AJYAD®
INVESTMENTS LIMITED

AJYAD
VISUAL IDENTITY
v.3.0

Graphcent™
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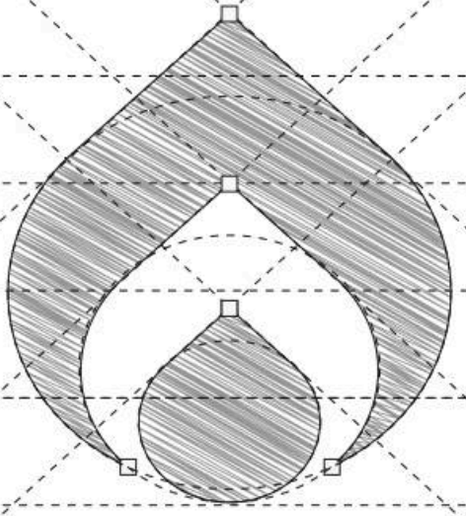


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Brand Identity Concept Summary

Ajyad Investments Limited is a diversified investment company specializing in oil and gas, real estate, and agriculture. The brand identity has been meticulously designed to reflect the company's dynamic portfolio, forward-thinking vision, and commitment to sustainable growth.

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Logo Concept

The AJYAD logo embodies a sleek and modern liquid drop symbol segmented into three dynamic parts. Each segment is thoughtfully crafted to represent AJYAD's core values and mission, using a harmonious blend of colors to communicate growth, energy, and passion.



1. **Green (Top Segment):** Represents growth, sustainability, and harmony with nature. It emphasizes Ajyad's commitment to environmental stewardship and agricultural development.
2. **Yellow (Middle Segment):** Represents optimism, wealth, and prosperity. It signifies stability and the bright opportunities Ajyad Investments creates within the real estate industry. Reflects the brand's vibrancy and forward-thinking approach.
3. **Red (Bottom Segment):** Represents energy, passion, and strength. It captures the bold and dynamic nature of the oil and gas sector, signaling determination and resilience. Highlights AJYAD's drive to inspire bold action and achieve impactful results.

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Logo Form and Aesthetics

The drop is designed with a minimalistic yet impactful shape, exuding sophistication and clarity. The clean segmentation creates visual interest, while the seamless flow of colors emphasizes unity and progression.



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Logo Variation

Versatile and adaptable, the AJYAD logo reflects our identity across diverse mediums and applications while maintaining a cohesive brand image.

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Primary Logo

The full-color version of the logo, featuring the liquid drop symbol with three segments (green, yellow, and red), paired with the brand name in the primary typeface with registered trademark symbol.



Secondary Logo

A simplified version for use in smaller spaces or when the primary logo isn't feasible.



Monochrome Version

A black-and-white version of the logo for limited color use cases, such as monochrome printing or subtle embossing.

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Logo Minimum Size Dimensions

Here is a set of minimum size dimensions for the AJYAD logos to ensure legibility and visual integrity across various applications.

Why Minimum Size Matters:

These dimensions ensure that the AJYAD logo remains:

- **Legible:** The text and liquid drop segments are clear, even at smaller sizes.
- **Consistent**: Visual integrity is maintained in all formats.
- **Versatile**: Usable across digital, print, and merchandise without distortion.

