

Sicuro Group Brand Guidelines

■ LOGOS

Logo usage
Incorrect usage

■ BRAND COLOR

Color palette
RGB, CMYK, HEX

■ TYPOGRAPHY

Design materials
Documents

■ WRITING GUIDE

Brand voice
Copy and punctuation

LOGO USAGE

Sicuro Group logo has been developed to give a simple and refined look with its emphasized abbreviation in serif typeface. The sans serif text gives a contrast for clarity, modern and more corporate feel to the ensemble. The Sicuro Group logo clear space should be equal to the height of the line stroke of S (as marked in the document)



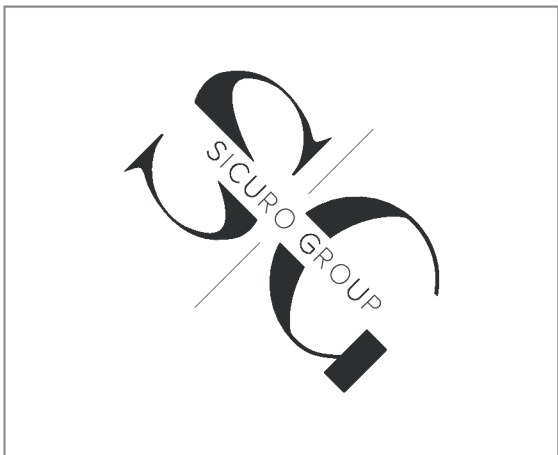
Dark Background



Light Background

INCORRECT USAGE

Uniformity and consistency in the usage of logo is important. No attempt should be made to alter, modify, or add an element to the logo in any way. Its color, orientation, and composition should remain as indicated in this document.



Don't rotate the logo.



Don't squash or stretch the logo.



Don't resize or rearrange any parts of the logo.



Don't use off-brand colors.



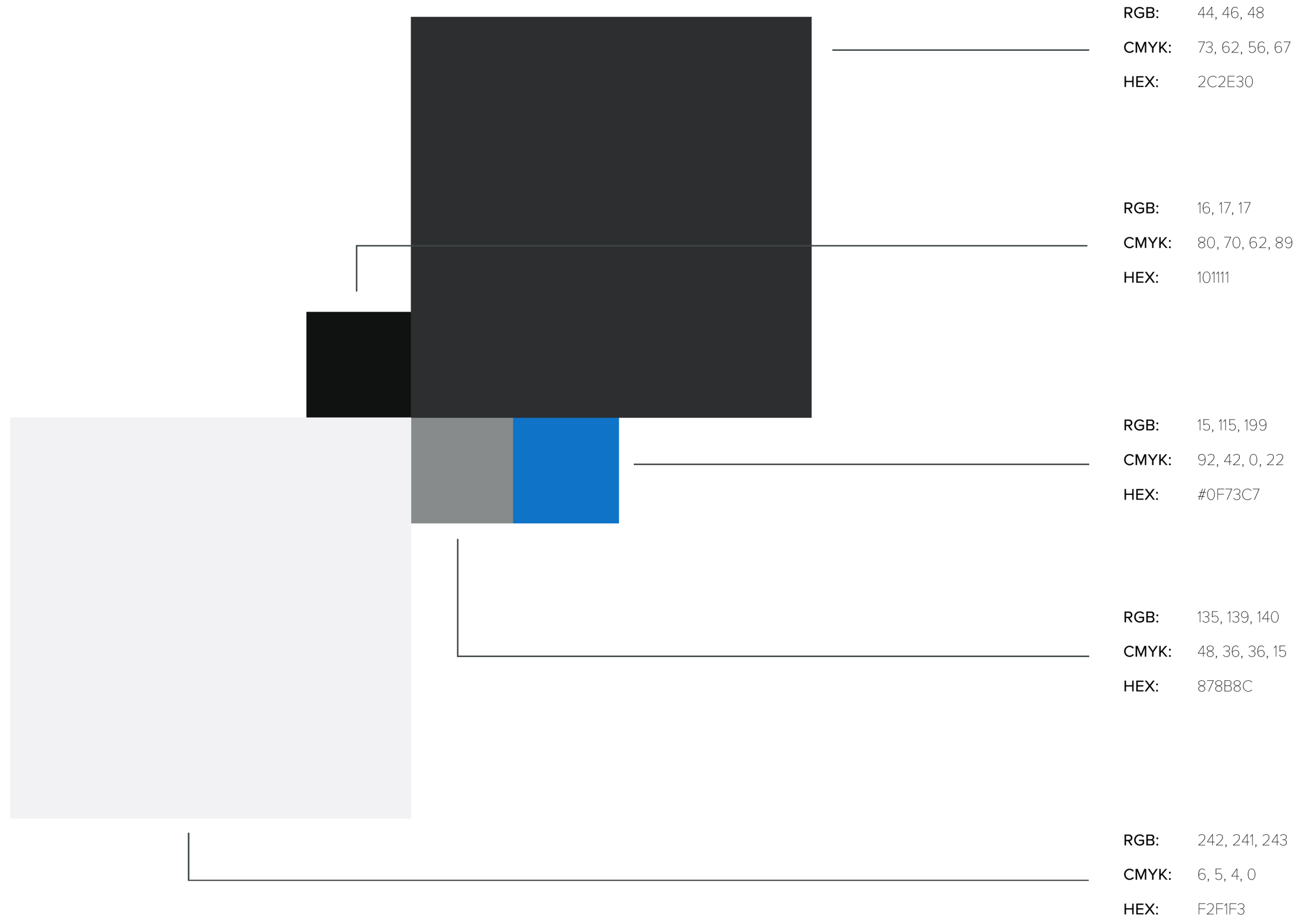
Don't place the logo in busy images with too much detail.



Don't add drop shadow or other text styles.

BRAND COLORS

5 colors were chosen in the Sicuro Group's color palette, not including white. Light and dark gray should be treated as the primary colors, the rest are the secondary and accent color. The brand should be mostly monochromatic though there may be exceptions to this guide, where necessary.



TYPOGRAPHY

Sicuro Group’s primary typeface, Proxima Nova, is clean, modern, and simple. It can be used across all applications while keeping it easy to read. It’s variety of weights allows for clarity and hierarchy for all communications.

Any graphic designed material will use **PROXIMA NOVA** font.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Any editable internal or external content will use ARIAL font (ie, editable PPTs, editable capstat, bids etc).

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789



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