TGA

الهيئة العامة للنقل
Transport General Authority

Brand Guidelines

Jan 2023 | Version 1.0

Introduction

The main purpose of this Brand Guidelines is to deliver consistency – both in the message content and of the visual manifestations of the brand applications. A clearly defined brand guideline manual should be used to drive alignment at every point of guest, supplier and associate contact in the organisation.

Whether you are one of our partners, suppliers or associates we hope that you will work with us to consistently deliver the TGA brand.

Brandmark

2.00

1.01 Brandmark

Our brandmark is made up of three components, the Monogram, the Wordmark and the Descriptor.

The three components have been designed to work together as a unit and the relationship must not be altered unless otherwise stated in this guidelines document.

Your commitment to ensuring the logo versions always appear as shown in these guidelines will protect the integrity of the TGA name and ensure we create the best results.

The following pages cover the correct usage to ensure the brandmark always looks its best.

Monogram   Wordmark

Bilingual Descriptor

Brandmark

1.02 Clear Space

The brandmark is always surrounded by a minimum area of clear space that helps maintain the prominence and legibility of the brandmark.

The construction of the clear space area is based on the 1/2 height of the Monogram, known as the "X-height".

The Clear Space around the brandmark at whatever size it appears is the "X-height".

Minimum Size

Print / 12mm Width
Digital / 40px Width

1.03   Positions

When positioning the brandmark, it is essential that the brandmark is kept clear of all other graphics and is placed in a comfortable space of its own.

Although each application will need to be considered individually, there are recommended positions for the brandmark as illustrated here.
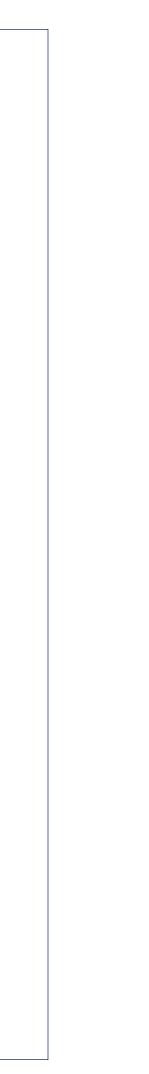
1.04

Color Variations

When applying the brandmark on own brand materials, the primary brandmark can appear on a white background and primary color background.

1.04 **Color Variations**

Black & White Variations

In some cases, a full color brandmark may not be practical or possible due to limitations in printing. For these instances we may use a gray version (made as a 50% tint of black) or a one-color black or white brandmark.

1.05 Incorrect Usages

To maintain the integrity of our brandmark, and to promote the consistency of the brand, it is important to use the brandmark as described in these guidelines.

The examples shown here illustrate possible misuses of our brandmark that should be avoided.

Do not rearrange the brandmark.

Do not change the brandmark colors.

Do not stretch the brandmark.

Do not remove any element from the brandmark.

Do not alter the proportions of the brandmark.

Do not use any filters or effects on the brandmark.

Do not change the typeface of the brandmark.

Do not use the primary version of the brandmark against a Colored background.

Do not use the brandmark against a cluttered photographic image.

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Color Palette

2.00

TGA

2.01   Primary Colors

Shown opposite are the color breakdowns for the TGA color palette.

The following values should be used with the following applications:

Pantone® – offset printing
CMYK – offset printing/digital printing
RGB – on screen