Horizontal lockup







Vertical lockup

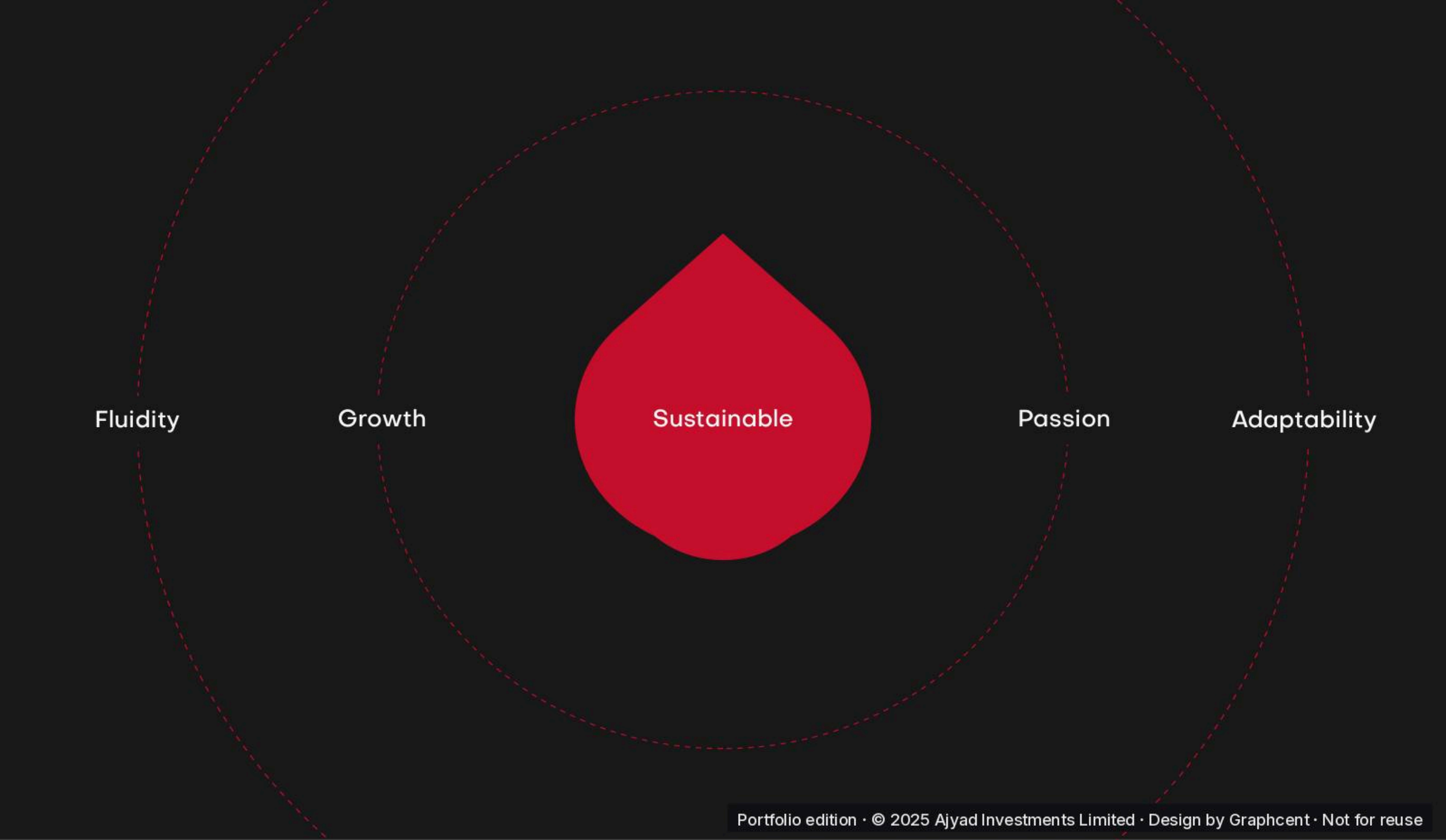






The minimum size dimensions for the AJYAD logos ensure the logo remains legible and retains its integrity across various applications. For the horizontal primary logo, the minimum width is 1.5 inches (38mm) at 100% size, which can be scaled down to 0.9 inches (23mm) at 60% and 0.6 inches (15mm) at 40%. For the vertical primary logo, the minimum height is 1.75 inches (44mm) at 100% size, scaling to 1 inch (25mm) at 60% and 0.7 inches (18mm) at 40%. These guidelines ensure that the AJYAD logo remains clear, visually appealing, and adaptable to various digital and print formats, even when resized for smaller applications.aa

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Color Palette

The AJYAD color palette reflects the brand's vibrant, sustainable, and adaptable nature, offering a harmonious blend of energy, passion, and growth.

Primary Colors

Green

HEX:
#28A745

Yellow

HEX:
#F4C300

Red

HEX:
#C8102E

Secondary Colors

Dark Gray

HEX:
#343A40

Light Gray

HEX:
#F8F9FA

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Primary Typography

Aa

The Objectivity typeface has been chosen as the primary font for the AJYAD brand, reflecting its modern, structured, and adaptable identity. This geometric sans-serif typeface enhances the brand's professional and forward-thinking image while ensuring clarity across various applications.

Headings, Titles

Font:
Objectivity

Ab Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Ww Xx Yy Zz | 1 2 3 4 5 6 7 8 9 0
!@#$%^&*()_+?

