



CORPORATE IDENTITY MANUAL



اتحاد شركات التأمين المصرية
INSURERS FEDERATION
OF EGYPT



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01 - INTRODUCTION



01 - INTRODUCTION

THE IMPORTANCE OF VISUAL IDENTITY

Corporate Brands are developed to graphically express an organisation's purpose and business strategy.

To elevate a brand to a level of greater market acceptance, strict controls around brand execution are needed.

This Corporate Identity Manual is designed to manage brand application across a broad range of platforms in such a way that the organisation has one voice that it creates and one meaning in the mind of its target audience.

BRAND IDENTITY

The outward expression of a brand which includes its name, trademark, communications and visual appearance, is considered to be a brand's identity.

Brand identity reflects how the brand custodian wants the client to perceive the brand and by extension the branded company, organisation, product or service. The brand custodian seeks to bridge the gap between the brand image (a client's mental picture of a brand) and the brand identity.

The recognition and perception of a brand is greatly influenced by its visual presentation and is achieved by consistently using particular visual elements to create distinction. These elements include specific fonts, colours and graphic elements. At the core of every brand identity is a brand mark.

BRAND MANAGEMENT

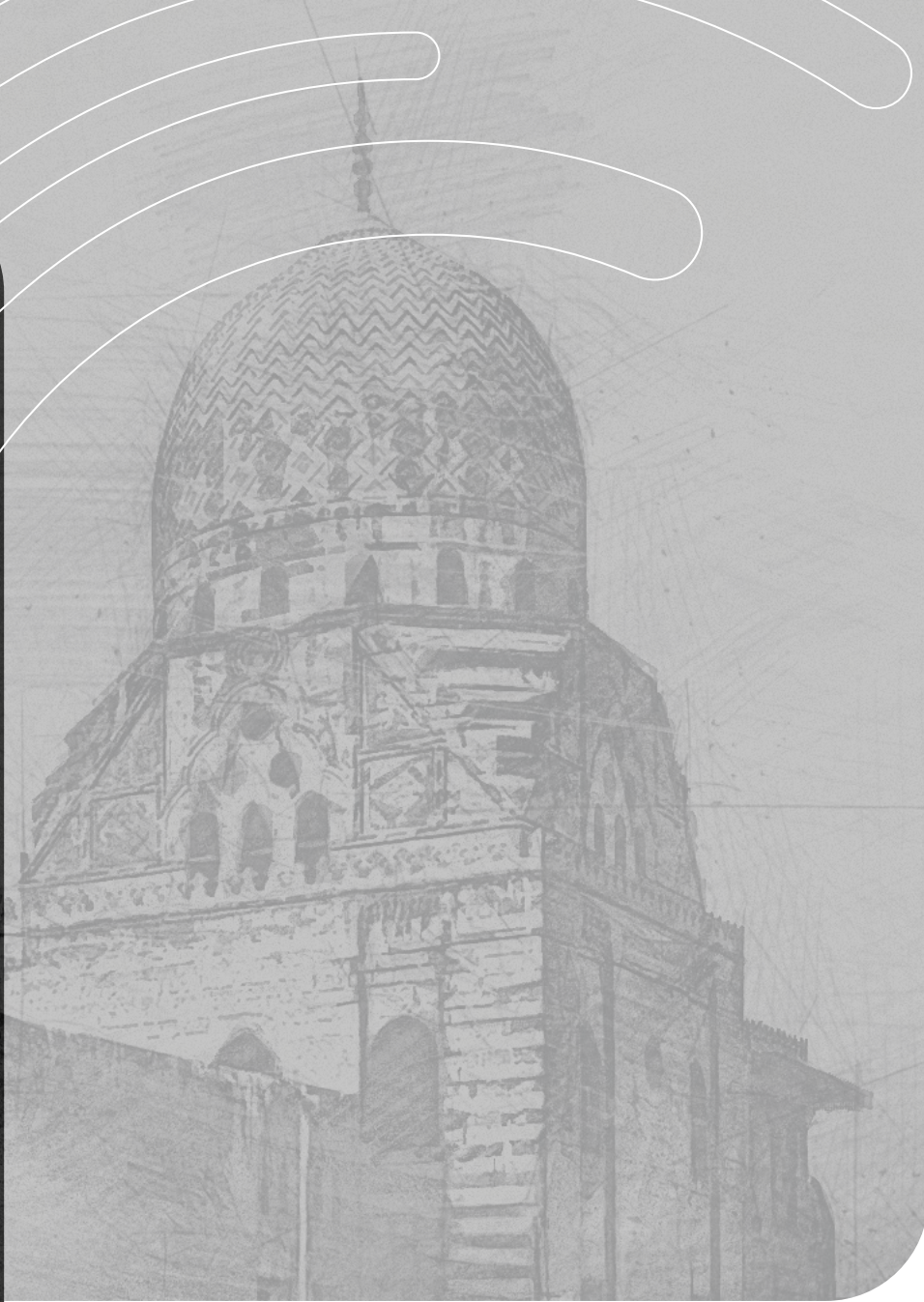
A strong, well managed brand will create recognition, differentiation, competitive preference, corporate value and respect.

