



Brand Guidelines

GLOBAL BRIDGE Trading Services



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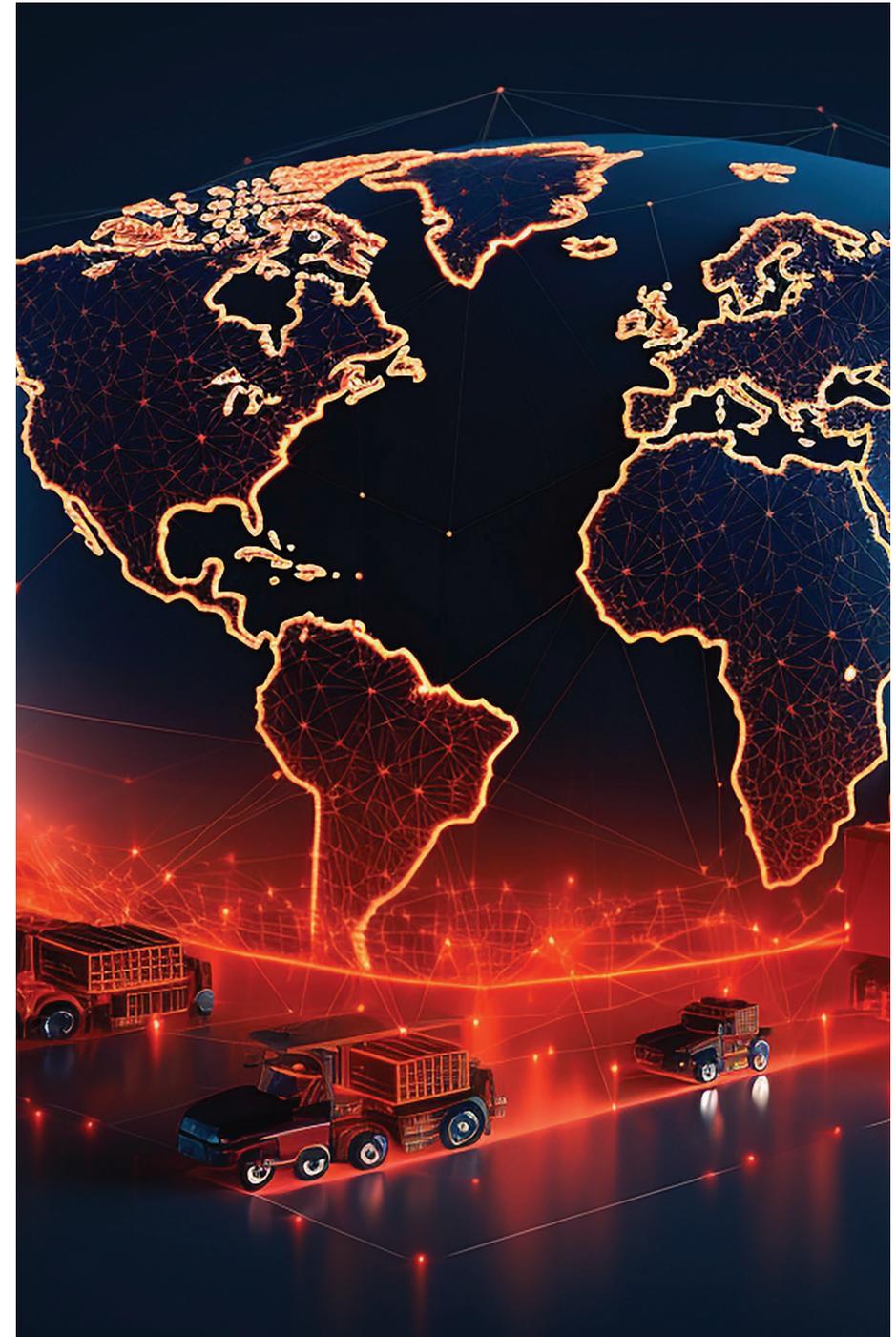
01 About the Brand



Company Overview

Global Bridge logistics. was established by a group of shipping professionals in K.S.A Which was authorized by K.S.A ministry of commission @K.S.A chamber of commerce Global Bridge logistics an internationalfreight forwarding agent specialized in handling sea. Freight air freight @ land consignments to / from K.A.S to various destination worldwide Mercury logistics co. has an experienced staff that can handled various types of cargo and work with highest performance to provide reliable and excellent service.

