOORS OPEN, JOURNEYS BEGIN  
TRAVEL THROUGH CULTURES AND TRADITIONS.  
DIVE INTO THE PAST, CATCH A GLIMPS OF THE FUTURE  
SHATTER SOME MYTHS AND TEAR DOWN A FEW WALLS.  
LEARN A NEW LANGUAGE,  
LEARN TWO... LEARN THREE.  
MEET SAINTS AND WARRIORS,  
SCIENTISTS AND WIZARDS,  
SOMEONE YOU FEEL LIKE YOU KNOW,  
SOMEONE YOU THOUGHT YOU'D NEVER KNOW.  
READ... TILL NO STRANGERS REMAIN,  
GO BEYOND YOUR STORY,  
BEYOND BORDERS.  
OPEN A BOOK,  
OPEN YOUR ARMS,  
YOUR HEART, YOUR MIND.

SHARJAH WORLD BOOK CAPITAL 2019  
OPEN BOOKS. OPEN MINDS.

في كلِّ كتاب... سحر يشبه الخيال...  
بداية... هو مجرد ورق وكلام  
و لكن حين تقرأه وتعيش تفاصيله...  
يفتح الكتاب ألف باب، ويأخذك في رحلة تسرق الألباب،  
تسافر بأفكارك... تكتشف ثقافة تختلف عن ثقافتك،  
تعود إلى الماضي العريق، تخطف نظرة على المستقبل البعيد،  
تكتشف الكثير من الأسرار وتكسر بعض الأسوار،  
تتعلم لغة جديدة،  
لغتين أو ثلاثة...  
تتعرف على الطيب وعلى الشرير،  
على العالم وعلى الأديب،  
على شخص تشعر وكأنك تعرفه،  
على شخص لم تفكر يوماً أنك ستعرفه.  
اقرأ... حطم الحواجز التي تفصل بين الشعوب  
اذهب إلى أبعد الحدود  
أبعد من حكايتك، أبعد من عالمك.  
افتح كتاباً،  
افتح ذراعيك،  
افتح قلبك، افتح ذهنك...

الشارقة عاصمة عالمية للكتاب 2019  
افتح كتاباً. تفتح أذهاناً.



# Slogan

OPEN BOOKS.  
OPEN MINDS.

افتح كتاباً.  
تفتح أذهاناً.

OPEN BOOKS. OPEN MINDS.

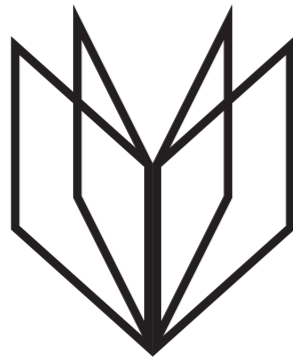
افتح كتاباً. تفتح أذهاناً.

S.1.1

Main Logo  
B&W

Our emblem is the act of the opening of a book which emulates a brand full of momentum. It is simple, aiming at audiences from various nationalities and ages. Its clear and contemporary treatment sums up our approach that has reading at the core of our mission.

Our logotype brings together the English and the Arabic text and links both cultures with the year 2019 - the year that will mark us.



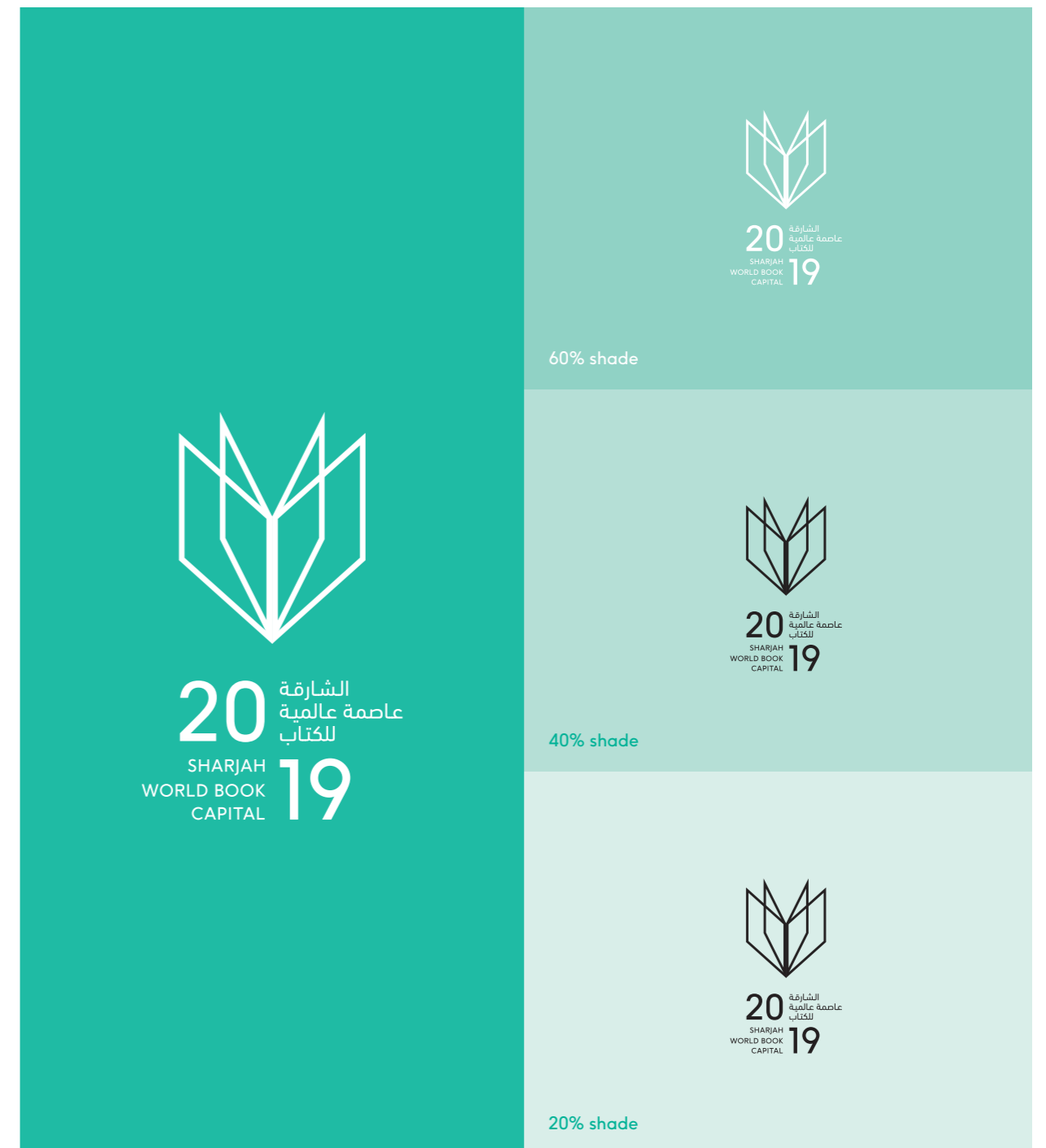
20 الشارقة  
عاصمة عالمية  
للكتاب  
SHARJAH  
WORLD BOOK  
CAPITAL 19



20 الشارقة  
عاصمة عالمية  
للكتاب  
SHARJAH  
WORLD BOOK  
CAPITAL 19

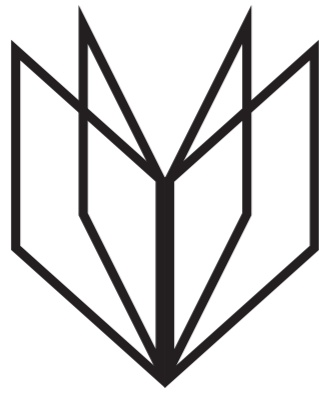
# S.1.2

**Main Logo**  
Color Variations/Background



# S.1.3

Main Logo  
Lockup Variations



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عاصمة عالمية  
للكتاب  
SHARJAH  
WORLD BOOK  
CAPITAL 19



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19

الشارقة  
عاصمة عالمية  
للكتاب  
SHARJAH  
WORLD BOOK  
CAPITAL

# S.1.4

Main Logo  
Clear Space

White space around the logo ensures its visibility in situations when the space for the logo application is limited.

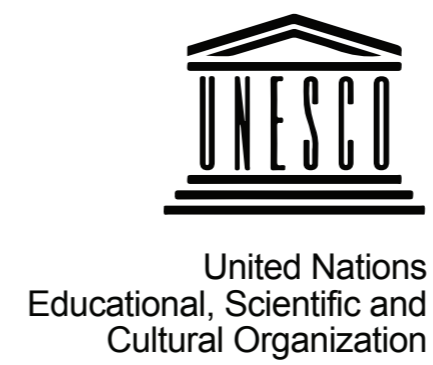
0 is the common proportional measurement for creating this clear space. 0 is equal to the height of part of the logo emblem as indicated.



# S.1.5

Main Logo  
With Partners

When used with UNESCO partner logo,  
always use SWBC black and white logo.