It manages extrinsic and intrinsic qualities through a collection of tangible and intangible brand contact points. A healthy brand contains a collection of elements, images and associations which together build a strong market identity.

Within these brand guidelines are specific verbal and visual strategies. The following definitions and messages provide a reference frame for all 2D and 3D brand application. The visual elements provide tools – colours, fonts and layout templates – that you can apply. Together, these guidelines will help to plan your communications and ensure that your creative work strengthens the ILISO brand.



02 - LOGO



02 - LOGO

LOGO CONCEPT

A logo is a visual symbol or design that represents a brand, company, or organization. It's often the first impression people get and is used to create brand identity and recognition.

IFE logo design concept is based on integrating the name with a distinctive symbolic shape. The name primarily relies on the initials of the institution, using a clear, bold, and easily readable font that remains legible across various applications of the logo, regardless of its size.

The symbolic shape was designed alongside the name to become a distinctive mark of the logo. This symbol consists of arcs of varying sizes and colors, appearing in an overlapping manner and in a circular motion around the name. This symbolizes the idea of the diversity of companies in their various insurance activities, while the arcs surrounding the name represent protection and insurance against risks.

The colors of the arcs reflect the colors of the Egyptian flag, which indicates that IFE is Federation of insurance companies which are operating in the territory of the Arab Republic of Egypt.



02 - LOGO

LOGO FORMATS

The logo is the graphic representation of the company. It Consists of two parts (Logo type + Emblem)

A. PORTRAIT LOGO FORMAT

Logo can be used in portrait format with its 3 Versions

- 1st version with Arabic and English logotype.
- 2nd version with Arabic Logotype.
- 3rd version with English Logotype.

Choosing between 3 versions depend on targeted audience and their cultural background.



02 - LOGO

LOGO FORMATS

B. LANDSCAPE LOGO FORMAT

Logo can be used in landscape format with its 3 Versions

- 1st version with Arabic and English logotype.
- 2nd version with Arabic Logotype.
- 3rd version with English Logotype.

Choosing between 3 versions depend on targeted audience and their cultural background.



02 - LOGO

POSITIVE - BASIC GRID (CLEAR SPACE)

A. PORTRAIT LOGO

The unit of measure (X) is based on the thickness of (E) Letter

- Safe zone around the logo is (1 X)

** Same Rules apply on all portrait logo Versions (Back to Page 7)



02 - LOGO

POSITIVE - BASIC GRID (CLEAR SPACE)

A. LANDSCAPE LOGO

The unit of measure (X) is based on the thickness of (E) Letter

- Safe zone around the logo is (1 X)

** Same Rules apply on all portrait logo Versions (Back to Page 8)



02 - LOGO

LOGO SIZES & PROPORTIONS

A. PORTRAIT LOGO

To maintain full legibility, never reproduce the logo at widths smaller than 3 cm for print or 114 pixels for screen. 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.

