

**Dolphin**



CANAL TRUST EVERY BOND



# BRAND GUIDELINES

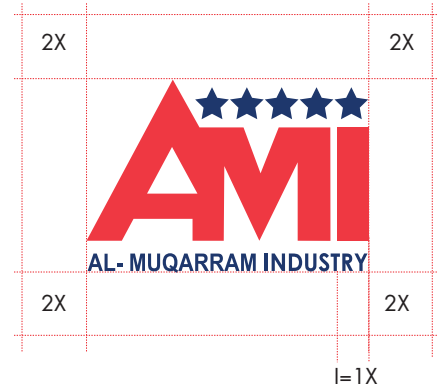
# DOLPHIN

## BRAND GUIDELINES

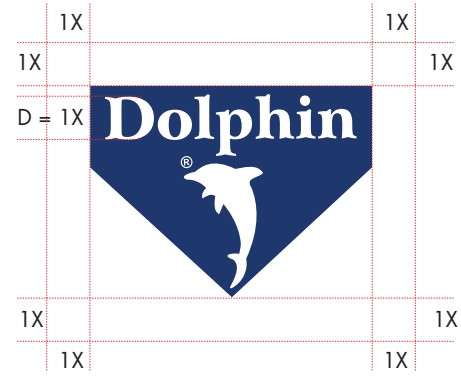
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[info@muqarram.com](mailto:info@muqarram.com)