Styles: Ex-Light Light Regular Medium Semibold **Bold** **Extrabold** **Black**

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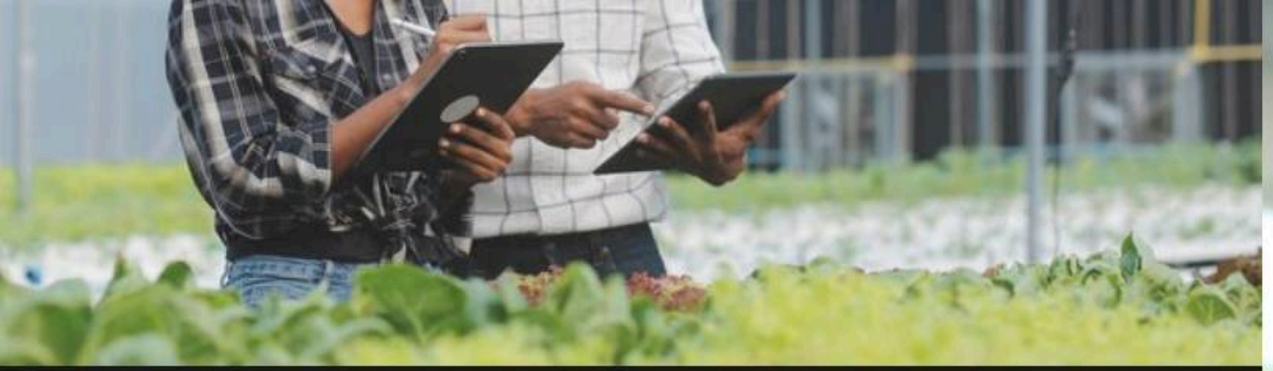
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Dynamic. Sustainable. Unstoppable.



