

BY ROSE HAND
GUIDELINES

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LOGO

BY ROSE HANDS - بأيادي وردية

Khazneh in Petra is one of the most important place in the Rose City, and the most famous one.

From here, the team set out to prepare this logo, which is composed of easy-to-understand elements, similar to the shape of the world-famous archaeological site.

Hands wrap around "ras aldeer", one of the most important features of the Rose City, which dates back to the first century BC, in the Nabataean civilization.

As the local community in the city excels in making products, just as the Nabataeans excelled in making these shapes carved in the rock.

The company also relied on choosing the colors of this logo on the charming rose sand color in its different shades.

تُعتبر الخزنة المنحوتة في صميم صخر البتراء أهم المعالم الموجودة وأكثرها شهرة،

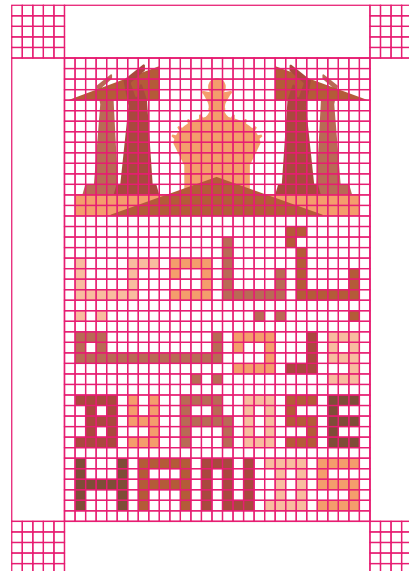
ومن هنا انطلق فريق العمل بإعداد الشعار الذي يغلب عليه طابع الخزنة و عمل على إدخال الرسائل ضمن رموز سهلة الفهم و بما يتناسب مع شكل الخزنة المعروف عالميا، فتأتي الأيدي حول شكل رأس الدير أحد أهم معالم المدينة الوردية والموجود في منطقة الدير والذي يعود تاريخه الى حضارة الانباط وتحديدا

في القرن الأول قبل الميلاد للدلالة على الأعمال الإبداعية التي يصنعها المجتمع المحلي في البتراء بأيديهم

كما أبدع الأنباط من قبلهم في بناء هذه المدينة المنحوتة في الصخر.

اعتمدت ايضا الشركة في اختيار الوان هذا الشعار على لون الرمال الوردية الساحر بدرجاته المختلفة.

LOGO & LOGO CONSTRUCTION



LOGO COLORS

FILL



pantone 162c

C:0 M:34 Y:37 K:0
R:255 G:190 B:159



pantone 1565c

C:0 M:47 Y:59 K:0
R:255 G:161 B:104



pantone 7585c

C:23 M:70 Y:80 K:13
R:180 G:91 B:56



pantone 7522c

C:22 M:64 Y:63 K:12
R:185 G:105 B:85



pantone 7608c

C:25 M:78 Y:71 K:18
R:168 G:72 B:61



pantone 7588c

C:34 M:65 Y:71 K:41
R:126 G:76 B:55

STROKE



C:50 M:70 Y:80 K:70
R:67 G:41 B:24

LOGO USAGE

by rose hand Logo Has six Versions Of Colors, The Full Color Version, And The single Color Versions.

The logo should not be used any smaller than 10mm in height for print use.

Only in exceptional circumstances.

As for web, screens or any digital application, the logo should not be used any smaller than 80 pixels in height.

MINIMUM LOGO SIZE

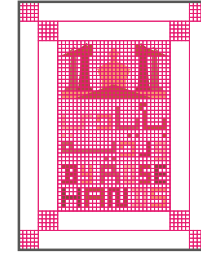


STAMP



PREFERABLE STAMP
COLOR IS BLUE

CLEAR SPACE



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BY ROSE HAND GUIDELINES

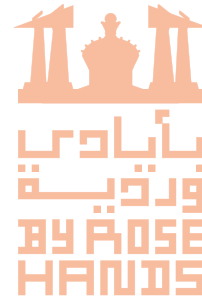
LOGO

THE FULL COLORS VERSION

THE FULL COLORS VERSION



SINGLE COLORS



REVERSE COLORS



INCORRECT USAGE

1 - 3

Never use the logo in any other colors than those specified, or introduce any form of outline

