



MiddleEast
— Systems —

BRAND GUIDELINES · VERSION 1.0 · SEPTEMBER 2026

Protect the core. Move forward.



The logo



Stacked logo — first choice for covers, signage, business cards.



Horizontal logo — headers, letterheads, website, email.



Shield — profile pictures, app icons, favicons, small spaces.

The shield stands for protection of the client's core systems; the arrow leaving the S stands for moving forward. Always use the supplied files — never retype the name or redraw the shield.

Approved logo colours



Navy
Default on white and
light backgrounds



Black
One-colour print,
stamps, faxes



Slate grey
Watermarks, footers,
subtle uses



Gold on navy
Covers, dark slides, card
backs



Gold on black
Premium print,
proposals, signage



White on navy
Website header, social
media

Space, size and misuse

CLEAR SPACE



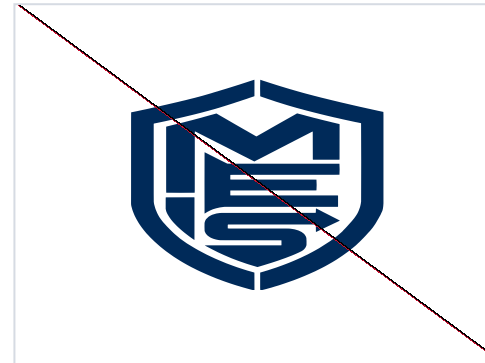
Keep empty space around the logo equal to **one quarter of the shield's height** on every side.

MINIMUM SIZE

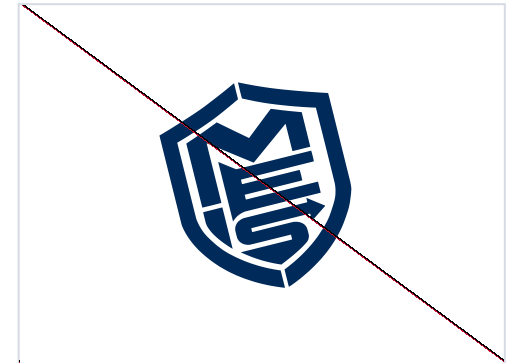
Shield: 8 mm tall in print, 24 px on screen.

Horizontal logo: 10 mm tall in print, 32 px on screen.