All of our stuff has a highly experienced and professional team which offers full range oflogistics transportation services and supply chain situations to our customer Global Bridge logistics Keep a good relationship with Air, Ocean carriers and agents in .K.S.A on big volume cargo that have earned us professional reputation trusting us Our main market is to offer import / export service to the clients



Our Mission

o be a global leader in the supply chain realm by utilizing technology to connect our clients to our global partners in all areas of the supply chain cycle. This is achieved through:

- Applying Insight.
- Innovation.
- Competitive pricing.
- Superior service quality.

Our Vision

Moving the logistics realm from offline to online for different modes of shipping by creating our own path. This is achieved by simplifying the complex process of the the supply chain thus enabling our clients to focus more on their core businesses.



Graphic Layout

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02 Graphic Layout



The GBL Color Palette

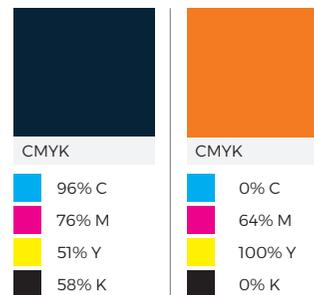
The GBL Logo consists of a specific set of colors, blue and green, that are specified on the right. These two colors are the Primary Color Palette of GBL. The Secondary Color Palette can be introduced when additional colors are needed for graphics, charts and call-outs, but it must not be used without the primary colors being dominant. The EDGE Logo may not be recolored using the secondary palette.

Primary Color Palette

GBL Blue Black GBL Orange



4-Color CMYK

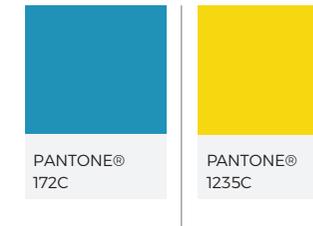


RGB and HEX

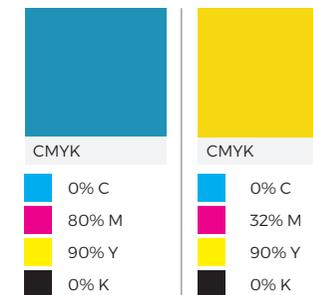


Secondary Color Palette

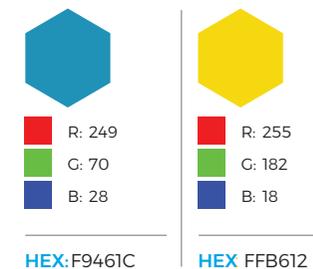
GBL Blue GBL Yellow



4-Color CMYK



RGB and HEX



The GBL Logo

The GBL Logo consists of a sans serif typeface, a stylized “d” triangular grid, and the spelled-out acronym “Excellence In Design For Greater Efficiencies.”

The GBL Logo must not be redesigned in any way. It must not be distorted or modified, and it must always be shown whole and never reproduced partially.

The following pages will detail the use of the GBL Logo, color specifications, spacing and size requirements.



The GBL Logo Colors

The GBL Logo consists of a specific set of colors, blue and green, specified at right. Included are color specifications for two and four-color printing, web and digital display. The noted colors should be used for the logo at all times.

The GBL Logo is typically used over a white background and may be used reversed out of a blue background as shown.

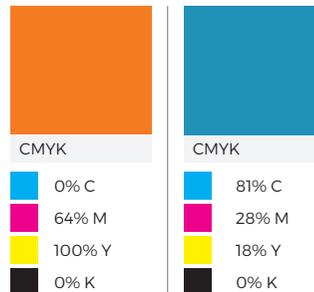
Additional standards for acceptable use are detailed in the following pages.

GBL Logo Colors

Two-Color PANTONE



Four-Color CMYK



Primary Logo Usage



On white background

Secondary Logo Usage



On blue background

Logo Spacing

In order for the GBL Logo to be clearly legible in the context of surrounding graphics and information, the spacing rules must be followed.