04

Never use any special effects

5 - 7

Never change, scale, or create new arrangements of any elements within the logo

8

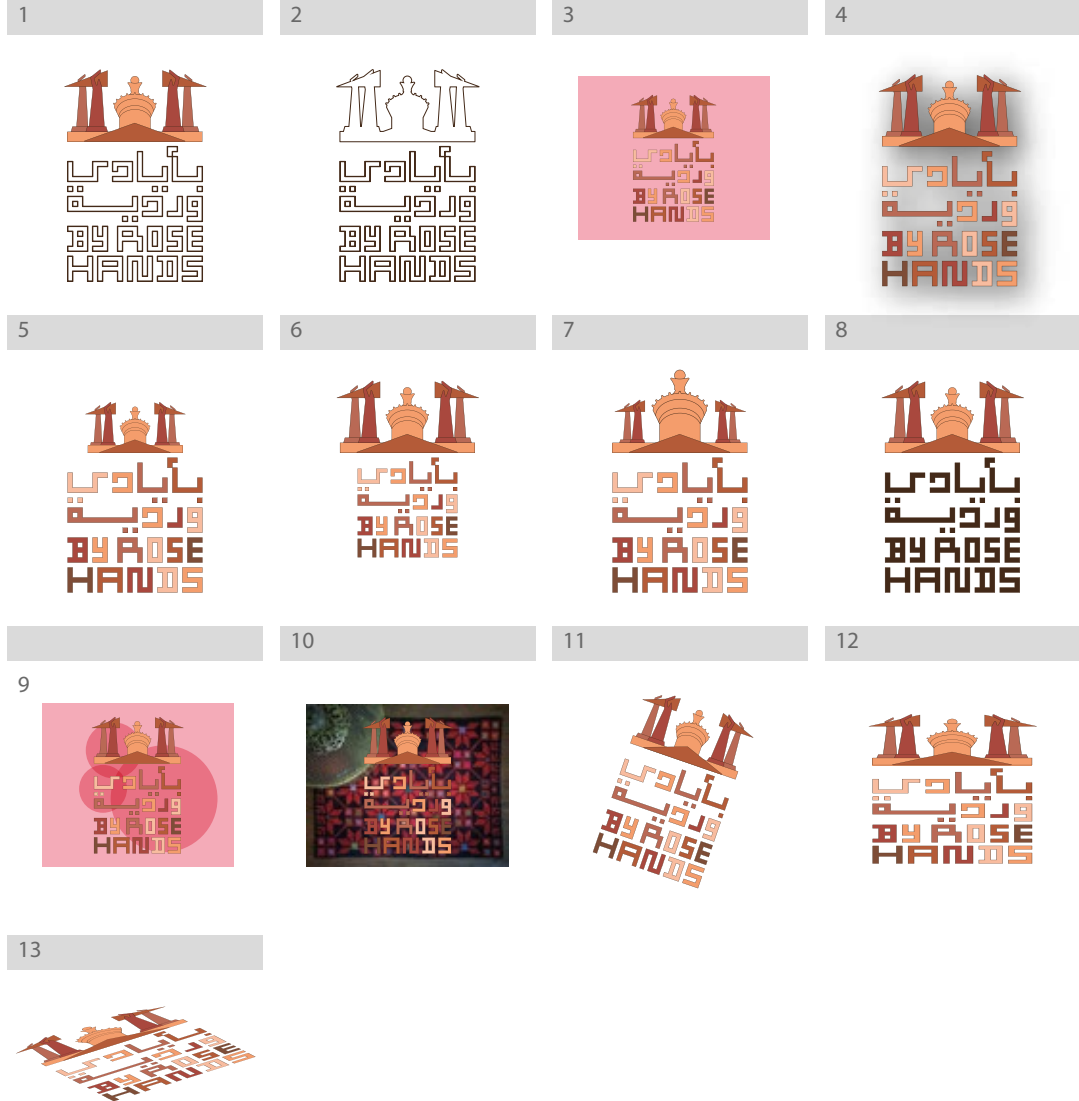
Never change the color of any element of the logo