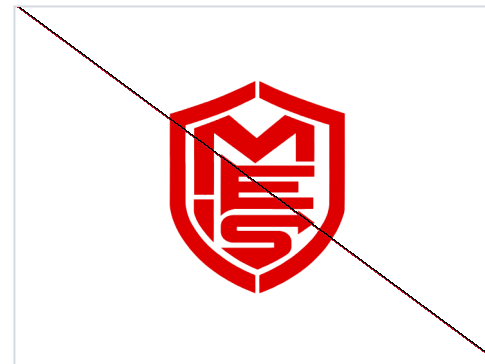
PLEASE DON'T



Don't stretch



Don't rotate

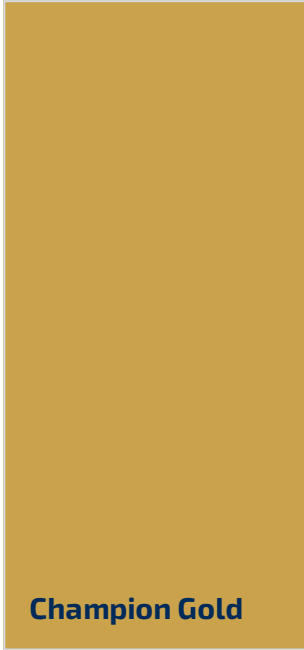
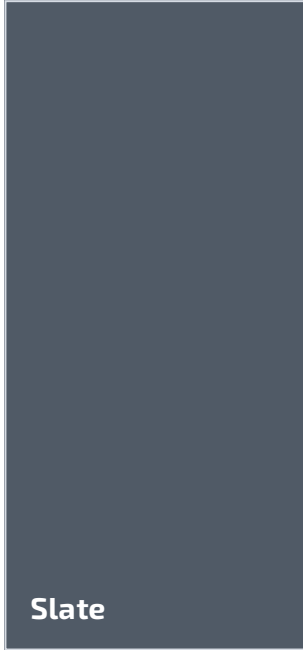
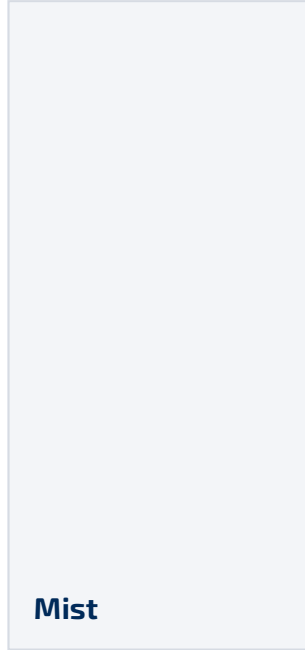
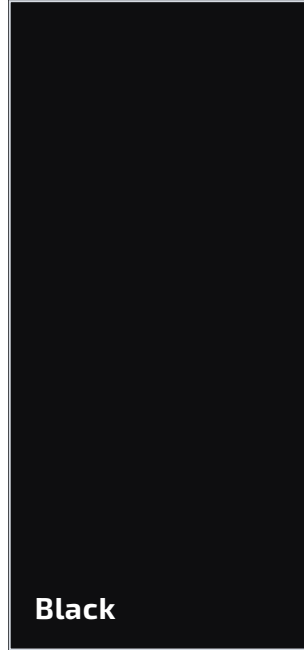


Don't recolour



Don't add effects

Colour palette

					
MES Navy	Deep Navy	Champion Gold	Slate	Mist	Black
HEX #002A59 RGB 0 42 89 CMYK 100 53 0 65 Pantone 2767 C	HEX #001A3A RGB 0 26 58 CMYK 100 55 0 77 Pantone 289 C	HEX #C9A24B RGB 201 162 75 CMYK 0 19 63 21 Pantone 7563 C	HEX #505A66 RGB 80 90 102 CMYK 22 12 0 60 Pantone 431 C	HEX #F3F5F8 RGB 243 245 248 CMYK 2 1 0 3 Pantone —	HEX #0E0E10 RGB 14 14 16 CMYK 0 0 0 94 Pantone Black 6 C
Primary colour. Logo, headings, main backgrounds.	Gradients and darker panels.	Accent only — rules, labels, highlights. Max 10%.	Body text and secondary information.	Light backgrounds and panels.	Premium dark backgrounds.

Typography

HEADINGS · EXO 2 (BOLD 700 / SEMIBOLD 600)

Aa Bb

Protect the core.
Move forward.

Matches the geometric letters of the logo. Free from Google Fonts.

BODY TEXT · IBM PLEX SANS (REGULAR 400 / MEDIUM 500)

Aa Bb

We help GCC enterprises modernise their core, monetise their digital channels and operate them sustainably — through senior advisory, rigorous architecture and disciplined delivery.

Clear and professional. Its Arabic sister, IBM Plex Sans Arabic, is used for Arabic text. Free from Google Fonts.

In Word and PowerPoint where these fonts are not installed, use **Arial** as the fallback.

How we write

Plain and direct

Short sentences. Say what we will do and what it achieves.

WE SAY

“We will design your target architecture in six weeks.”

NOT

“We leverage synergies to unlock transformational value.”

Senior, not salesy

We sound like an experienced architect, not a brochure.

WE SAY

“This platform fits; that one does not — here is why.”

NOT

“Best-in-class, world-leading, cutting-edge solutions!”

Specific

Use real numbers, timelines and names of outcomes.