** Same Size apply on all portrait logo Versions (Back to Page 7)



02 - LOGO

LOGO SIZES & PROPORTIONS

A. LANDSCAPE LOGO

To maintain full legibility, never reproduce the logo at widths smaller than 5 cm for print or 200 pixels for screen. 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.

** Same Size apply on all portrait logo Versions (Back to Page 8)



9 cm for A3 Document size



6.5 cm for A4 Document size



5 cm for A5 Document size

02 - LOGO

LOGO MINIMUM SIZE

SPECIAL CASES

Some times logo need to be used in avery small size like giveaways or suit pin cases:

Minimum Size for the Portrait Logo Versions Is (2 cm Width)



Minimum Size for the Landscape Logo Versions Is (3.5 cm Width)



** Same Size apply on all portrait logo Versions (Back to Page 7 & 8)

02 - LOGO

LOGO COLOR VERSIONS

IFE logo is available in four different versions. Each version has been specifically designed to allow the best possible reproduction of the logo across different media and output methods.

Please ensure to choose the correct version, taking into consideration reproduction restrictions, as well as the size and shape of the materials being used.

We should, wherever possible, place the logo on a white background to ensure legibility and to differentiate it from our IFE brand logo.

- * IFE primary logo. For use across all media. Available in cmyk and pantone® color versions.
- * IFE primary logo. For use across all media. Available in cmyk and pantone® color versions with black typface wused on darck backgrounds
- * Reversed White color logo For uses where the logo needs to be placed on a base dark color or dark image other than white.
- * The single color black logo should be used in instances where reproduction techniques do not allow use of the full-color logo shape.

** Same rules apply on all portrait and landscape logo Versions
(Back to Pages 7-8)



02 - LOGO

INCORRECT USAGE

The following examples on this page demonstrate impermissible use of the logo.



Do Not recolor the logo



Do Not rescale the logo out of proportion.



Do Not change the logo elements relationship. Always maintain the integrity of supplied artwork.



Do Not change typography.



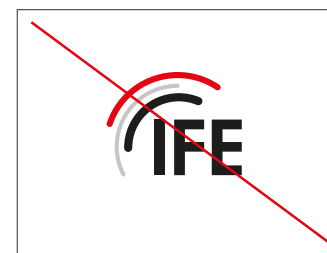
Do Not apply gradients.



Do Not apply any effects.



Do Not rotate.



Do Not use logo emblem only without typeface

** Same rules apply on all portrait and landscape logo Versions
(Back to Pages 7-8)



03 - COLORS



03 - COLORS

Colors play an essential role in expressing and differentiating our company visual identity. How we use color adds expression to our visual identity. IFE color palette consists of two primary colors

namely; Red and black, all of which have been taken from our national Flag. This section outlines our primary and secondary color palettes.

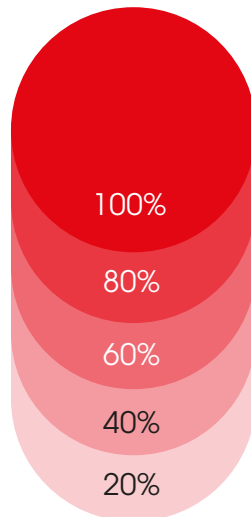
PRIMARY COLORS

Our primary palette consists of the following colors:

RED

Pantone: 3546 C
HEX: CE0019

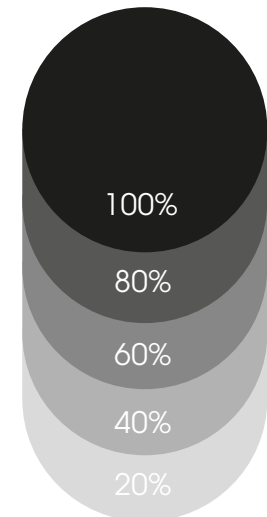
CMYK	RGB
C 0	R 206
M 100	G 0
Y 100	B 25
K 0	