09 - 10

Never use the full color logo on clashing backgrounds

11 - 13

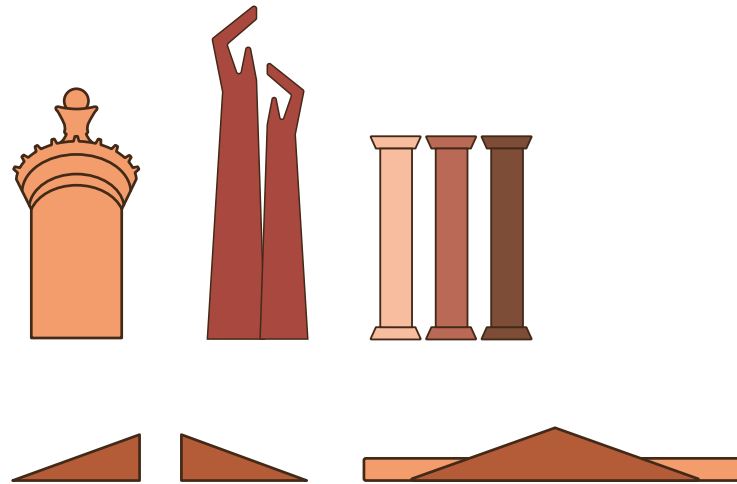
Never squeeze or squash or rotate the logo



PATTERN

THE ELEMENTS

THE ELEMENTS



THE TYPOGRAPHY

بأيد
ورقية
BY ROSE
HANDS

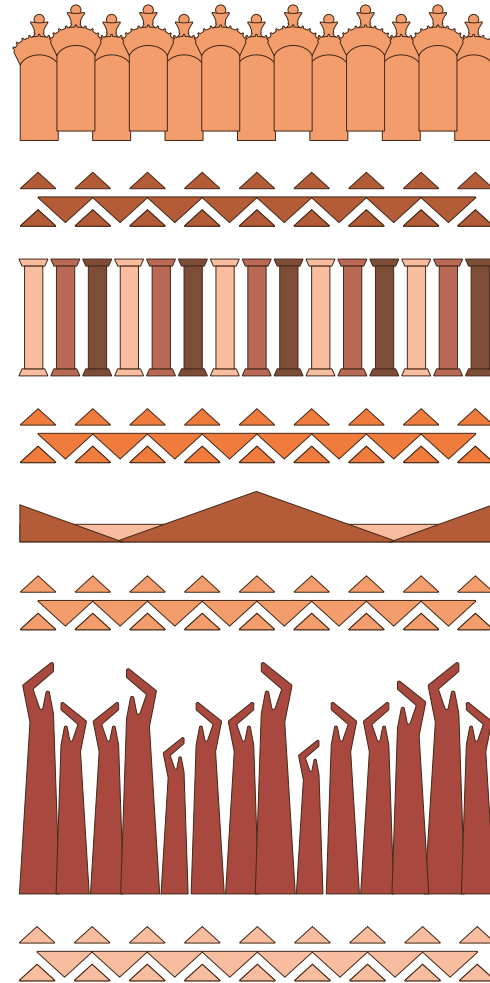
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PATTERN