# S.1.6

**Main Logo**  
Partners + Collaborators

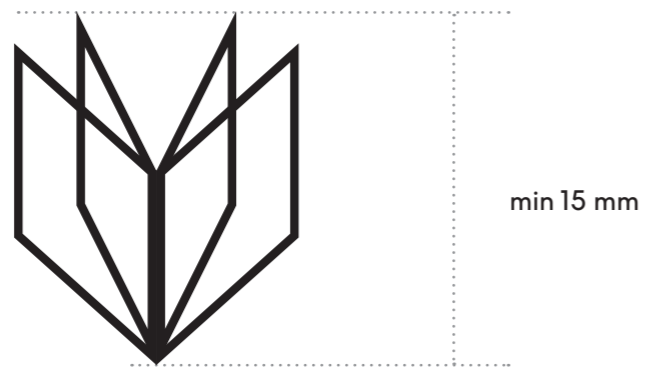


# S.1.7

Main Logo  
Minimal Size

## Print Media

To ensure the visibility of the logo in print media, the height of the logo emblem should never go below 15 mm.



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عاصمة عالمية  
للكتاب  
SHARJAH  
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CAPITAL 19

## Digital Media

To ensure the visibility of the logo in digital media, the height of the logo emblem should never go below 50 pixels.

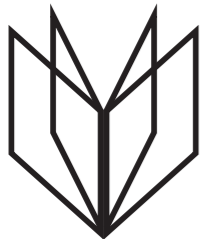


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# S.1.8

Main Logo  
Do Not



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عاصمة عالمية  
للكتاب 19  
SHARJAH  
WORLD BOOK  
CAPITAL

**DO NOT**  
Change position of icon and  
typography. They must remain  
aligned at all times.



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عاصمة عالمية  
للكتاب 19  
SHARJAH  
WORLD BOOK  
CAPITAL

**DO NOT**  
Distort logo.



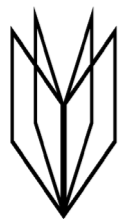
20 الشارقة  
عاصمة عالمية  
للكتاب 19  
SHARJAH  
WORLD BOOK  
CAPITAL

**DO NOT**  
Combine primary or any  
colors inside the logo.



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عاصمة عالمية  
للكتاب 19  
SHARJAH  
WORLD BOOK  
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**DO NOT**  
Change the size ratio of logo emblem  
versus logotype.



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للكتاب 19  
SHARJAH  
WORLD BOOK  
CAPITAL

**DO NOT**  
Never scale the logo  
Disproportionally.



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للكتاب 19  
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WORLD BOOK  
CAPITAL

**DO NOT**  
Rotate logo in any  
circumstances.



20 الشارقة  
عاصمة عالمية  
للكتاب 19  
SHARJAH  
WORLD BOOK  
CAPITAL

**DO NOT**  
Use black logo on color  
backgrounds.

**NOTE**  
To ensure proper usage of the logo and other  
identity elements, please use only approved  
artwork files provided by the SWBC2019.

Do not try to recreate the logo yourself.

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# S.2

---

# Color Palettes

# S.2.1

Primary  
Color Palette

## SWBC Purple

PANTONE 814  
RGB 122-95-196  
CMYK 67-68-0-0

60% shade

40% shade

20% shade

## SWBC Green

PANTONE 808  
RGB 0-169-142  
CMYK 84-0-54-0

60% shade

40% shade

20% shade

# S.2.2

Secondary  
Color Palette

Use secondary colors only when you require a wider range of color for certain differentiation, for example, PPT charts, graphs.

## SWBC Yellow

PANTONE 116  
RGB 255-182-7  
CMYK 0-36-89-0

60% shade

40% shade

20% shade

## SWBC Red

PANTONE 2348  
RGB 230-35-73  
CMYK 0-95-60-0

60% shade

40% shade

20% shade

## SWBC Blue

PANTONE 2198  
RGB 44-184-199  
CMYK 70-0-24-0

60% shade

40% shade

20% shade

---

# S.3

---

# Typography

# S.3.1

Primary Typeface  
English

If the background or SWBC graphic is in a shade of the primary purple colour, headlines should be in primary green along with black or white type depending on the background.

If the background or SWBC graphic is in a shade of the primary green colour, headlines should be in primary purple along with black or white type depending on the background.

The tagline is always upper case.

Example

# OPEN BOOKS. OPEN MINDS.

F37 Ginger Bold  
All Caps

Headline Treatment:

Always use two SWBC primary colours in the headline. The headline is always title case.

## Words Inspire Us

We believe books have the power to unite us; that knowledge spread and shared can change the minds and hearts of nations. That is why we have been long-standing advocates of reading. Every move taken in the City of Knowledge has been designed to bring us one step closer to a wiser—more unified—community. One that doesn't judge books by their covers, but appreciates and respects each unique story told within them.

# F37 Ginger

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$%&!?!-+=~

Thin

F37 Ginger

Light

F37 Ginger

Regular

F37 Ginger

Bold

F37 Ginger

Thin Italic

*F37 Ginger*

Light Italic

*F37 Ginger*

Italic

*F37 Ginger*

Bold Italic

*F37 Ginger*

# S.3.2

Primary Typeface  
Arabic

## DIN Next LT Arabic

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ  
ف ق ك ل م ن ه و ي  
=+-?!%\$#@۱۲۳۴۵۶۷۸۹۰

If the background or SWBC graphic is in a shade of the primary purple colour, headlines should be in primary green along with black or white type depending on the background.

If the background or SWBC graphic is in a shade of the primary green colour, headlines should be in primary purple along with black or white type depending on the background.

Tagline

Example

# افتح كتاباً. تفتح أذهاناً.

DIN Next LT Arabic

Ultra Light	Light
أ ب ت ث	أ ب ت ث
Heavy	Regular
أ ب ت ث	أ ب ت ث
Black	Medium
أ ب ت ث	أ ب ت ث
	Bold
	أ ب ت ث

## الكلمات تلهمنا

نؤمن بقوة الكتب في تعزيز تماسك المجتمع ووحدة،  
وبأن نشر المعرفة ومشاركتها يسهمان في تغيير عقول  
وأفكار شعوبها، استمراراً وتعزيزاً لدورنا البارز في النهوض  
بثقافة قراءة الكتب. نخطو قدماً بتدبير وبصيرة نافذة في  
«مدينة المعرفة» نحو بناء مجتمع أكثر حكمة ولحمة؛ فلا  
نحكم على مضمون الكتب من عنوانها، إنما نقدر ونحترم  
مضمون كل قصة سردت فيها.

Headline Treatment:

Always use two SWBC  
primary colors in the  
headline.

---

# S.4

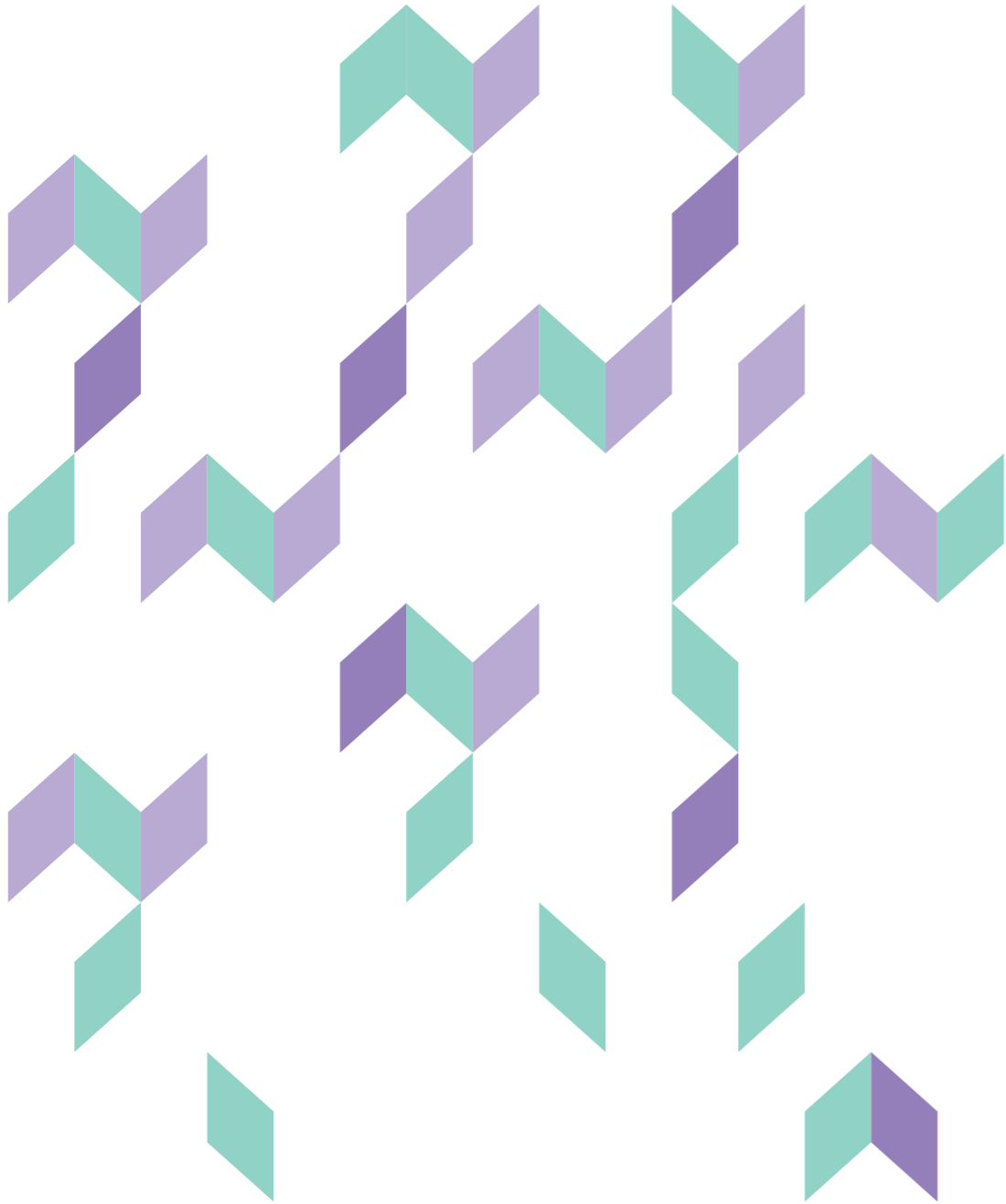
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# Pattern

