

Designing the Brand

Logo Typeface (Fonts)

The primary English typeface is **Aller (All Family type font)** This is used for setting text in printed material.

Aller Light For body copy

Aller Regular For sub-headings

Aller Bold For headings

Secondary typeface

Internal and Electronic English & Arabic

Typeface The electronic typefaces are **Calibri** for English and Simplified Arabic for Arabic. They should be used as substitute fonts for Windows, Mac and web applications, as well as for PowerPoint presentations and Correspondence. They must not be used for setting text in printed material.

PRIMARY TYPEFACE

Aa

Aller REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+

Aa

Aller BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+

Aa

Aller LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+

Aa

ALLER DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+

SECONDARY TYPEFACE

Aa

Calibri REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+

Aa

Calibri BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+

Aa

Calibri LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+

Aa

Calibri ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+

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Arabic Typeface (Fonts)

The primary Arabic typeface is **DIN Next (All family type font)** It is used for setting text in printed material. Its usage is outlined below:

Frutiger Arabic Light For body copy

Frutiger Arabic Roman sub-headings

Frutiger Arabic Medium For headings

Internal and Electronic English & Arabic

Typeface The electronic typefaces are **Calibri** for English and **DIN Next** for Arabic. They should be used as substitute fonts for Windows, Mac and web applications, as well as for PowerPoint presentations and Correspondence. They must not be used for setting text in printed material.

ARABIC TYPEFACE

DIN Next Arabic Regular

مرحبا, اسمي دِن العربية.

DIN Next Arabic Light

مرحبا, اسمي دِن العربية.

DIN Next Arabic Thin

مرحبا, اسمي دِن العربية.

DIN Next Arabic Medium

مرحبا, اسمي دِن العربية.

DIN Next Arabic Black

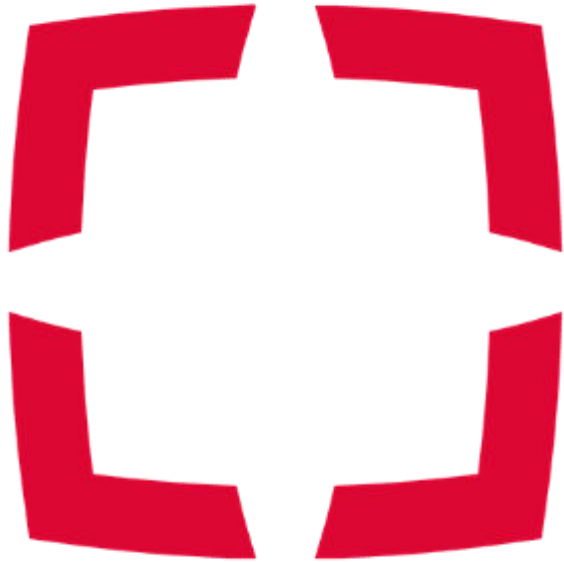
مرحبا, اسمي دِن العربية.

DIN Next Arabic Heavy

مرحبا, اسمي دِن العربية.

Designing the Brand

Khazaen Logo



خزائن
khazaen