

BRDG

BRAND GUIDELINES

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**INTRODUC-
TION**

01

About

BRDG is a forward-thinking holding company that connects diverse businesses and opportunities under one vision. We focus on building strong partnerships, supporting innovation, and creating sustainable growth across multiple industries

Vision

To become a trusted regional holding group that connects ideas, industries, and investments to shape a stronger and more sustainable future.

Mission

To BRDG opportunities, investments, and expertise by building a strong ecosystem of businesses that drive long-term value and innovation.

LOGO

02

Logo Concept

The BRDG logo is inspired by the concept of a bridge — symbolizing connection, strength, and strategic growth. The clean, modern typography reflects professionalism and stability, while the distinctive symbol beside the wordmark represents linking ideas, businesses, and investments under one unified structure. The minimalist black design conveys authority, trust, and a strong corporate presence suitable for a holding group.



Icon Concept

The icon is a simplified representation of a bridge, symbolizing connection, strength, and stability. Its minimal geometric form reflects the idea of linking businesses, opportunities, and investments. The design visually represents brdg Holding as a structure that supports growth and connects different ventures under one unified




Primary Logo

The logo is the main signature of the brand. It combines a distinctive wordmark with a refined, minimal presence designed for premium packaging and hospitality use.

Maintain a minimum clear space around the logo equal to (x).

This ensures legibility and strong presence across all uses.

x		x
		
x		x



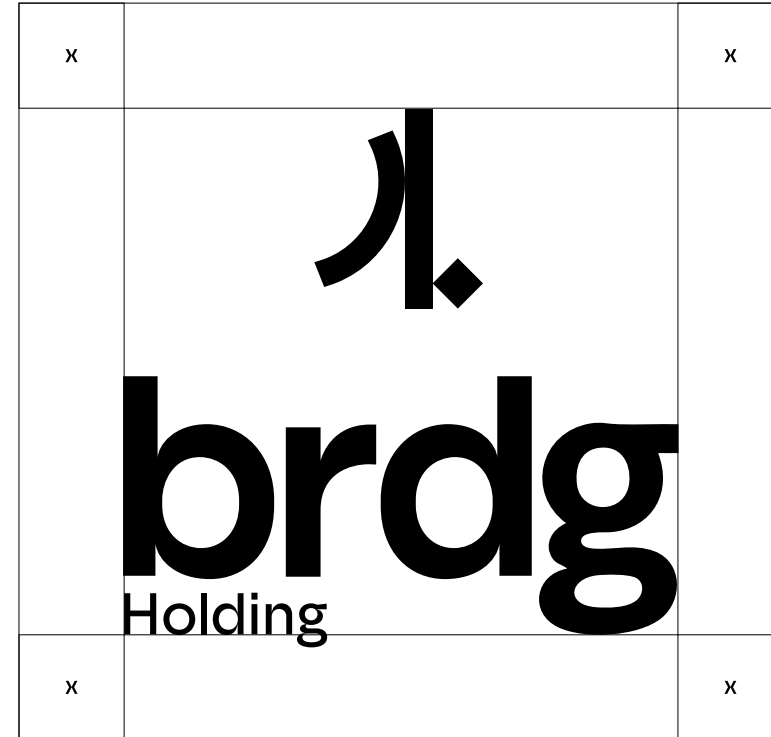
Secondary Logo

Rule:

Use secondary logo layouts only when format or space requires an alternative arrangement.

Maintain a minimum clear space around the logo equal to (x).

This ensures legibility and strong presence across all uses.



Wordmark

Rule:
Use the wordmark when the icon is not required, or when the layout calls for a quieter signature.

Maintain a minimum clear space around the logo equal to (x).

This ensures legibility and strong presence across all uses.



Logomark

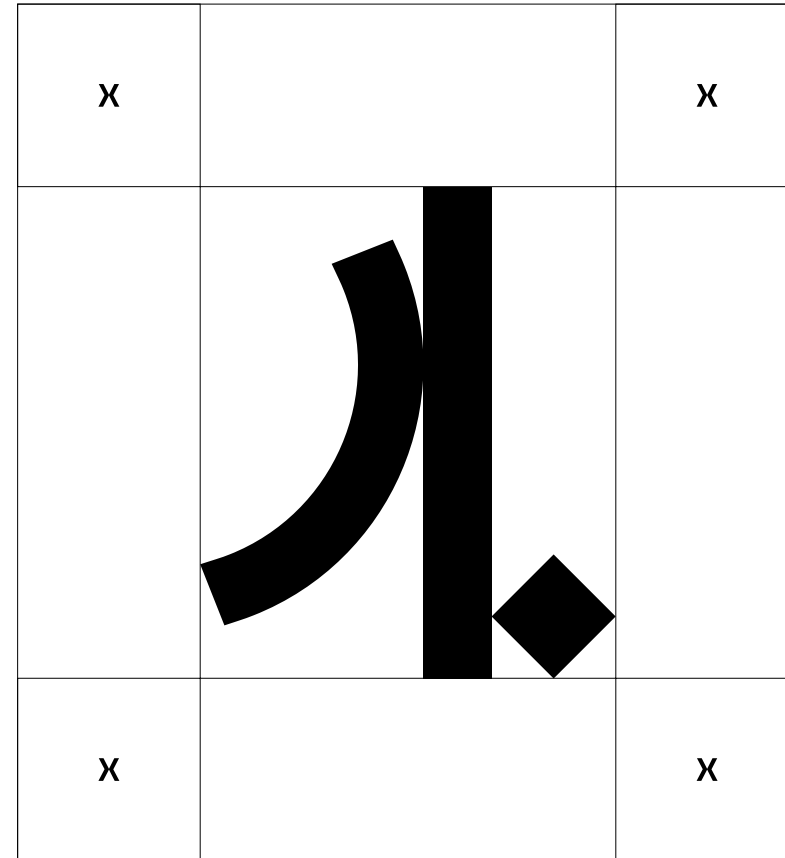
(Icon)