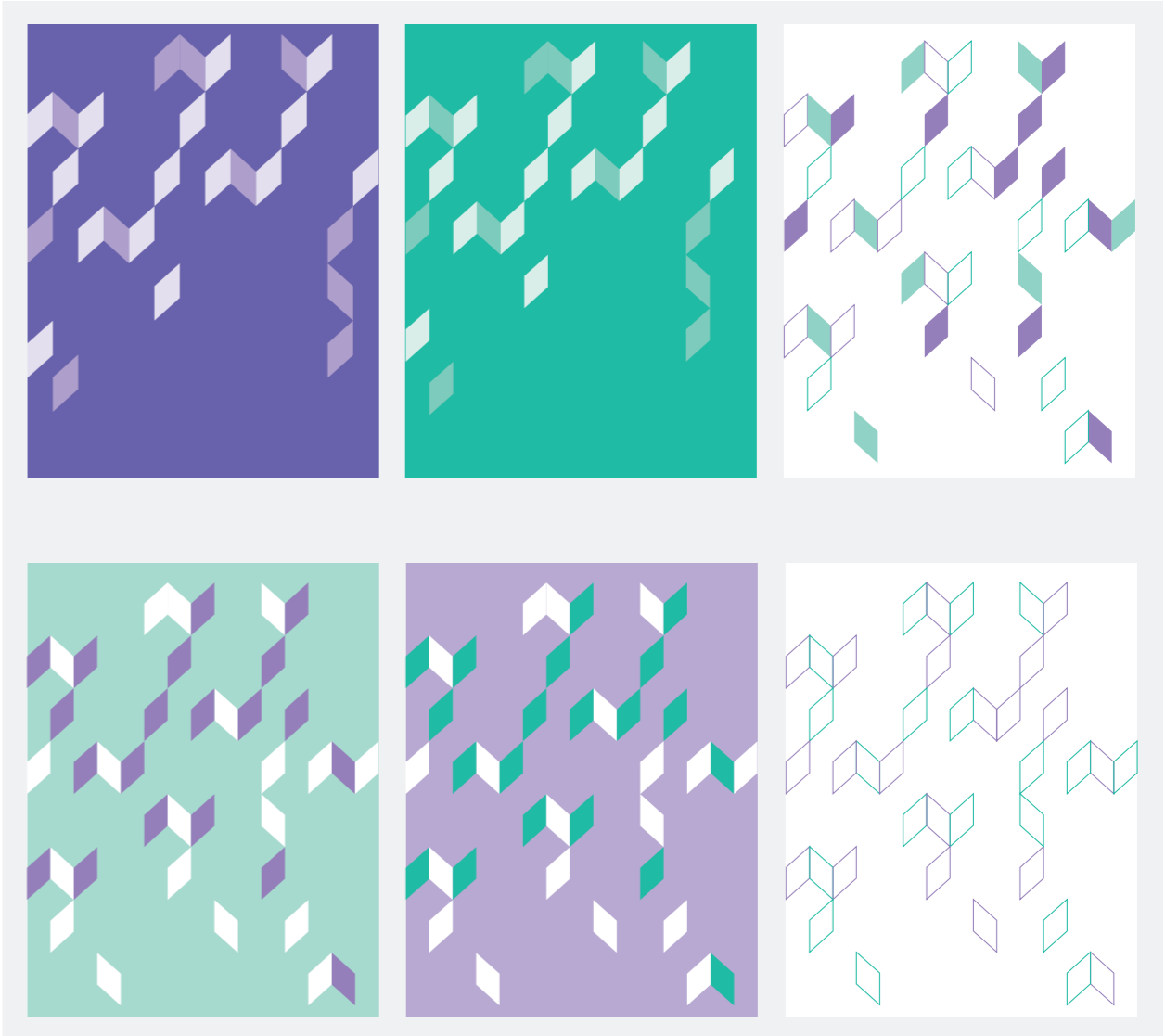


# S.4.1

Pattern

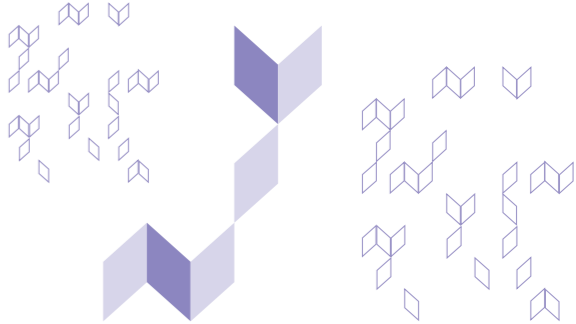
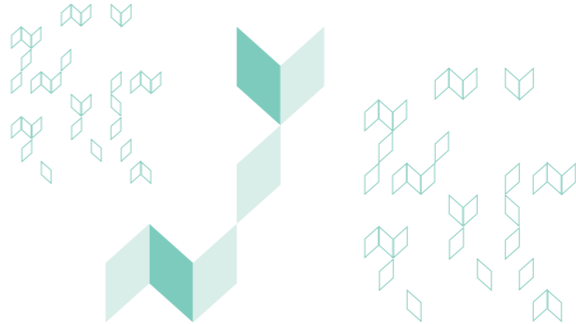
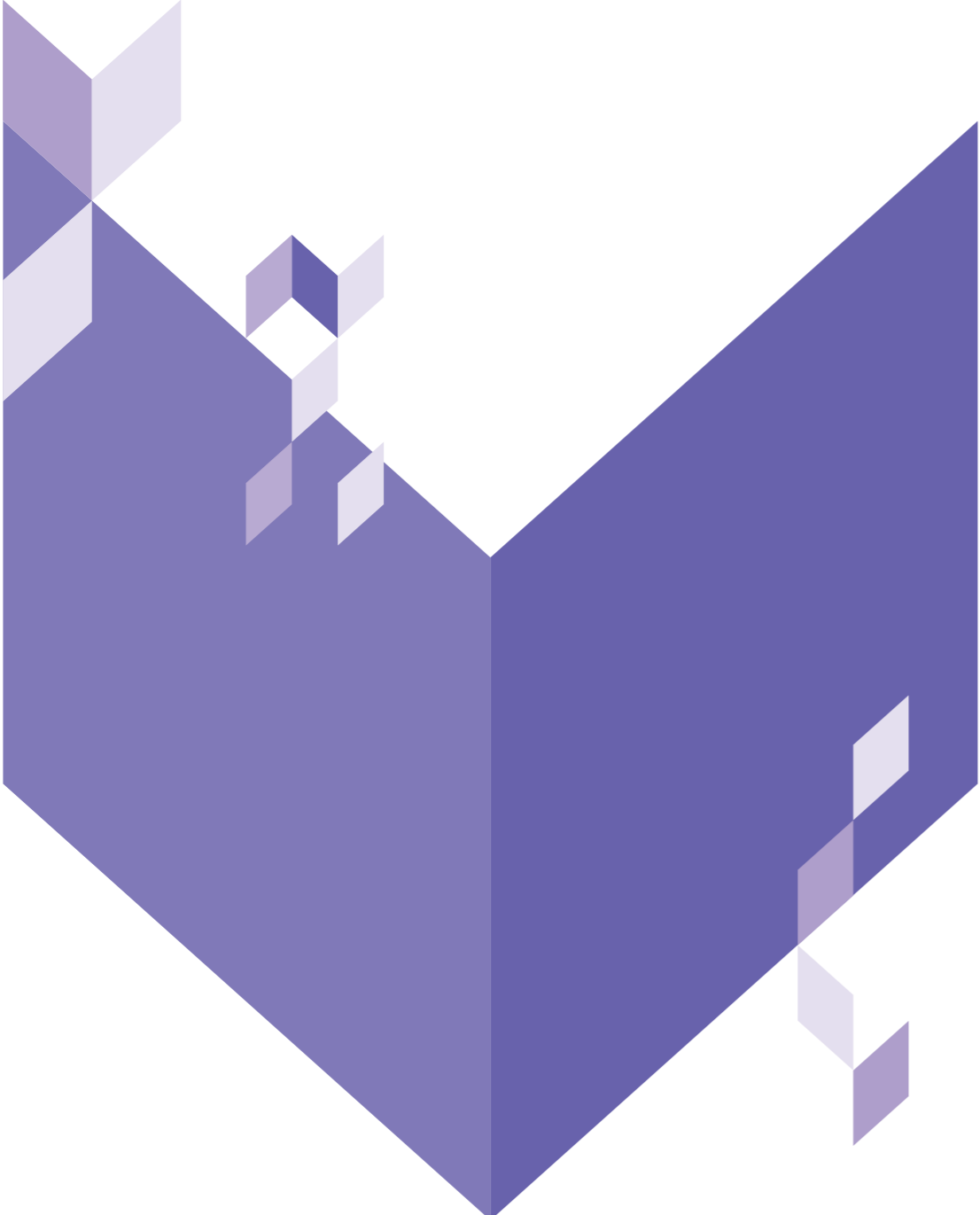