EMBOSSING PATTERN BY THE ELEMENTS

EMBOSSING PATTERN BY THE ELEMENTS



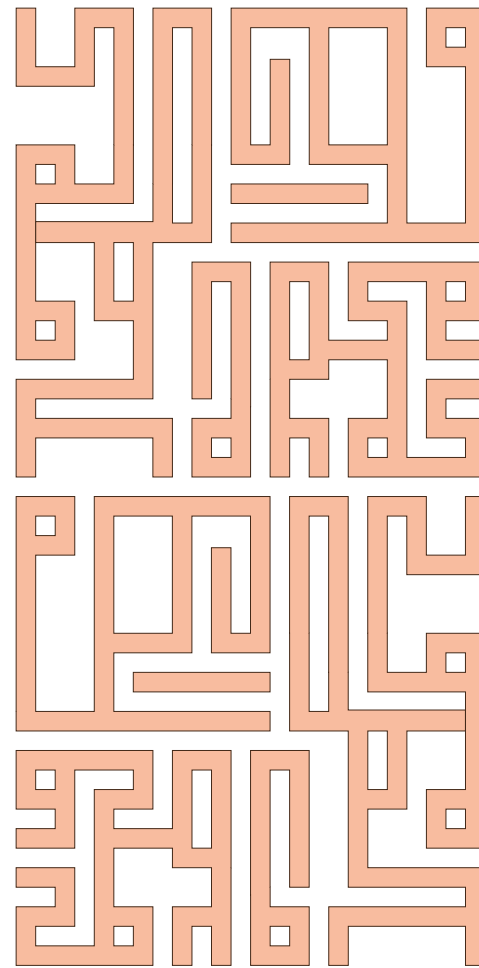
BY ROSE HAND GUIDELINES

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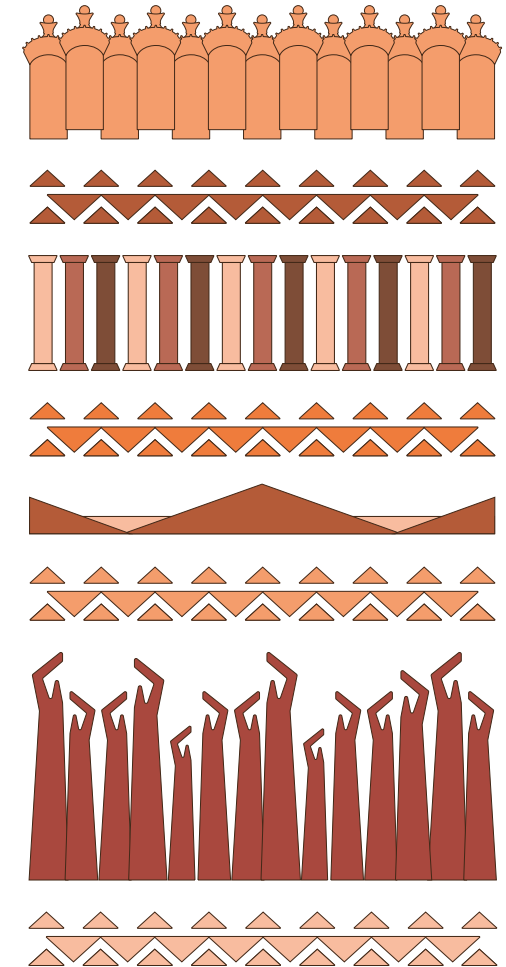
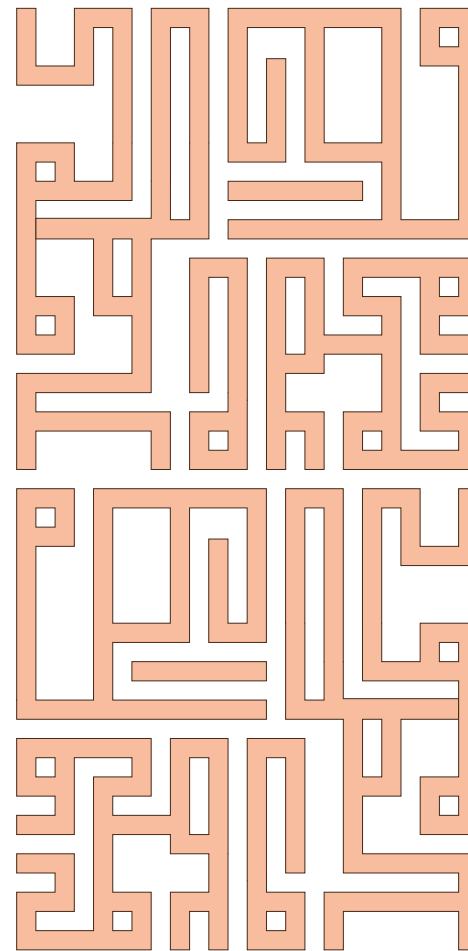
PATTERN