BLACK

Pantone: BLACK 6 C
HEX: 1F2A44

CMYK	RGB
C 0	R 45
M 0	G 41
Y 0	B 38
K 100	



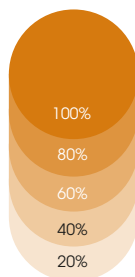
03 - COLORS

SECONDARY COLORS

Our secondary palette consists of the following colors:

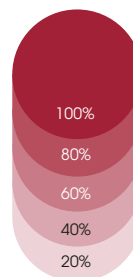
Pantone: 1385 C
HEX: D57903

CMYK	RGB
C 0	R 213
M 54	G 121
Y 100	B 3
K 5	



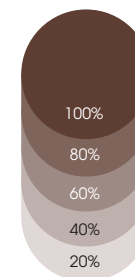
Pantone: 201 C
HEX: 9E2339

CMYK	RGB
C 0	R 166
M 100	G 9
Y 63	B 61
K 31	



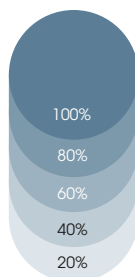
Pantone: 7596 C
HEX: SC3D33

CMYK	RGB
C 30	R 92
M 67	G 61
Y 70	B 51
K 59	



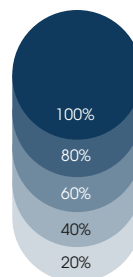
Pantone: 5415 C
HEX: 5B809F

CMYK	RGB
C 65	R 91
M 34	G 128
Y 16	B 159
K 11	



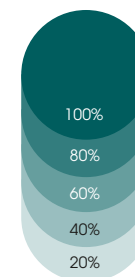
Pantone: 2955 C
HEX: 003968

CMYK	RGB
C 100	R 0
M 52	G 57
Y 0	B 104
K 58	



Pantone: 7721 C
HEX: 005E60

CMYK	RGB
C 94	R 0
M 12	G 94
Y 43	B 96
K 49	





04 - TYPOGRAPHY



04 - TYPOGRAPHY

How we express ourselves through our typography adds character to our company visual identity.

Choice of typefaces and their use in layout design all help to create a unique personality for the communication.

This section covers our typeface families and how to use them properly. All fonts Have been chosen for its clarity, legibility and versatility.

For continuity and simplicity, we use one typeface for each language to form our communications.

Avant Garde Bk BT, Ge SS. GE SS Tow and Arial fonts necessary to create IFC Official business papers (letterhead, business cards, envelopes, etc) are listed below, also the all indoor and out door printed materials & Corporate Id applications.

ENGLISH FONTS:

Avant Garde Bk BT (Dimi) (For titles, Sub titles & Big text)

Avant Garde Bk BT (Book) (for Small Text and long paragraphs)

abcdefghijkl
ABCDEFGHIJK
1234567890

Avant Garde Bk BT (Dimi)

abcdefghijkl
ABCDEFGHIJK
1234567890

Avant Garde Bk BT (Book)

ARABIC FONTS:

GE SS. (Book) (For titles, Sub titles & Big text)

GE SS two. (Light) (for Small Text and long paragraphs)

** GE SS. (Book) and GE SS two Arabic Fonts versatile display font ideal for advertising, promotional prints, stationery, and social media visuals. However, it is not suitable for official documents, correspondence, or formal writing.

ا ب ت ث ج ح خ د ذ ر ز
ا ب ت ث ج ح خ د ذ ر ز
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

GE SS. (Book)

ا ب ت ث ج ح خ د ذ ر ز
ا ب ت ث ج ح خ د ذ ر ز
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

GE SS Tow (Light)

Arial (Bold) (For titles, Sub titles & Big text)

Arial (Regular) (for Small Text and long paragraphs)

** Arial (Bold and regular arabic Fonts are the only fonts Can be used for official documents, correspondence, or formal writing.

ا ب ت ث ج ح خ د ذ ر ز
ا ب ت ث ج ح خ د ذ ر ز
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Arial (Bold)

ا ب ت ث ج ح خ د ذ ر ز
ا ب ت ث ج ح خ د ذ ر ز
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Arial (Regular)