Color Variations



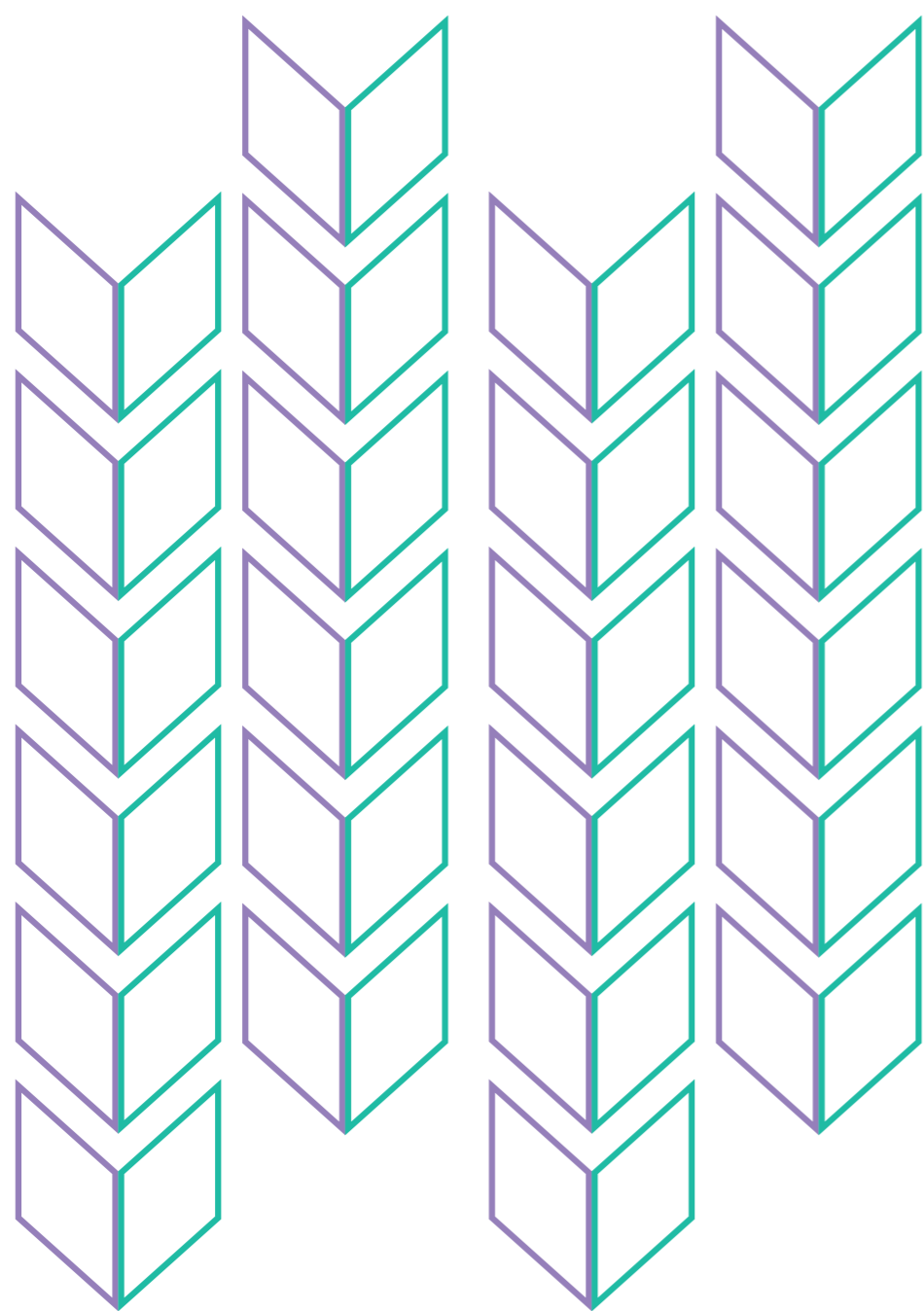
# S.4.2

Pattern

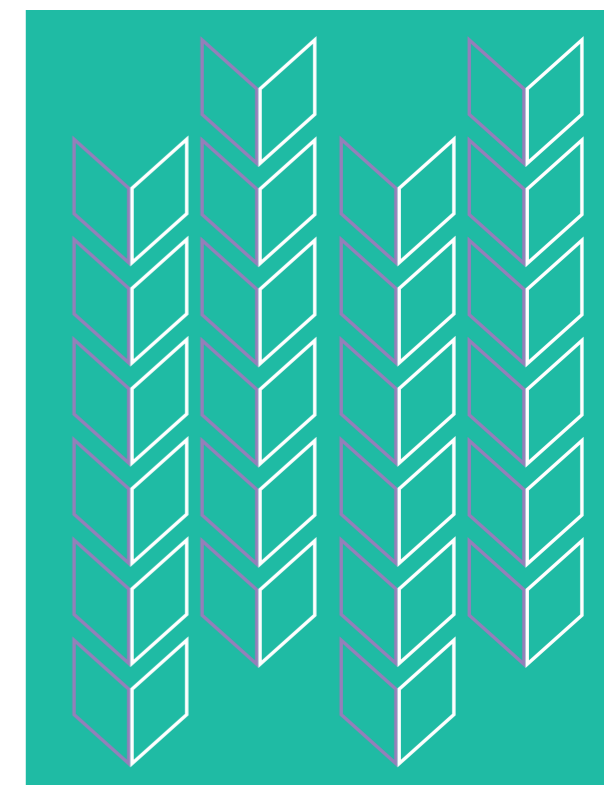
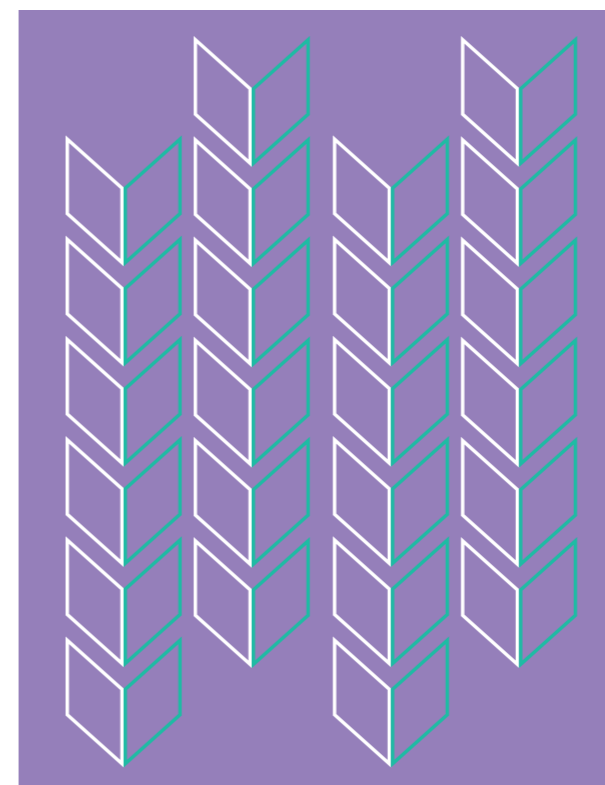


# S.4.3

Pattern



Color  
Variations



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# S.5

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# Iconography

# S.5.1

## Icons

**Heritage**  
Inspired by one of the Sharjah Fort towers.



**Publishing**  
From pencil to the book.



**Children**  
Their future is brighter with books.



**Outreach**  
The power of the written word has no boundaries.



**Inclusion**  
Building a tighter community.

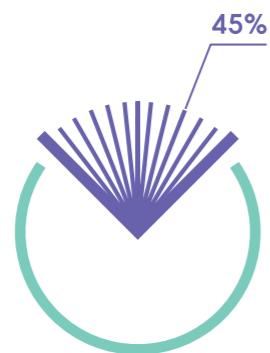
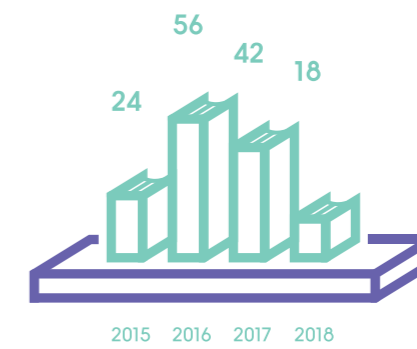
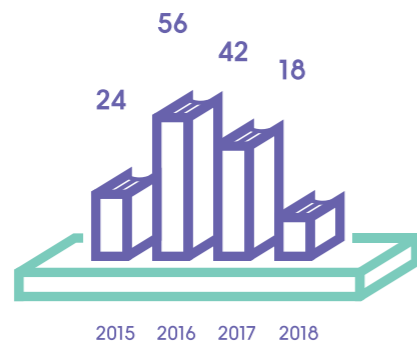