Pantone P 103-16 C

C97 M81 Y0 K51
R5 G36 B96
#052460

Pantone P 127-5 C

C67 M0 Y36 K0
R64 G191 B180
#40BFB4

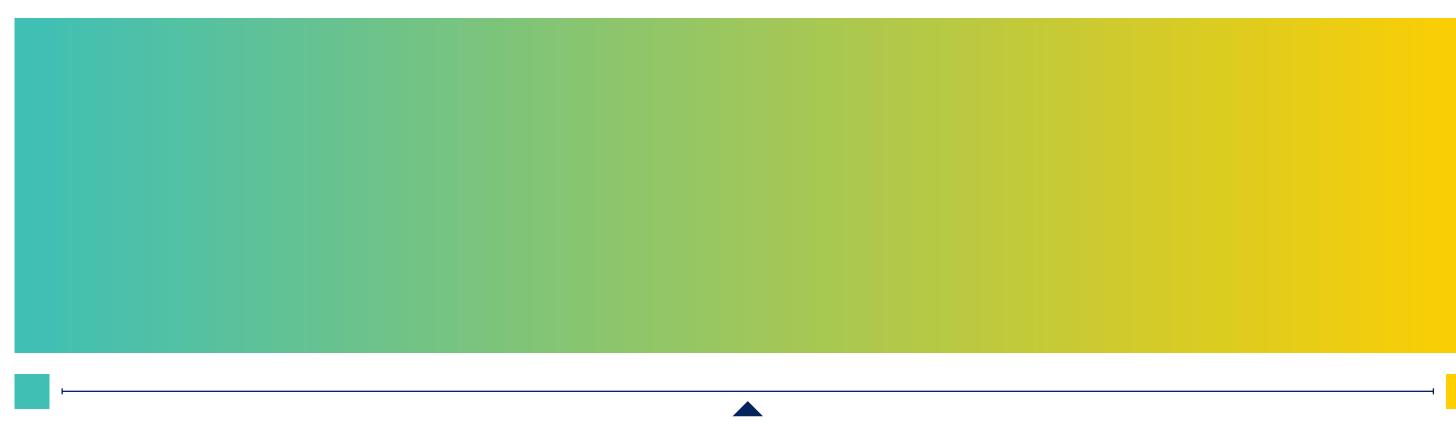**Pantone P 7-8 C**

C0 M18 Y100 K0
R255 G207 B0
#FFCF00

TGA

2.02 Gradient Color

Shown opposite are the color breakdowns for the TGA color palette.

The following values should be used with the following applications:

Pantone® – offset printing
CMYK – offset printing/digital printing
RGB – on screen

Pantone P 127-5 C

C67 M0 Y36 K0
R64 G191 B180
#40BFB4

Pantone P 7-8 C

C0 M18 Y100 K0
R255 G207 B0
#FFCF00

Typography

3.00

3.01   **English Font**

The primary typeface is Madani
Arabic Variable.
It should be used predominantly
on all English and Arabic
communication.

Helvetica is our secondary typeface.
It can be used as a substitute
typeface for on digital applications
such as e-mails or websites.

Madani Arabic Variable - Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Madani Arabic Variable - ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Madani Arabic Variable - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Madani Arabic Variable - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Madani Arabic Variable - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Madani Arabic Variable - SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Madani Arabic Variable - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MADANI ARABIC VARIABLE

3.02 Arabic Font

The primary typeface is Madani Arabic Variable.
It should be used predominantly on all English and Arabic communication.

Helvetica is our secondary typeface. It can be used as a substitute typeface for on digital applications such as e-mails or websites.

Madani Arabic Variable – SemiBold
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 لا ي
٠١٢٣٤٥٦٧٨٩

Madani Arabic Variable – Regular
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 لا ي
٠١٢٣٤٥٦٧٨٩

Madani Arabic Variable – Thin
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 لا ي
٠١٢٣٤٥٦٧٨٩

Madani Arabic Variable – Black
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 لا ي
٠١٢٣٤٥٦٧٨٩

Madani Arabic Variable – Medium
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 لا ي
٠١٢٣٤٥٦٧٨٩

Madani Arabic Variable – ExtraLight
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 لا ي
٠١٢٣٤٥٦٧٨٩

Madani Arabic Variable – Light
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 لا ي
٠١٢٣٤٥٦٧٨٩

مدني عربي وريبل

Thank You

![TGA logo — Transport General Authority / الهيئة العامة للنقل]