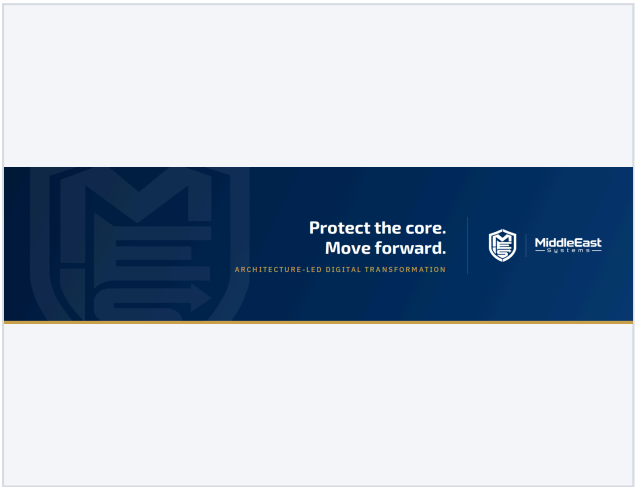
WE SAY

“Go-live in 14 weeks, with 99.9% availability.”

NOT

“Fast delivery and great uptime.”

The brand in use



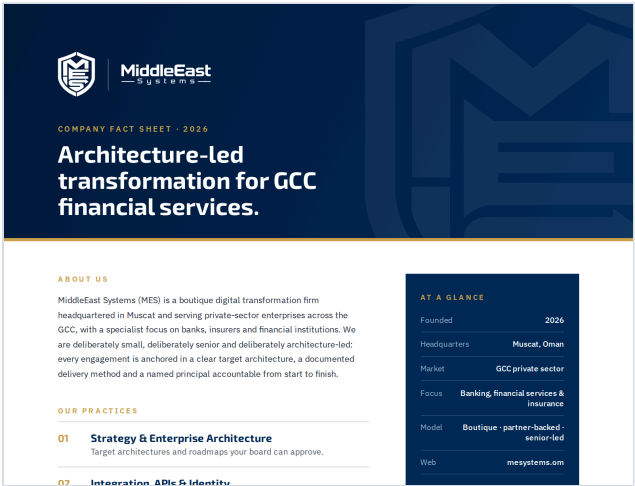
LinkedIn cover



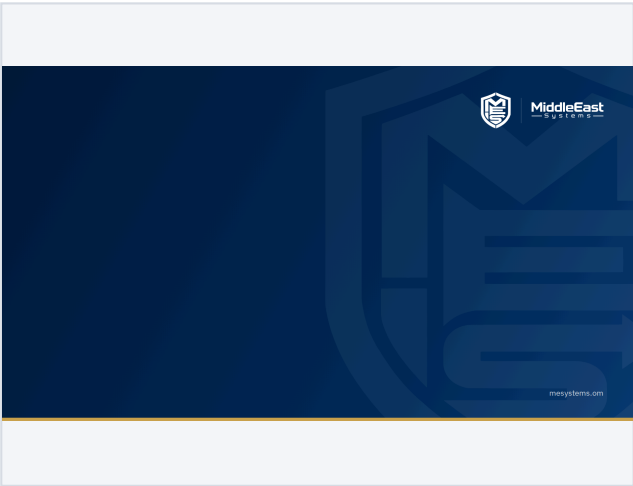
Business card



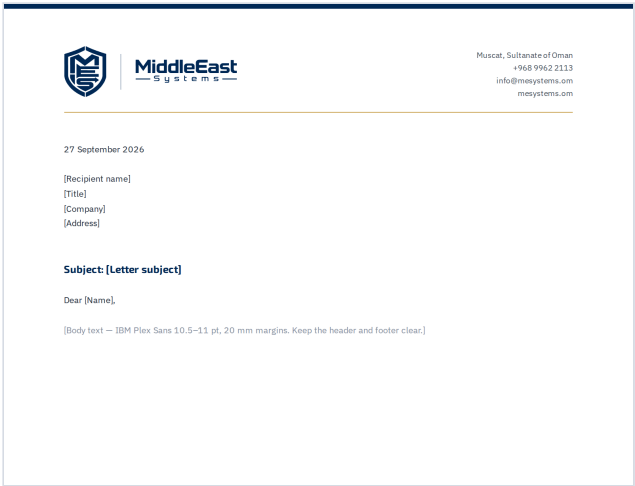
Social post



Fact sheet



Meeting background



Letterhead