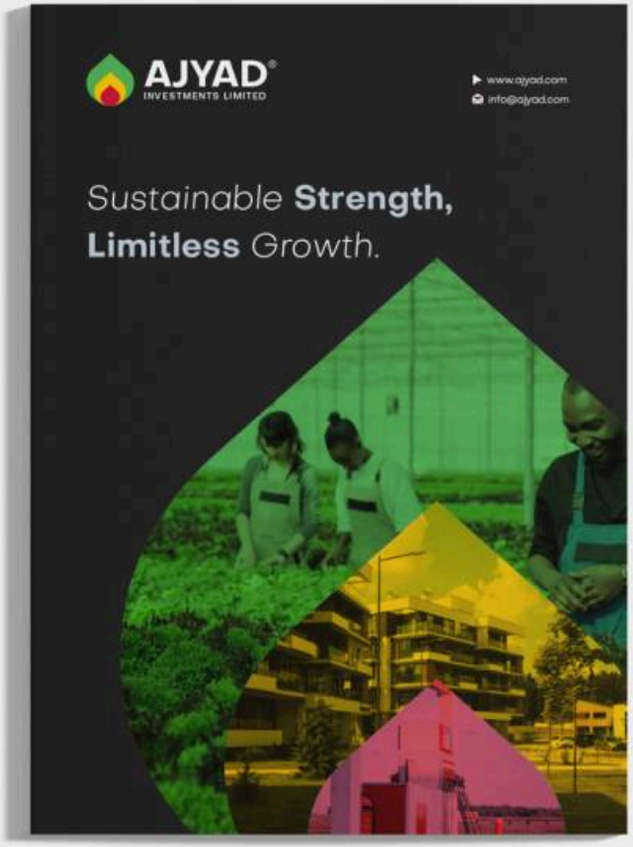


Sustainable Strength, Limitless Growth

Inspired by Nature, Engineered for Tomorrow

AJYAD: Flowing with Innovatio

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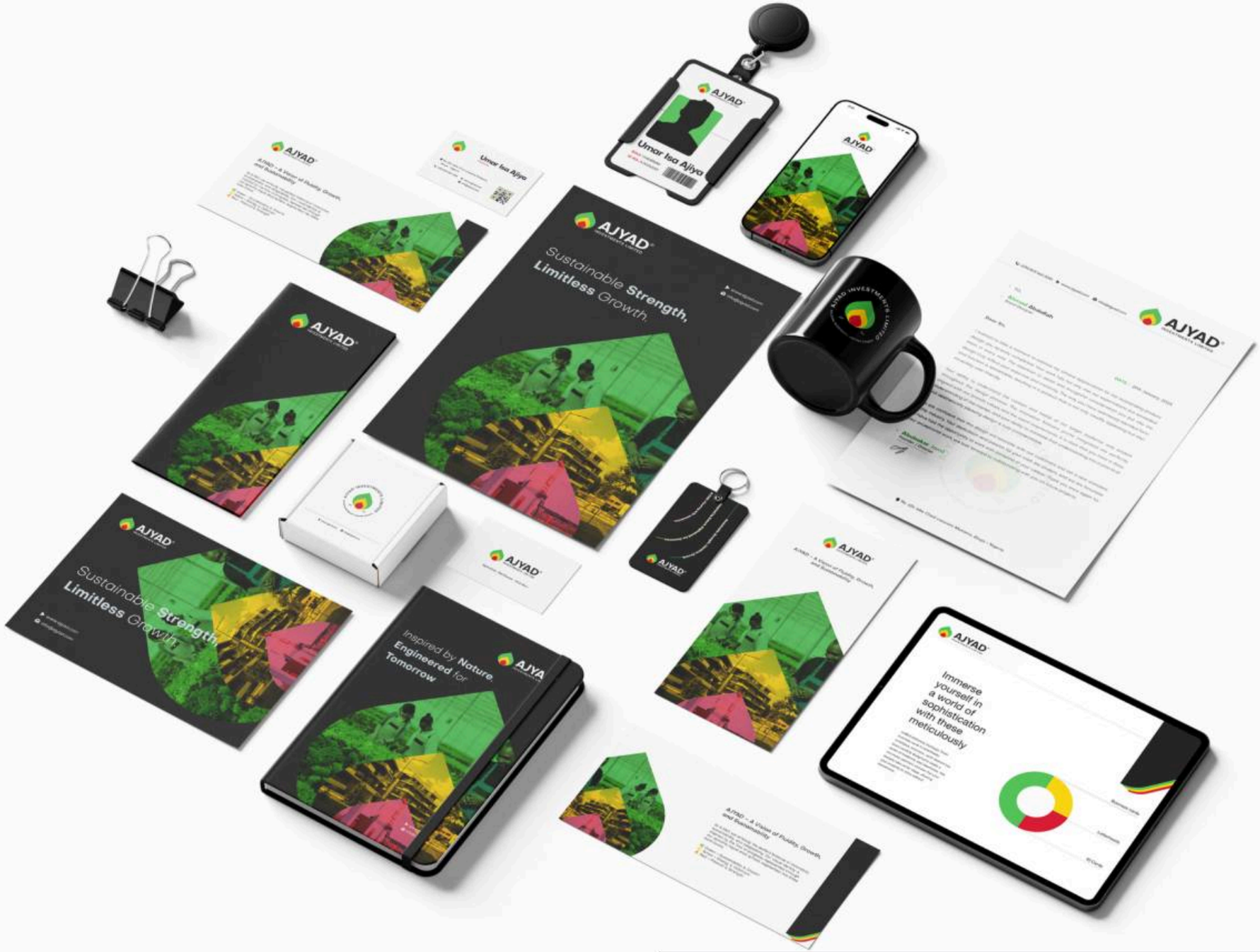




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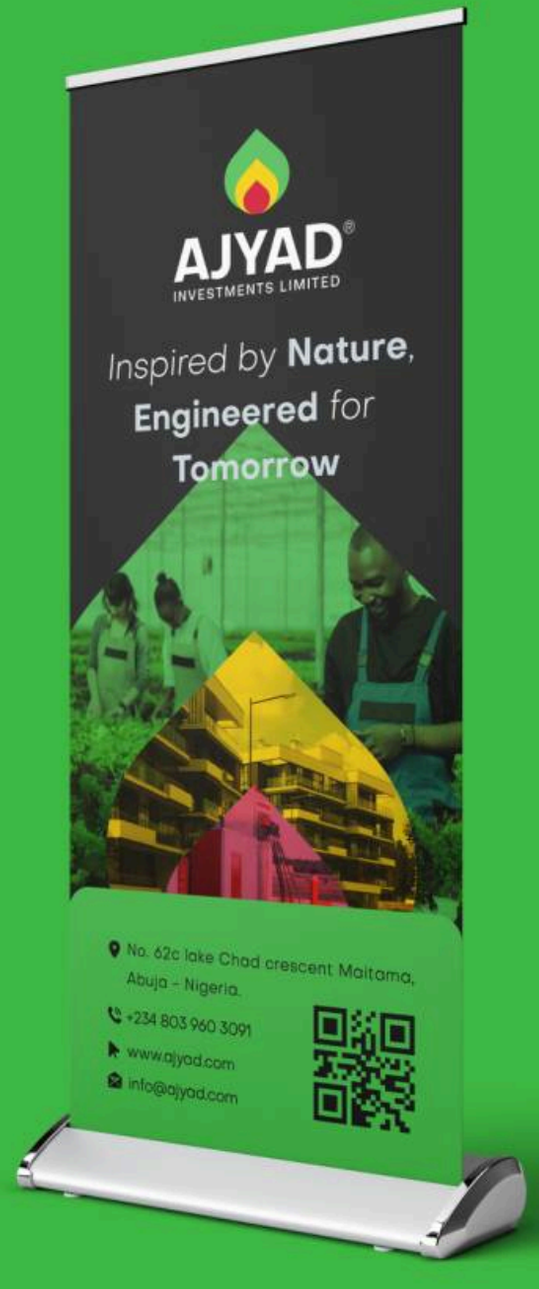
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Engineered *for*
Tomorrow

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