

welcome to RAFAL guidelines



Who we are..

Headquartered in Al Riyadh, RAFAL Real Estate Co. was formed in late 2007, with the objective of developing distinguished communities with unique lifestyle, offering both Clients and Investors a real opportunity to live and invest in. RAFAL is owned by leading business groups in KSA, namely, Ibrahim A. Abunayyan & Bros., A. K. Al Muhaidib & Sons Group and Arabian Tawazon for Commercial Investment Ltd., KSA

Our success components ..

Purpose.. Develop quality residential communities delivering unique lifestyle.

Composition.. Quality works, people, processes and practices

Culture.. Know-how, sound financials and trust-worthy / credibility

Personality.. Vibrant, modern, lifestyle, friendly, bold, exceptional and transparent

Our Belief ..

It takes vision, creativity and determination to develop a land into an environment; crafting different lifestyles, quality homes in community style living, worth living in. Each community serves its own special purpose and presents unique culture and challenges.. For us, it's far more than a business; it's a consuming passion, it is about purpose, composition and absolute professionalism; it's "Communities Innovation". RAFAL is bold, exceptional, transparent, aspirer and achiever; this is the essence.

Our Distinction ..

Everyone desires distinction. Only few make it come true; distinction is the difference between beautiful and wonderful, rare and unique, good and great. It's the aim that everyone pursuits, but only a few reaches it. It's the highest point that cannot be reached except by an attempt, work and effort that has no definition of enough. It's far more than a business; it's a consuming passion. It is about purpose, composition and absolute professionalism; it's "Communities Innovation". RAFAL is culture driven, understanding, bold, exceptional, transparent, aspirer and achiever. This is the belief that motivates us to develop high standard quality communities, services and business conduct to reach a unique and exquisite level that'll become one of our many distinctive niches created.

Brand basics

Primary logo version

The Word Mark

The typefaces used are bold and strong, reflecting the strengths of RAFAL. They have a “retro” feel that gives a sense of history.

The Symbol Mark

The Symbol Mark combines 3 elements:

1- The 4 layers represent the 4 pillars values of RAFAL:

- **Purpose** We are to develop quality residential and mixed-use unit constructions.
- **Culture** Know-how Sound Financials.
Hierarchy/political support
- **Composition** Quality works, people, processes and practices
- **Personality** Vibrant, Modern, Lifestyle, Friendly, Bold, Exceptional, Transparent.

2 - The architecture represents the industry of RAFAL:

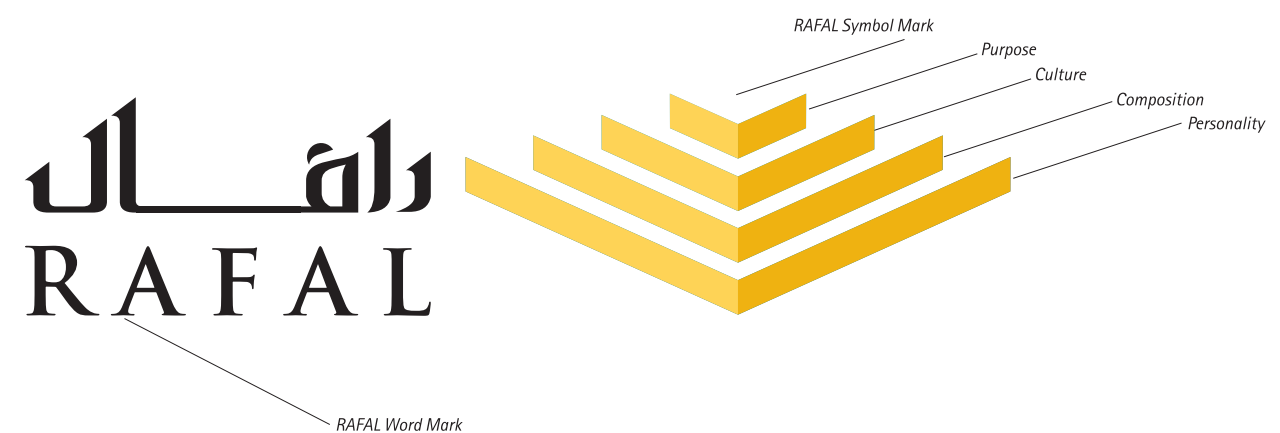
- Real Estate Development

3- The color treatment reflects the vision of RAFAL:

- Passion
- Innovation
- Creativity
- Aspiration

Primary logo version

The symbol mark together with the word mark is the RAFAL Primary Brand Mark. The purpose of this manual is to express the importance of the two elements as they will be always seen together, although the symbol mark may be used alone in limited applications. No other symbol mark or word mark should be used to represent RAFAL. The symbol mark and word mark were created to form a clear and strong distinction of the RAFAL brand. These two elements should be always used together and there should never be any attempt to separate them. The primary brand mark must always appear in the right proportion when used.