## THE COMPANY

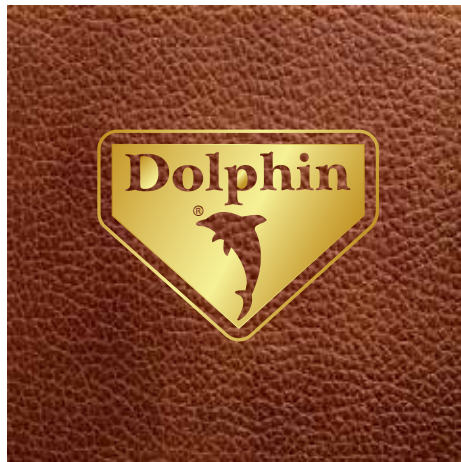


# THE BRAND

# LOGO USAGE



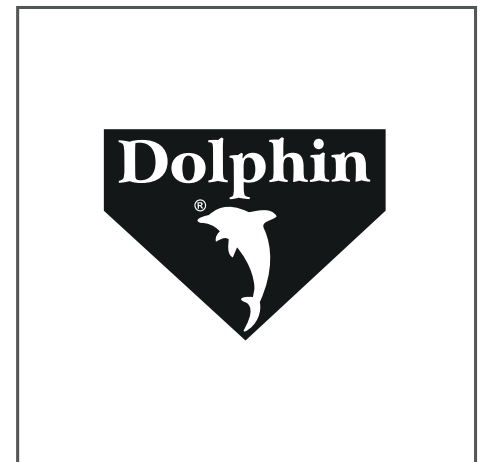
SILVER FOIL / PLATED LOGO



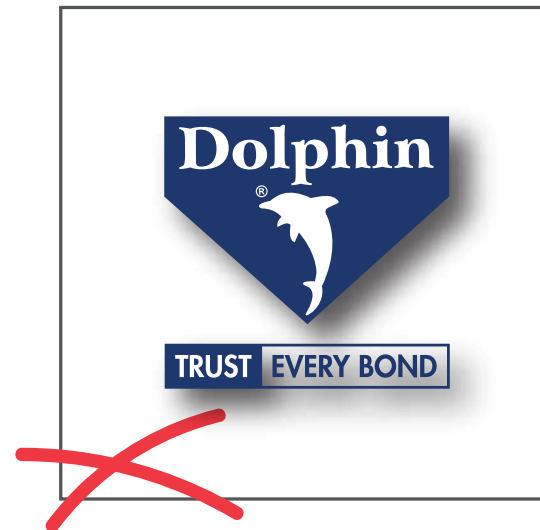
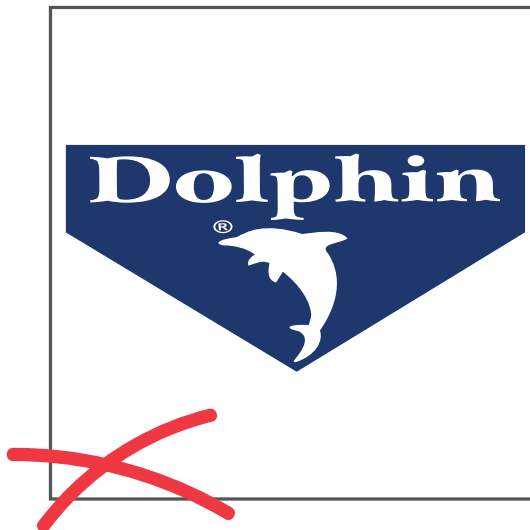
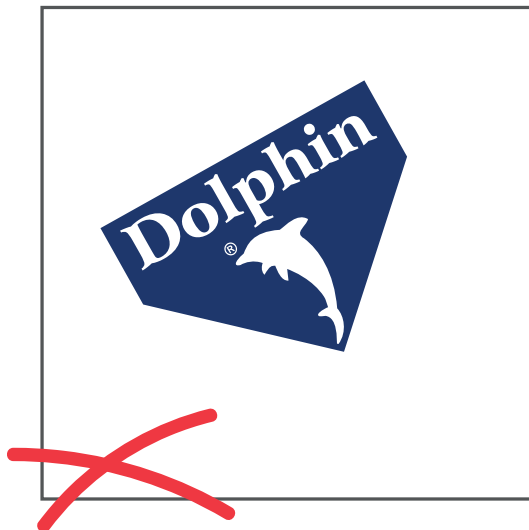
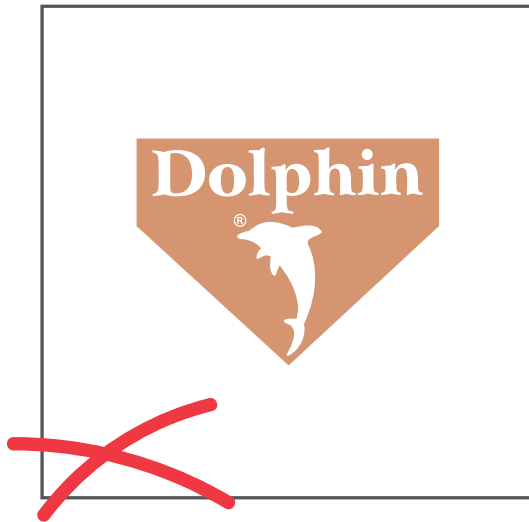
GOLD FOIL / PLATED LOGO