No graphic element which is not part of the GBL Logo may be placed in the area “x” surrounding it. This area, also called the “area of isolation,” is derived by using the EDGE Logo’s lowercase letter height “x” as a unit of measurement.

The grid surrounding the GBL Logo helps to visualize the distance and spacing protecting it in a layout for print or digital media.

GBL Logo Area of Isolation



Spacing and isolation on white background



Spacing and isolation on blue background

Logo Sizing

In order for the GBL Logo to maintain its integrity and visibility, it should not be reproduced smaller than the recommended size.

GBL Logo Minimum Size in Print



To maintain legibility in print, the GBL Logo should never appear smaller than 25mm wide.

GBL Logo Typical Sizes in Print



Typical sizes for good legibility of the GBL Logo are shown above. The EDGE Logo can be used larger than this, keeping in mind good layout principles and use of the area of isolation grid.

Minimum Web/Digital Resolution



To maintain legibility in digital media, the GBL Logo and tagline should never be used smaller than 175 pixels wide. This includes website usage, email signatures, and online and mobile apps.

Care should be taken with raster images and formats (JPEG, PNG, GIF) to ensure they are sized properly and do not appear blurry or pixelated when in use.

Acceptable GBL Logo Use

The following are examples of acceptable GBL Logo usage in conjunction with color fields and photographic imagery.

These are the only acceptable colors and variations unless otherwise specified in this manual.

If you have a special case, contact the GBL Global Marketing Lead for authorization at rmenes@ifc.org

GBL Logo on Color Field



.01 Corporate colors on white



.02 Reversed white corporate blue



.03 Reversed white corporate green



.04 Corporate colors on 10% or less screen of black



.05 Solid black on white can be used only in one-color print applications such as newspapers



.06 Reversed white on black or very dark background can be used only in one-color print applications such as newspapers

EDGE Logo on Photography



.01 Color logo on a very light photographic background with less than 20% ink coverage



.02 Reversed over dark photo



.03 Reversed over approved photo tint

Unacceptable GBL Logo Use

This page illustrates a series of changes to the GBL Logo which are not allowed in any way.

.01

The GBL Logo must not be distorted, and a shadow cannot be applied. Its shape must always be maintained and the ratio between elements must not be modified.

.02

The GBL Logo must not be used over any non-approved colored backgrounds, or photographic backgrounds that do not provide adequate contrast.

.03

The GBL Logo must never be recolored or screened back in an illegible manner that infringes on its clearspace.

Special Effects

Special effects cannot be applied to the GBL Logo such as drop shadows, 3D effects, Photoshop beveling or embossing, posterization, distortion or recoloring that does not conform to the identity standards.

Unacceptable Usage

Following are unacceptable uses of the GBL logo:

- Manufacturing, selling or giving away merchandise items bearing the GBL logo without permission from IFC.
- Registering any trademark, domain name, or other name that is confusingly similar to the GBL trademark. This includes digital channels such as Twitter and Facebook feeds.



.01 Do not distort the EDGE Logo by compressing horizontally, vertically or applying a shadow.



.02 Do not use the EDGE Logo on any low-contrast photographic or non-approved colored backgrounds.



.03 Do not recolor, screen back or crop the EDGE Logo improperly. Be careful that the colors remain true to the standards.

The GBL and GTS Logo Lockup

The GBL and GTS Logo lockup consists of the GBL Logo and the GTS Logo to be used together in a specified manner. The pairing should only be used in rare circumstances, as GBL is a stand-alone brand. Do not lock up the GBL Logo with the World Bank Group Logo, or feature the World Bank Group Logo on communications without the IFC Logo embedded within it.

The logo lockup must not be redesigned in any way. It must not be distorted or modified, and it must always be shown whole and never reproduced partially.

The following pages will detail the use of the GBL and GTS Logo lockup color specifications, spacing and size requirements.



GBL and IFC Logo Colors and Usage

The GBL and GTS Logo lockup consists of the GBL Logo and the IFC Logo to be used together in a specified manner.

The logo lockup must not be redesigned in any way. It must not be distorted or modified, and it must always be shown whole and never reproduced partially.