Primary logo version

Brand basics

Secondary logo version



Secondary logo version

Secondary logo version

The secondary brand format of RAFAL brand was created especially for formal communication materials and it can also be used in marketing materials when deemed necessary as it includes in addition to the primary brand mark the full name of RAFAL company. The secondary brand mark must always appear in the right proportion when used.

Brand basics

secondary logo composition

Architecture and Colors

RAFAL logo have been carefully crafted and composed to achieve maximum impact and legibility at all sizes. RAFAL logo should not be recreated. Above artwork should be always used.
The distance between all the logo elements has been clearly designated relatively to a unit (X) equal to the height of one panel of the RAFAL symbol mark.



Pantone® 124 U C0 M28 Y100 K6	Pantone® 7404 U C0 M9 Y79 K0	Pantone® 426 U C0 M0 Y0 K99
Pantone® 124 C C0 M28 Y100 K6	Pantone® 129 C C0 M9 Y80 K0	Pantone® Process Black C C0 M0 Y0 K100
R238 G178 B17 HEX# EEB211	R255 G225 B83 HEX# FFE153	R35 G31 B32 HEX# 231F20

SLOGAN

Without Rafal logo

الإبداع في تطوير الضواحي السكنية
Communities Innovation

With Rafal logo

Architecture and Colors

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Pantone® 124 U
C0 M28 Y100 K6

Pantone® 124 C
C0 M28 Y100 K6

R238 G178 B17
HEX# EEB211

Pantone® 7404 U
C0 M9 Y79 K0

Pantone® 129 C
C0 M9 Y80 K0

R255 G225 B83
HEX# FFE153

Pantone® 426 U
C0 M0 Y0 K99

Pantone® Process Black C
C0 M0 Y0 K100

R35 G31 B32
HEX# 231F20

Brand basics

Primary logo version (Grayscale)

Grayscale logo Application
Use the grayscale logo when black and white printing is required.



Primary logo version (Grayscale)

Pantone® (None) C0 M0 Y0 K70	Pantone® (None) C0 M0 Y0 K30	Pantone® 426 U C0 M0 Y0 K99
Pantone® (None) C0 M0 Y0 K70	Pantone® (None) C0 M0 Y0 K30	Pantone® Process Black C C0 M0 Y0 K100
R109 G111 B9113 HEX# 6D6F71	R188 G190 B192 HEX# BCBEC0	R35 G31 B32 HEX# 231F20

Brand basics

Primary logo misuse

General Rule
This section only shows one version of the icon. This rule for icon use applies to all versions of RAFAL icon.

	 <p>Do not tweak or stretch the wordmark, the logo, or the lockup.</p>	 <p>Do not change the typeface used for the Company name.</p>	 <p>Do not replace logo or lockup colors with any other color.</p>	 <p>Do not replace colors of the lockup with any other color.</p>	 <p>Do not replace colors of the lockup with any other color.</p>
	 <p>Do not rotate the wordmark and/or the lockup.</p>	 <p>Do not use the lockup and/or wordmark without the logo.</p>	 <p>Do not erase, delete, or hide portions of the logo.</p>	 <p>Do not rotate the logo.</p>	 <p>Do not rotate the logo.</p>

Brand basics

Primary logo misuse

General Rule

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Our Brand Tools

arabic typography

Arabic Typeface

Only one typeface to be used in Arabic language, Gess Dinar Tow. This font style was selected for its clarity. To help create consistent and effective brand communication this font style should be only used wherever possible.

Arabic headline - GE Dinar Two - Medium

ا 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
١٢٣٤٥٦٧٨٩.

Arabic sub headline - GE Dinar Two - Light

ا 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
١٢٣٤٥٦٧٨٩.

Arabic body copy - Times - Regular

[illegible]

Our Brand Tools

english typography

English Typeface

Only one typeface to be used in English language, Optima. This font style was selected for its clarity. To help create consistent and effective brand communication this font style should be only used wherever possible.

English headline - Optima - Bold

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

English sub headline - Optima - 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
1 2 3 4 5 6 7 8 9 0

English body copy - Times - 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
1 2 3 4 5 6 7 8 9 0