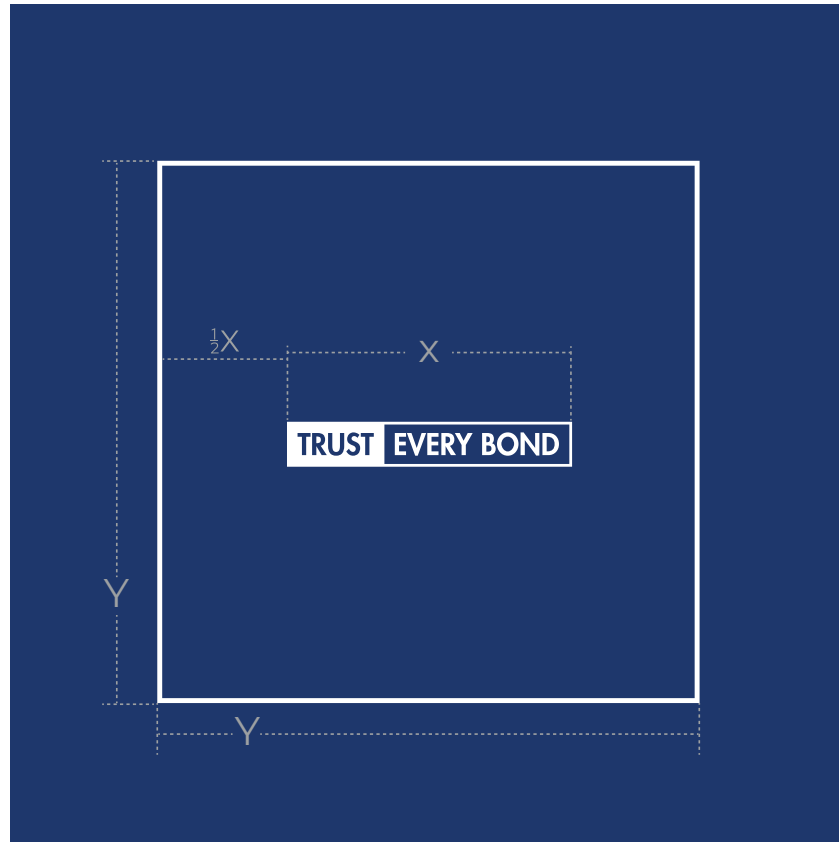
GOLD FOIL ON BUSINESS CARD



# LOGO - DO NOT USE



# LOGO TAGLINE - USAGE



# BRAND COLORS

PRIMARY COLOR

SECONDARY COLORS



**PANTONE: 288 C**

C: 100 M: 84 Y: 33 K: 18  
R: 0 G: 45 B: 116  
HEX: 002D74



**PANTONE: Red 032 C**

C: 0 M: 88 Y: 68 K: 0  
R: 245 G: 51 B: 63  
HEX: F5333F



**PANTONE: 137 C**

C: 0 M: 44 Y: 94 K: 0  
R: 255 G: 164 B: 0  
HEX: FFA400



**PANTONE: 3262 C**

C: 85 M: 0 Y: 39 K: 0  
R: 0 G: 187 B: 180  
HEX: 00BBB4



**PANTONE: 422 C**

C: 40 M: 29 Y: 30 K: 8  
R: 158 G: 161 B: 162  
HEX: 9EA1A2



# TYPOGRAPHY

## MARKETING COMMUNICATION

ADVERTISEMENTS / COMMERCIALS  
BROCHURES / FLYERS / POSM

## FORMAL COMMUNICATION

EMAIL / LETTERS / CONTRACTS  
EXCEL / POWER POINT PRESENTATION

Brand Name / Product Name / Most Highlight  
DIN Next LT Pro - Bold Condensed

**DOLPHIN Dolphin**

Heading  
Futura Md BT Bold

**AL MUQARRAM**

Sub Heading  
Futura Heavy

**WORLD-CLASS CHEMICALS**

Quoted Text  
Futura Lt BT

AL MUQARRAM INDUSTRY

Paragraph Title  
Futura Md BT Medium

**ABOUT AL MUQARRAM INDUSTRY**

Content  
Futura Book

The golden age of industrialization in the great nation of the United Arab Emirates is what compelled the inception of Al Muqarram Group. Founded in 1999, Al Muqarram Group stands strong with more than 20 years of successive prosperity, owing to the goodwill of our clients. From being a part of the grassroots movement to creating affordable, and high-quality industrial products, to pioneering trade in the different sectors of the market, Al Muqarram Group puts forward nothing but the best.

Heading  
Calibri Bold

**WORLD-CLASS CHEMICALS**

Paragraph Title  
Calibri Bold

**ABOUT AL MUQARRAM INDUSTRY**

Content  
Calibri Regular

The golden age of industrialization in the great nation of the United Arab Emirates is what compelled the inception of Al Muqarram Group. Founded in 1999, Al Muqarram Group stands strong with more than 20 years of successive prosperity, owing to the goodwill of our clients. From being a part of the grassroots movement to creating affordable, and high-quality industrial products, to pioneering trade in the different sectors of the market, Al Muqarram Group puts forward nothing but the best.

# PROTECTING OUR VALUABLE BRAND. TOGETHER.....!!!!!!

Our marketing department works closely with partners across AMI units to manage the use of our brand assets and protect our brand from misuse. Everyone who works at AMI has a vital role to play in protecting and promoting our valuable brand. Please reach out to the units below when you have a need for their services.

Al Muqarram Insulation Material Industry  
Sharjah, UAE

Al Muqarram Industry  
Umm Al Quwain, UAE

Al Muqarram Trading  
Dubai, UAE

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To download a copy of the guidelines or Dolphin digital brand assets,  
visit <https://muqarram.com/>