EMBOSSING PATTERN BY THE TYPOGRAPHY

EMBOSSING PATTERN BY THE TYPOGRAPHY



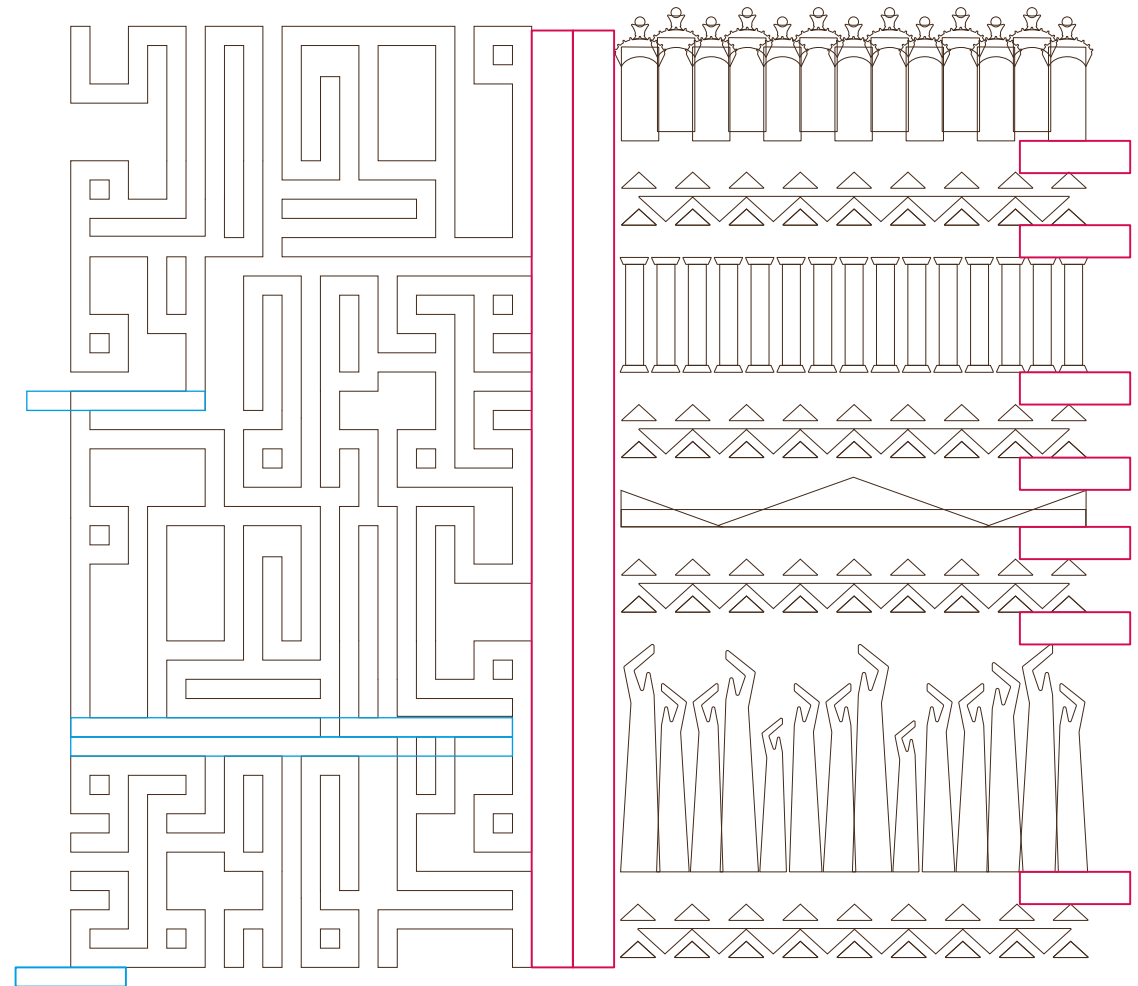
EMBOSSING PATTERN BY THE ELEMENTS & THE TYPOGRAPHY



ETHE METHOD OF REPEATING INSCRIPTIONS

Each of the inscriptions is a single unit, Whether the inscriptions are of elements or inscriptions of typography. And they are repeated longitudinally for each unit according to the length of the packaging on which we want to use the inscriptions, then put them next to each other and separate them with a thin line of .5 cm thickness, then repeat them crosswise as one other unit.

The repetition method is done while maintaining the distance between the elements shown as shown in the following drawing.