The GBL and GTS Logo consists of a specific set of colors. Included are color specifications for 4-color printing, web and digital display. The noted colors must be used for the logo at all times.

The GBL and GTS Logo lockup is typically used over a white background and may be used reversed out of a blue background as shown.



On white background



On blue background

GBL and IFC Logo Spacing

In order for the GBL and IFC Logo lockup to be clearly legible in the context of surrounding graphics and information, the spacing rules must be followed.

No graphic element which is not part of the GBL and IFC Logo lockup may be placed in the “x” area surrounding it. This area, also called the “area of isolation,” is derived by using the EDGE Logo’s lowercase letter height “x” as a unit of measurement.

The grid surrounding the GBL and IFC Logo lockup helps to visualize the distance and spacing surrounding it in a layout for print or digital media.



Spacing and isolation on white background



Spacing and isolation on blue background

GBL Typography

English Typeface

The primary typeface chosen to convey the GBL identity is Alexandria, which is the preferred typeface on all GBL materials.

To create a clean, cohesive appearance, the use of no more than two different typeface families in a document is recommended. This includes design elements such as callouts and photo captions.

This primary typeface is available in three weights: light, roman and bold. For every weight an italic version is also available.

Alexandria Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

Alexandria Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

Alexandria Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

Alexandria SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

Alexandria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

Alexandria ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

GBL Typography

Arabic Typeface

Alexandria is the preferred typeface on all GBL materials. When Alexandria is not available, the secondary typeface chosen to convey the GBL identity is the typeface Verdana.

This typeface is available in two different weights: regular and bold. All the weights are available in italic.

It is advisable to use this font in online and electronic media. This font has been chosen as a secondary typeface because it is clearly legible, both on printed and digital materials, and because it is a default font available on most devices.

Alexandria 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 ي

أ ب

Alexandria 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 ي

أ ب

Alexandria 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 ي

أ ب

Alexandria 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 ي

أ ب

Alexandria Bold

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 ي

أ ب

Alexandria ExtraBold

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 ي

أ ب

The GBL Triangular Pattern

The following pages illustrate the rules that define proper use of the GBL triangular pattern.

The following four rules: Amount & Position, Orientation & Alignment, Scale & Line Weight, and Colors need to be applied consistently across an entire design whether it's a single item or multi-page collateral.

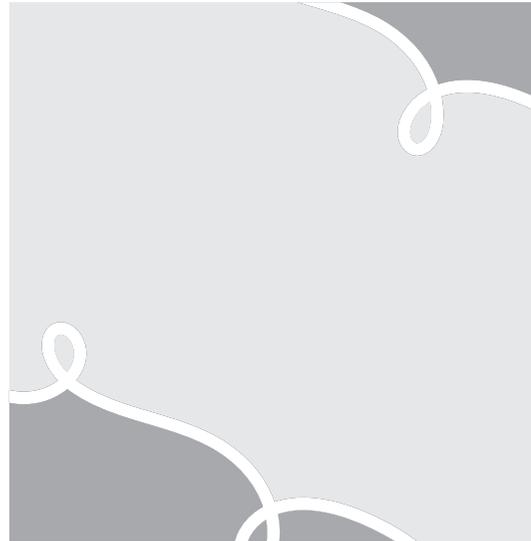
Amount & Position

The pattern must be used sparingly to reinforce the brand. It should never distract from the messaging or primary visual(s). The pattern should never occupy more than 30% of the total surface area.

If the triangular pattern appears in multiple places across the same surface it must remain on the same grid with uniform spacing.

The pattern must not be positioned over any messaging. Only the angular color fields are behind the pattern.

Amount & Position



- DO** use the pattern sparingly on less than 30% of the total surface area.
- DO** maintain the same grid with uniform spacing.



- DO** keep the pattern behind all messaging.

The GBL Triangular Pattern

(Continued).

Orientation & Alignment

The pattern pieces must always be oriented in the same direction as they appear within the GBL Logo.

The pattern must be positioned in such a way that it aligns with the color field backgrounds.

Orientation & Alignment



DO keep the pattern pieces facing correctly.



DO keep the pattern aligned with the background colors.