**Reading**  
The symbol of knowledge.



# S.5.2

Infographics



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S.6

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# Photography

## Style



# S.6.1

Original Size  
Images

Category 1  
Books in context

Category 2  
Books as heroes

Category 3  
Location related



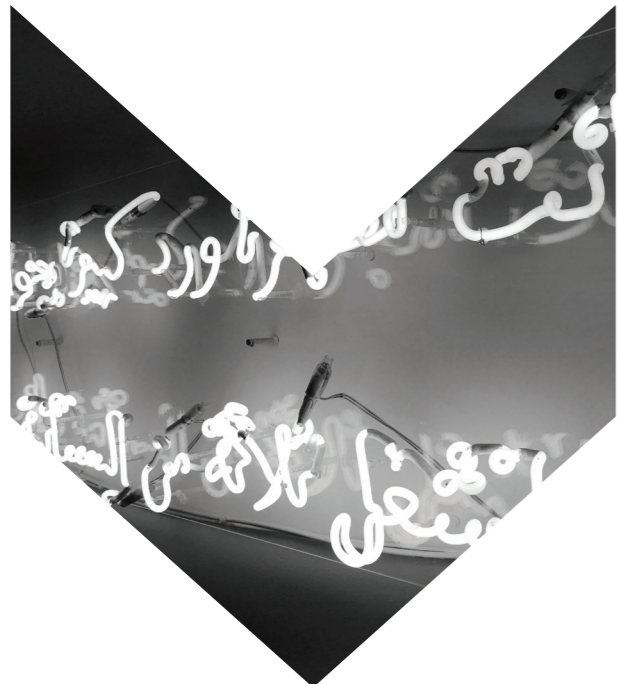
The preferred photography should be black and white with some connection and correlation with the main topic of the SWBC event.

However, colored images can also be adapted for visual communication.



# S.6.2

Masked  
Images



On some occasions, when suitable, images can be masked with certain elements of the brand's visual language.

The page features a large teal chevron shape on the left and a large purple chevron shape on the right. In the center, there are several smaller, overlapping purple geometric shapes that resemble stylized buildings or abstract forms. A horizontal dotted line runs across the top of the page.

# Applications

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# S.7

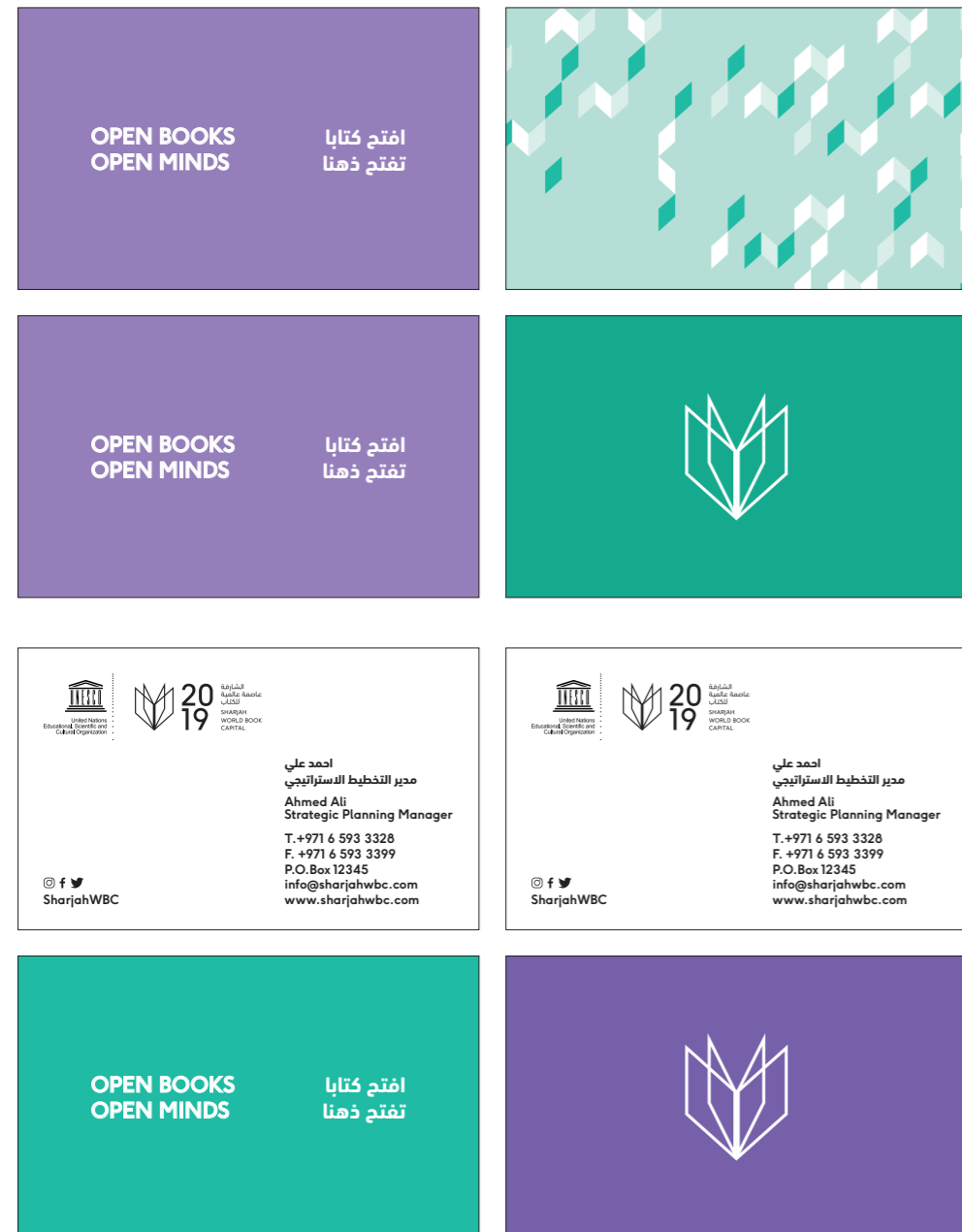
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# Stationery

