ne'ma نعمة
المبادرة الوطنية للحد من فقد وهدر الغذاء
National Food Loss and Waste Initiative

CAMPAIGN BRANDING

LOGO

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LOGO

CLEAR SPACE

Do not use a drop shadow
Do not change opacity or
add any other sort of
effects on the logo

Do not change or
delete any of the
elements from the logo

Do not use any
colour that is not a
part of the given
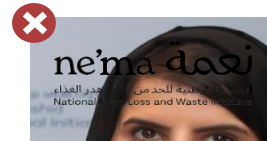brand colour palette

Do not change the
proportion of the different
elements of the logo

Do not try to replicate
or change the font of
the logo

Do not shorten, stretch,
distort, rotate or change the
logo in anyway

Do not obstruct the logo by the
background

FONT

ARABIC

على غرار الكلمات والجمل، تتميز أشكال الأحرف بنبرة ولون وأسلوب.

Link to use the Adobe Font [**HERE**]

Greycliff CF

ENGLISH

The quick brown fox jumps over the lazy dog

Link to use the Adobe Font [**HERE**]

FONT

ARABIC

القلب معدن؛ والعقل جوهر؛

Link to use the font [**HERE**]

Bebas Neue Book

ENGLISH

THE QUICK BROWN FOX

Link to use the font [**HERE**]

THANK YOU