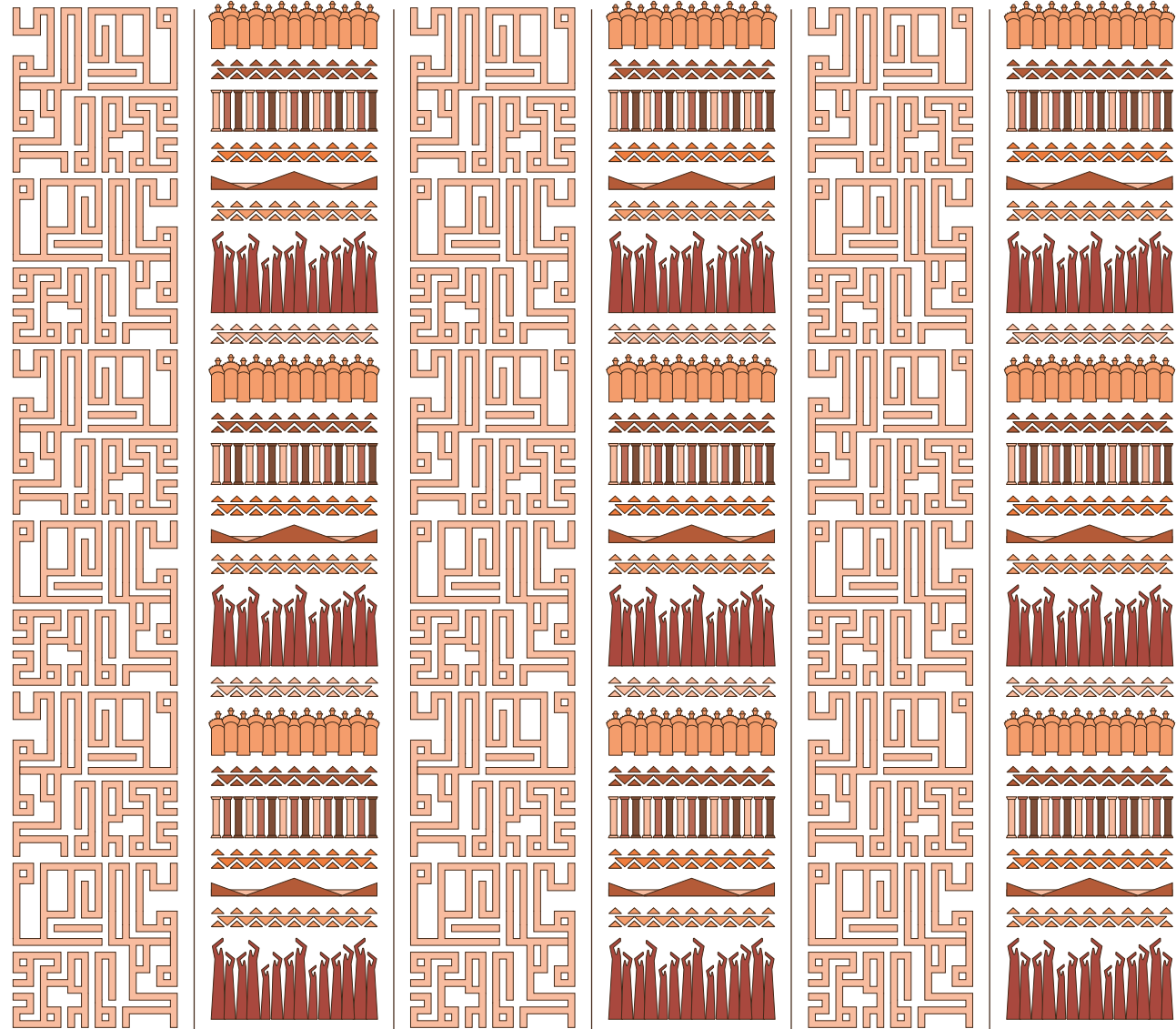
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BY ROSE HAND GUIDELINES

PATTERN

PATTERN OF IDENTITY

PATTERN OF
IDENTITY



TEMPLATES

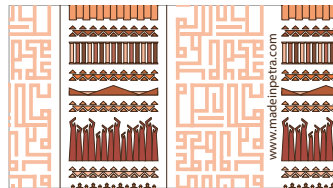
STATIONERY

LETTERHEAD

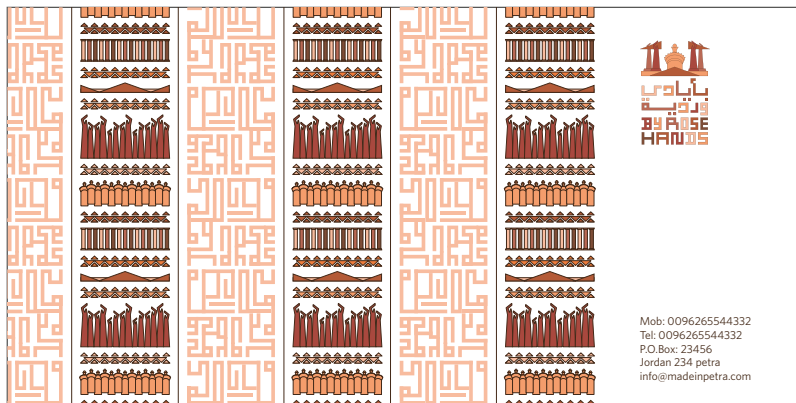
BUSINESS CARD. FRONT



BUSINESS CARD. BACK



ENVELOPE



BY ROSE HAND GUIDELINES

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TEMPLATES
STATIONARY

PACKAGE