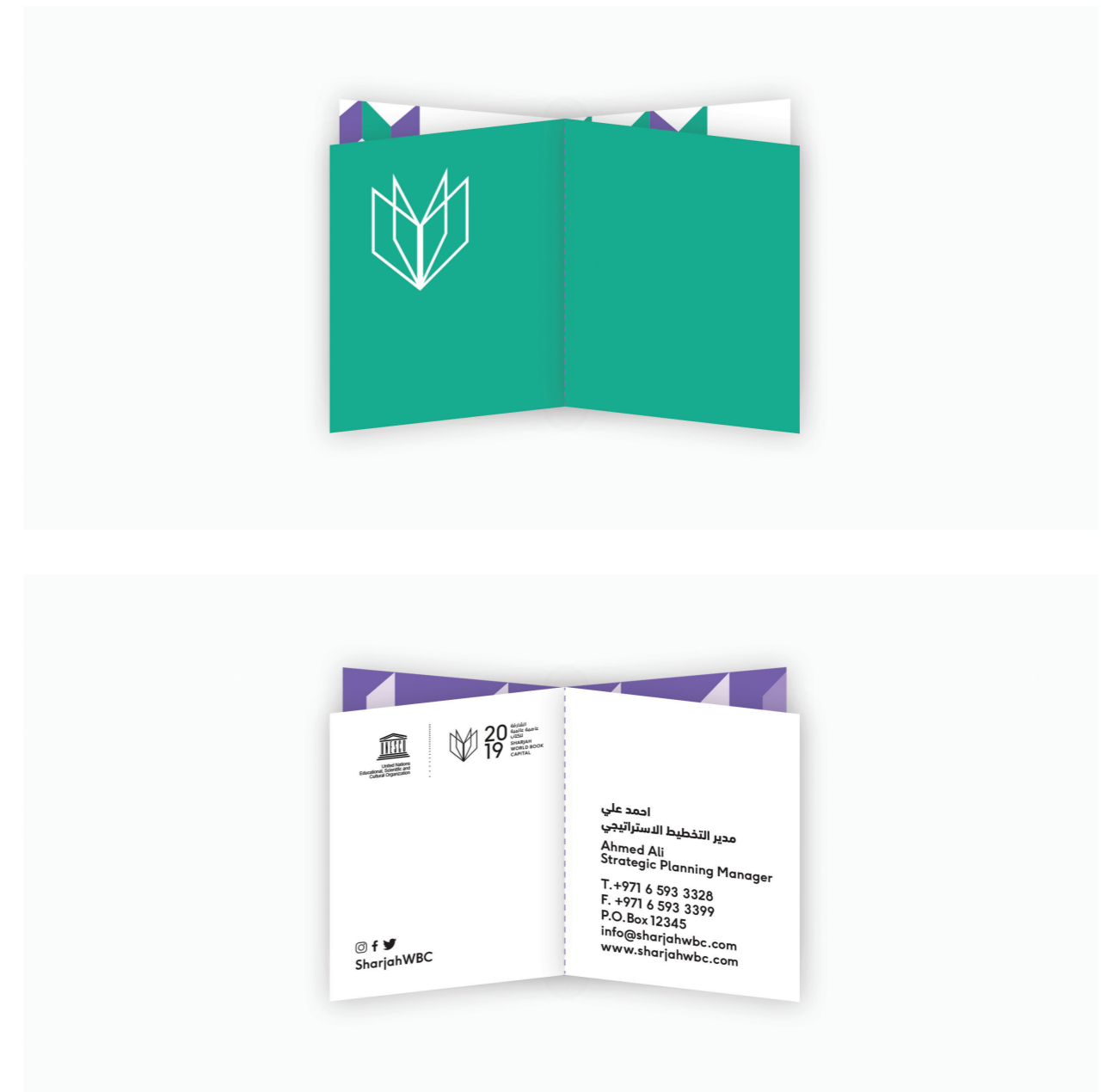
# S.7.1

## Stationery Design

### Business Cards



### Business Cards

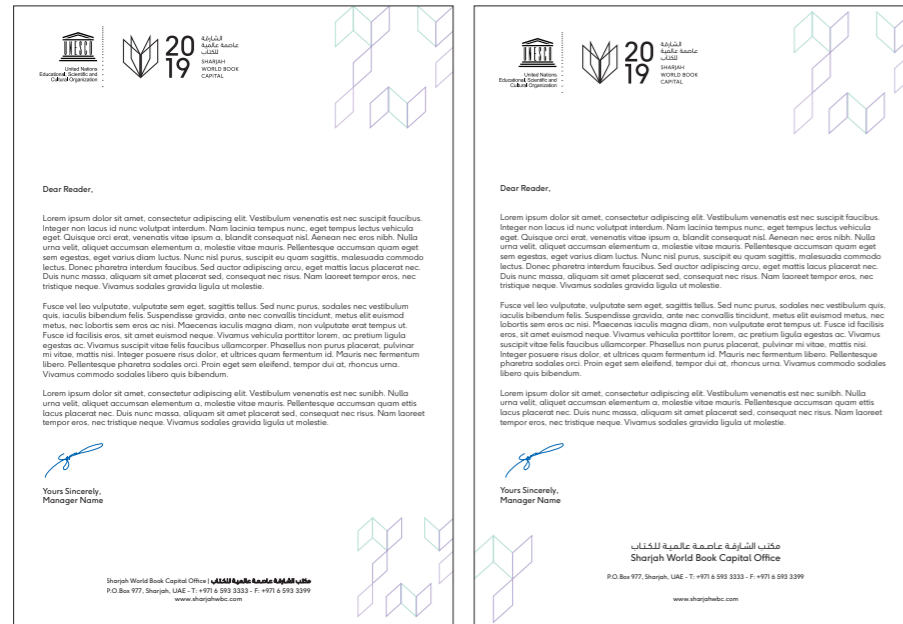




# S.7.2

## Stationery Design

### Letterhead



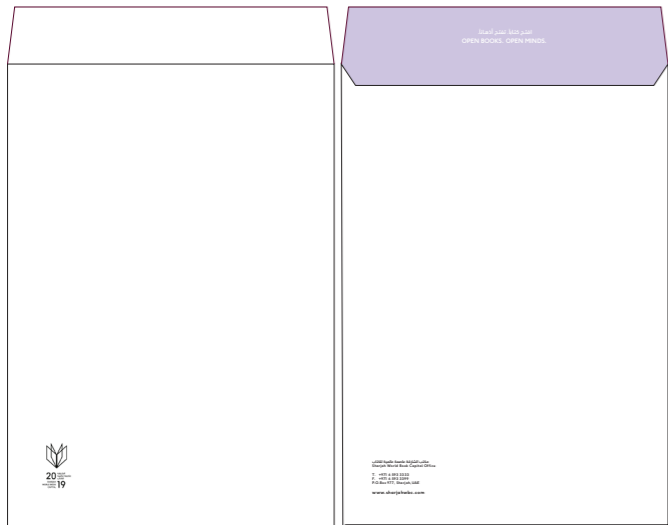
### Letterhead



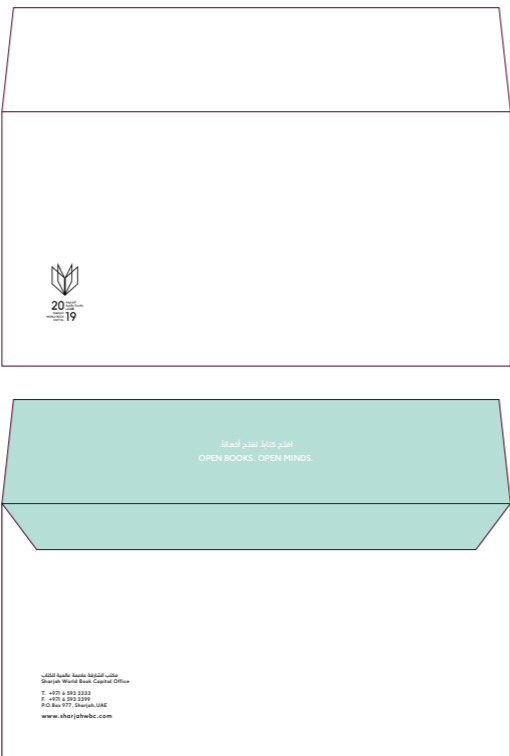
# S.7.3

Stationery Design

Envelope



A4

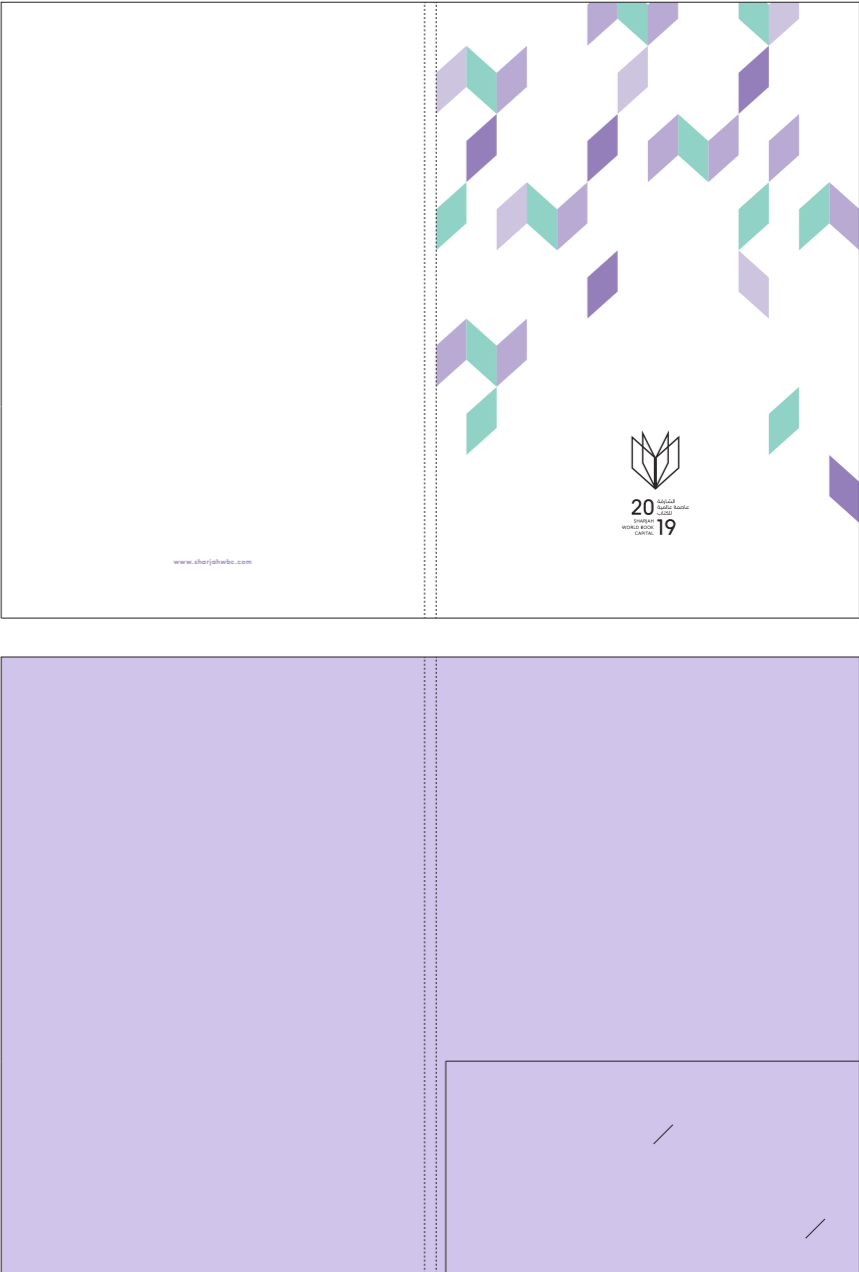


DL

# S.7.4

Stationery Design

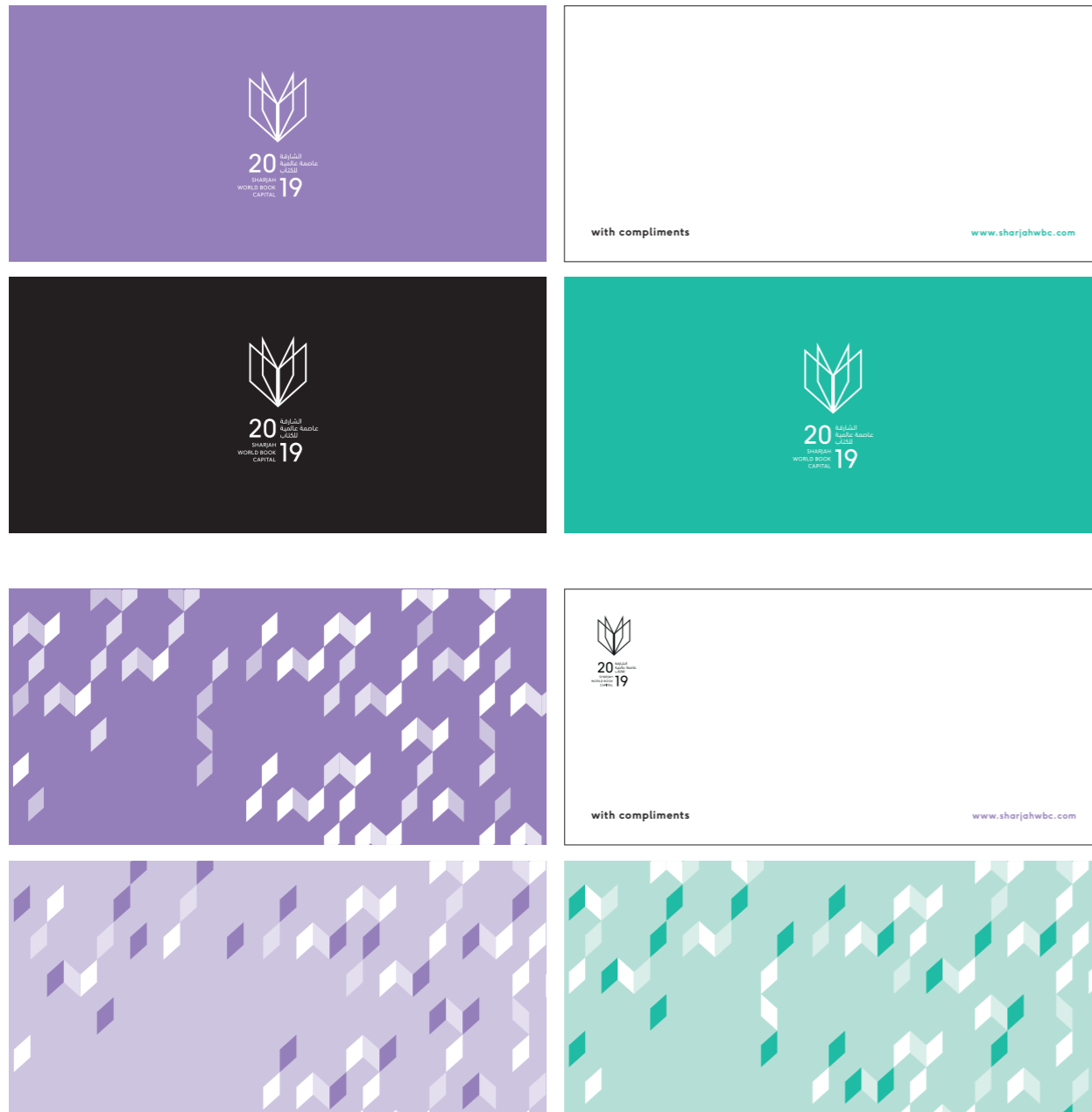
Press Folder



# S.7.5

Stationery  
Design

## Compliment Slips



# S.7.6

Stationery  
Design

## Thank You Card



# S.8

# Merchandising



# S.8.1

Merchandising  
Design

Bookmark



# S.8.2

Merchandising  
Design

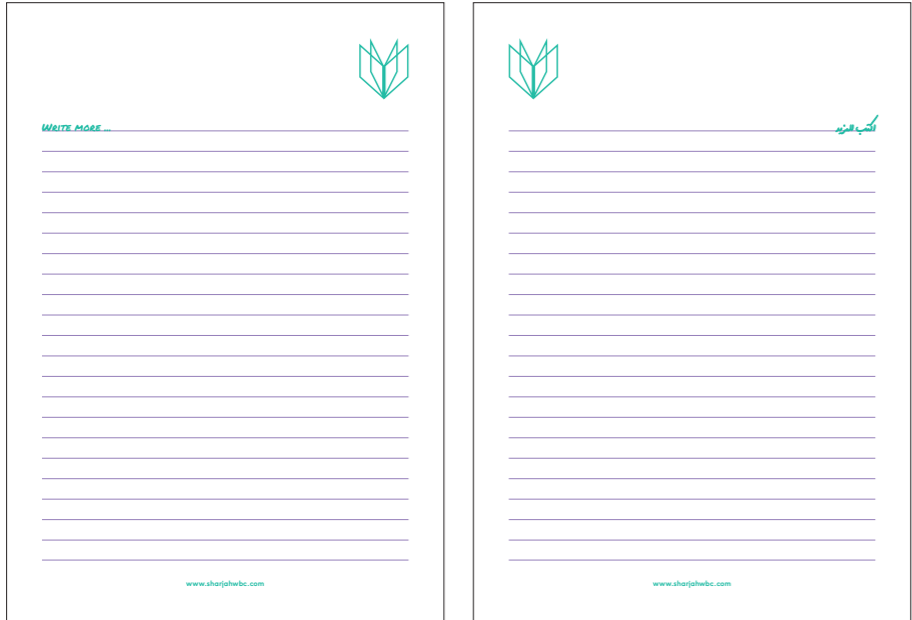
Pin



# S.8.3

## Merchandising Design

### Note Book



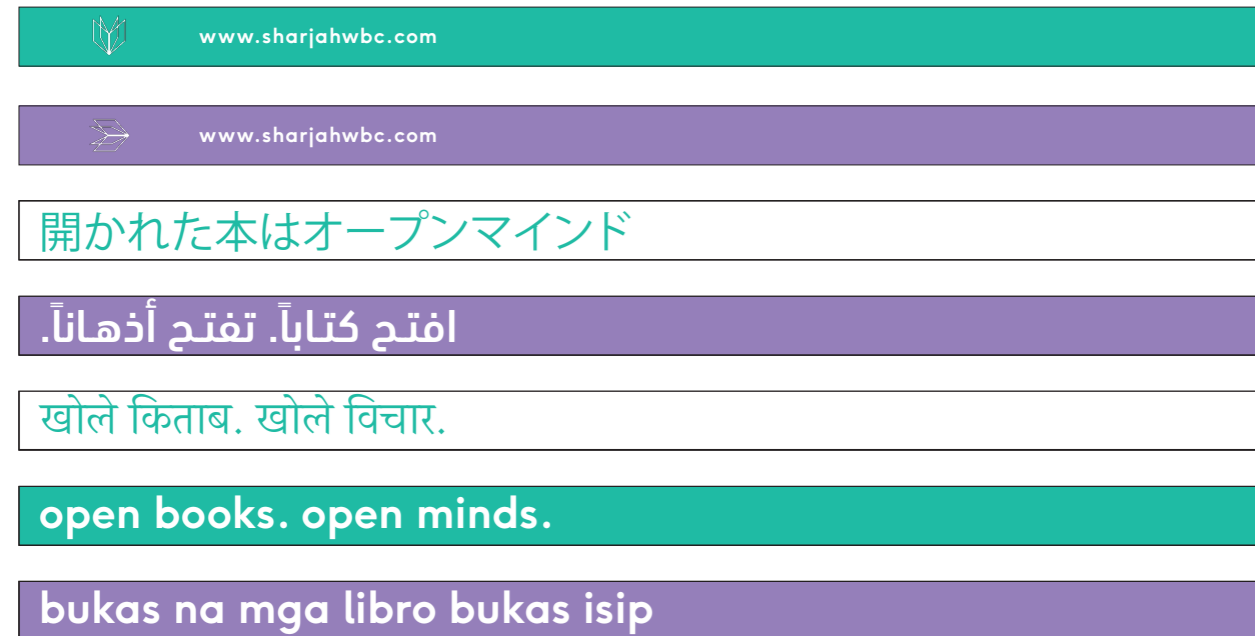
### Note Book



# S.8.4

Merchandising Design

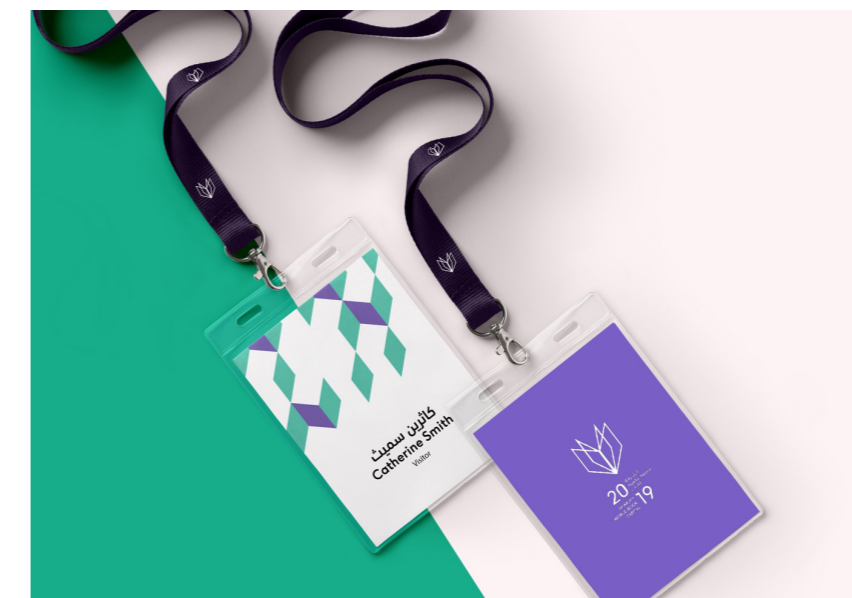
