THE
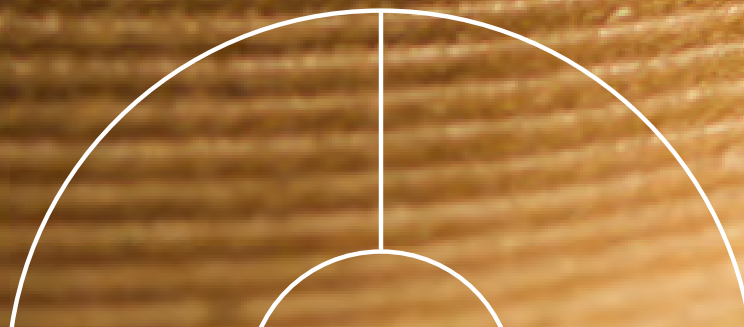# source
II

LOGO

The The Source II logo acts as a signature and an identifier. It is, and should always be, the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

The logo should never be recreated or typeset. Only official logo files should be used in communications. The logo as shown here will serve as the primary logo and trademark.

THE
source
II

LOGO REVERSE

Another acceptable logo option is to reverse the logo out to white on darker backgrounds and imagery.

THE
source
II

LOGO CLEAR SPACE & SIZE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the 'O' of the logo as measuring tool. The height/width of 'O' called 'X' will be used to maintain clearance around the logo.

The minimum size of the logo should be 70 pixels (25 mm).

THE

source

II

ARABIC
LOGO

The The Source II Arabic logo acts as a signature and an identifier in all our Arabic communications. It is, and should always be, the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

The logo should never be recreated or typeset. Only official logo files should be used in communications. The logo as shown here will serve as the primary logo and trademark.

ذا سورس II

ARABIC LOGO REVERSE

Another acceptable Arabic logo option is to reverse the logo out to white on darker backgrounds and imagery.

ذا
سورس
ال

INCORRECT USAGE

Here are examples of the more common mistakes made when using the brandmark without respecting the guidelines.

These rules apply to both English and Arabic logo.

ROTATION
Do not rotate the brandmark

SCALE
Do not scale the brandmark disproportionately

EFFECTS
Do not apply effects, such as drop-shadows, or overlays to the brandmark

COLOUR
Do not recreate the brandmark colours

RECREATE
Do not recreate any aspect of the wordmark or icon

ENGLISH TYPEFACE

We use Audrey typeface for English communications. Allowed font weights are shown on this page.

We also use Montserrat Light and Semi-Bold for body copy and sub-headings.

AUDREY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

1 2 3 4 5 6 7 8 9 0

MONTSERRAT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In mollis metus ut elit faucibus, id iaculis ligula luctus. Pellentesque id nulla vel nulla fringilla sollicitudin at vitae **nunc. Nam tristique dolor non sem laoreet imperdiet non vel tortor. Phasellus eleifend velit eget libero faucibus.**

ARABIC
TYPEFACE

We use GE Dinar One typeface for Arabic communications. Allowed font weights are shown on this page.

We also use Frutiger LT Arabic Light and Bold for Arabic body copy and sub-headings.

GE DINAR ONE

أ إ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ة ي ء
1 2 3 4 5 6 7 8 9 0

أ إ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ة ي ء
1 2 3 4 5 6 7 8 9 0

FRUTIGER LT ARABIC

لوريم ايبسوم دولار سيت أميت ، كونسيكتيتور أدايبا يسكينج ألايت، سيت دو أيوسمود تيمبور أنكايديديونتيوت لابوري ات دولار ماجنا أليكيوا . يوت انيم أد مينيم فينايم، كيواس نوستريد أكسير سيتاشن يللأمكو لابورأس نيسي يت أليكيوب أكس أيا كوممودو كونسيكيوات . ديواس أيوتى أربري دولار إن ريبريهيندريأيت فوليوبتاتي فيلايت أيسسي كايلليوم دولار أيو فيجايت نيولا باراياتيور. **أيكسسيبتيور ساينت أوككايكات كيوبايداتات نون برووايدينت ، سيونت ان كيولبا كيو أوفيسيا ديسيريونتمويت انيم أيدي ايست لابوريوم.**

COLOUR PALETTE

Natural, premium, warm, inspired. The colour palette is inspired by the warm tones and natural textures that run through the interior designs.

Emphasis on the pure lighter tones, supported by the warm brown and green hues, with a hint of darkness.

C5 M5 Y6 K0
R244 G241 B239

C17 M15 Y20 K1
R128 G212 B203

C70 M42 Y72 K29
R74 G99 B76

C40 M21 Y46 K0
R160 G177 B148

C20 M8 Y25 K0
R205 G215 B194

C37 M36 Y44 K19
R154 G140 B125

C18 M10 Y20 K0
R209 G213 B201

C44 M49 Y60 K42
R110 G92 B73

C49 M36 Y54 K22
R128 G128 B107

C65 M44 Y60 K40
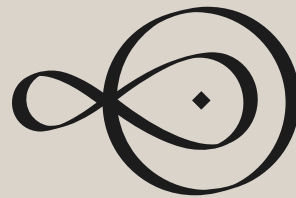R78 G91 B78

C75 M66 Y60 K81
R28 G28 B28

SYMBOLS

We have a unique system of illustrative symbols to represent the different categories of wellbeing. Lines and curves with varying line thickness, pair with the brand font's thick & thin strokes, creating a cohesive holistic feel across the identity.

Symbols can be used as signifiers across communications to denote the different aspects: Body, Mind, Growth, Community.
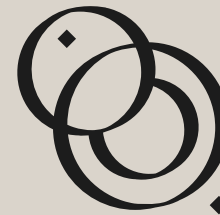
BODY   MIND   GROWTH   COMMUNITY

ALDAR

800 ALDAR
ALDAR.COM