The GBL Triangular Pattern

(Continued).

Scale & Line Weight

The size of the pattern should not be smaller than five times the pattern found in the GBL Logo used within the same design.

The size of the pattern should not exceed eight times the pattern found in the GBL Logo used within the same design.

The pattern's line weight scales directly with the pattern.
A 10 mm wide triangle has a line weight of 0.025 mm thick.
If the pattern is doubled in size the line weight must double as well.

For example:

A 10 mm wide triangle has a line weight 0.025 mm thick.
A 20 mm wide triangle has a line weight 0.05 mm thick.
A 100 mm wide triangle has a line weight 0.25 mm thick.

Scale & Line Weight



DO keep the triangular pattern shapes within 5 to 8 times the size of the triangle in the EDGE Logo that appears within the same design.

The GBL Triangular Pattern

(Continued).

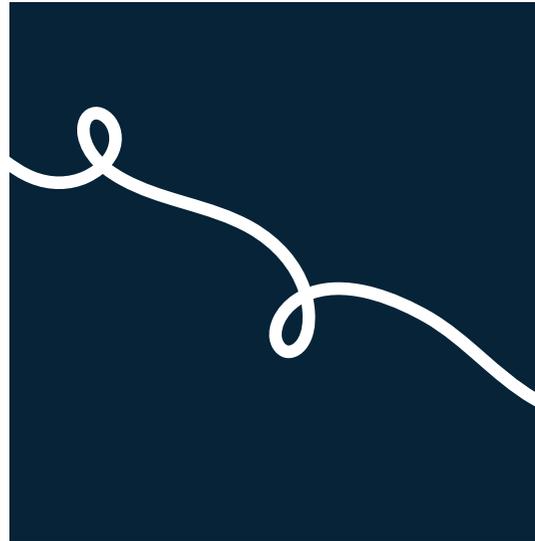
Colors

When the pattern is used over the GBL Blue color field the line color is 40% of the GBL Blue.

When the pattern is used over the GBL Green color field the line color is 40% of the GBL Green.

When the pattern is used over a white background the line color can be 40% of the GBL Blue or 40% of the GBL Green. The chosen color must remain consistent across the entire design.

Colors



DO use 40% of the GBL Blue for the line color on an GBL Blue background.



DO be consistent with the line color used on a white background.

DO use 40% of the GBL Green for the line color on an GBL Green background.

The GBL Video Guideline

Logo:

The logo is the visual representation of the brand and serves as its primary identifier. It should be distinctive, memorable, and instantly recognizable.

The logo typically appears prominently on various brand assets such as websites, marketing materials, products, and packaging.

Subtitle Description:

The subtitle description is a short text that provides additional context or information about the brand.

It often appears alongside the logo or in the header section of a website or marketing materials.

The subtitle description can include a tagline, a brief description of the brand's products or services, or a value proposition. This element helps further communicate the brand's identity, values, and offerings to the audience, reinforcing the brand message and creating a stronger connection with customers.

Size:

1080 px



Transportation of cargo that can be rolled on

1080 px

The GBL Video Sizes

Feed:

Recommended video dimensions: 1080x1080 pixels (square), 1080x1920 pixels (vertical), 1920x1080 pixels (horizontal)
Supported video formats: MP4, MOV
Maximum video length: 60 seconds

Stories:

The subtitle description is a short text that provides additional context or information about the brand. It often appears alongside the logo or in the header section of a website or marketing materials. The subtitle description can include a tagline, a brief description of the brand's products or services, or a value proposition. This element helps further communicate the brand's identity, values, and offerings to the audience, reinforcing the brand message and creating a stronger connection with customers.

TV:

Recommended video dimensions: 1080x1920 pixels (vertical), 1920x1080 pixels (horizontal)
Minimum aspect ratio: 4:5 (vertical), 16:9 (horizontal)
Maximum video length: Up to 60 minutes for verified accounts, up to 15 minutes for others (mobile upload), up to 60 minutes (web upload)

1920 px



Transportation of cargo that can be rolled on

1080 px

1080 px



Transportation of cargo that can be rolled on

1920 px



THANKS
FOR WATCHING