## Pencils



# S.8.5

Merchandising Design

## Lanyards





# S.8.6

Merchandising  
Design

## Paper Bag



## Tote Bag



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# S.9

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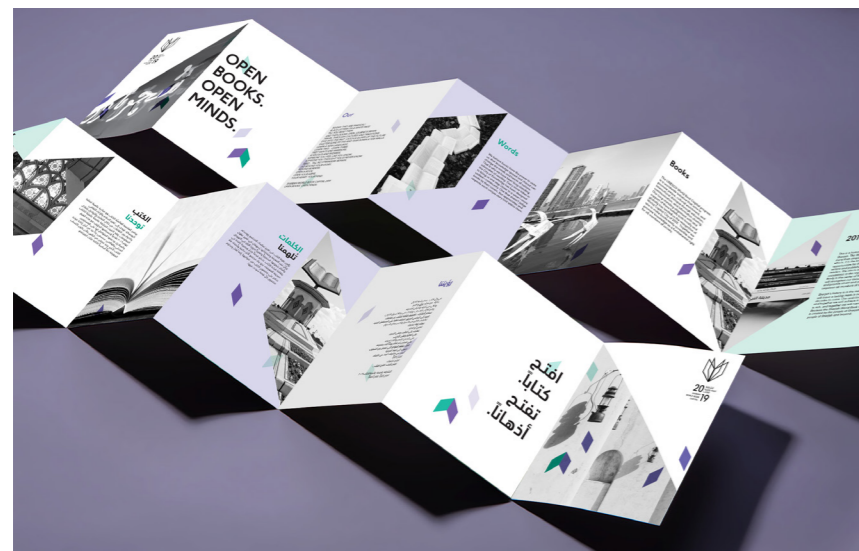
# Booklet

# S.9.1

Booklet Design

Booklet

Booklet



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# S.10

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# Digital

# S.10.1

E-Direct Marketing

E-Direct Marketing

E-Direct Marketing

20  
19

## The Written World Inspires Us

Sharjah has always had a rich historic relationship with books.... A reading society that is culturally inclusive of all communities

Find Out More

## Books Unite Us

No matter who you are and where you come from we are more alike than you can think.

Read More

## Book Your Spot

RSVP Here

SharjahWBC

20  
19

## The Written World Inspires Us

Sharjah has always had a rich historic relationship with books.... A reading society that is culturally inclusive of all communities

Find Out More

## Books Unite Us

No matter who you are and where you come from we are more alike than you can think.

Read More

## Book Your Spot

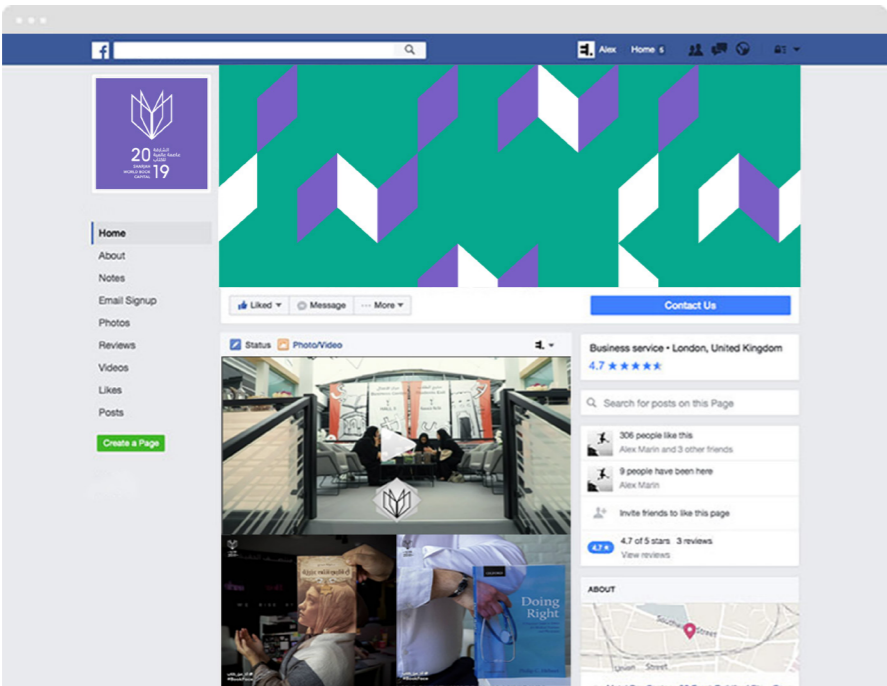
RSVP Here

SharjahWBC

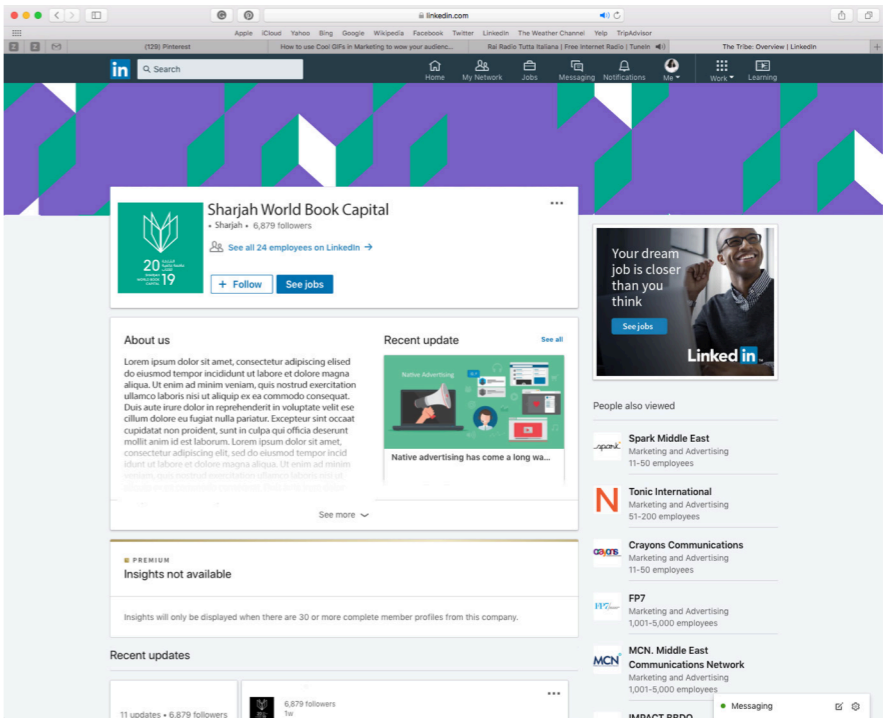


# S.10.2 Social Media Design

## Facebook Page



## LinkedIn



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# S.11

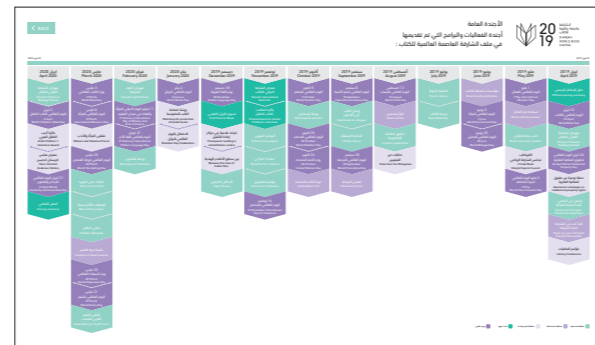
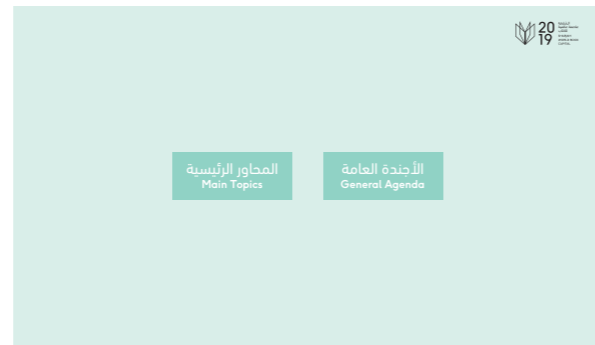
---

# Program Calendar

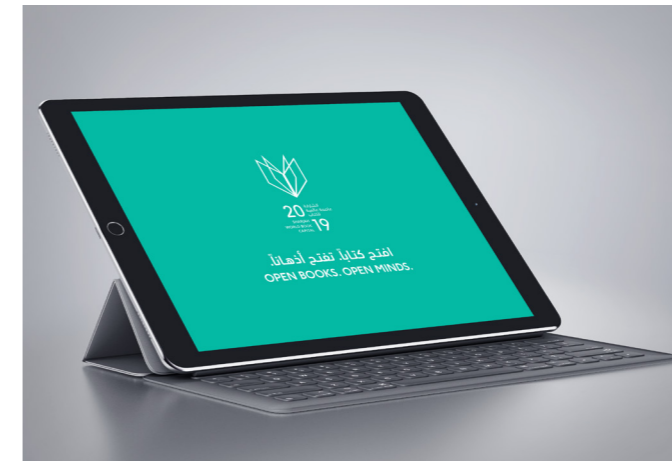
# S.11.1

## Program Calendar

### Program Calendar



### Program Calendar



---

# S.12

---

# Outdoor

# S.12.1

Outdoor Design

Poster



Poster





# S.12.2

Outdoor Design

## Banner



## Banner