Rule:

The icon is the brand's most recognizable symbol. Use it for stamps, seals, social avatars, favicons, packaging marks, and small placements where the full logo is not practical.

Maintain a minimum clear space around the logo equal to (x).

This ensures legibility and strong presence across all uses.



Logo Variations

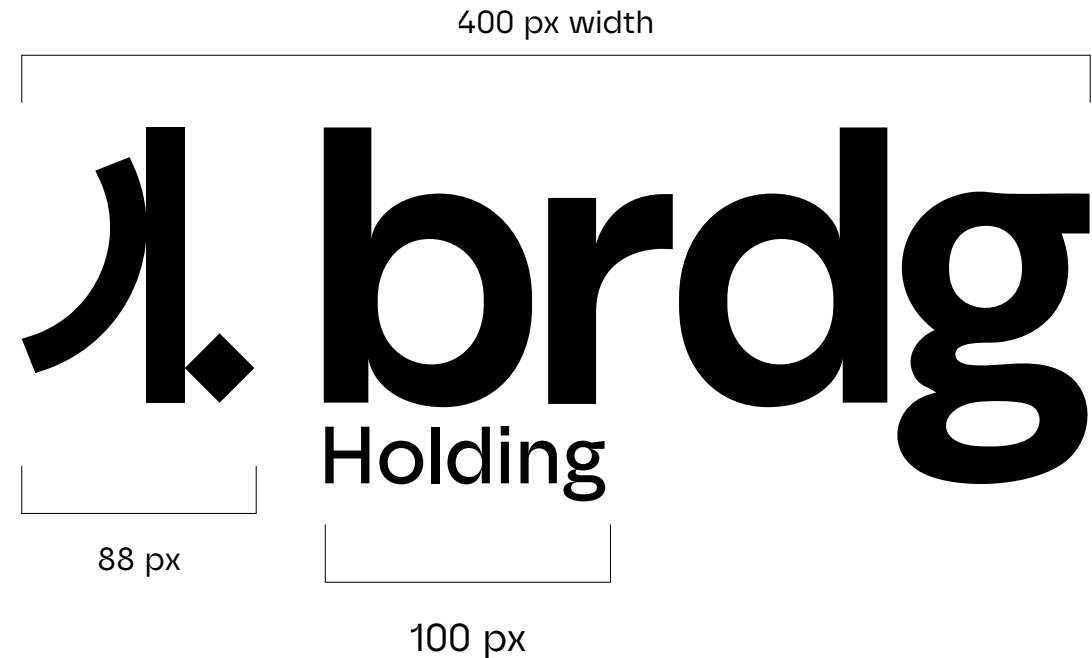


Minimum Size

Rule:

Never use the logo below the approved minimum sizes, as clarity and luxury perception are reduced.

- Print (Primary Logo): 141 mm width
- Digital (Primary Logo): 400 px width
- Icon-only: 31 mm / 88 px



Color Variations

Rule:
Avoid low-contrast placements
should always feel sharp, calm, and
premium.

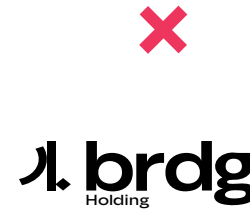
Incorrect Usage

Avoid the following:

- Don't stretch, compress, or distort the logo
- Don't rotate or tilt the icon
- Don't recolor outside the approved palette
- Don't add effects (shadow, glow, outline, bevel)
- Don't place on busy or low-contrast backgrounds
- Don't change spacing between elements
- Don't re-type the logo using similar fonts
- Don't redraw, simplify, or modify the icon

The logo may be used in a vertical orientation (90° rotation) only when required by the layout such as side labels, packaging edges, or narrow panels.

Example: This vertical wordmark application is demonstrated in the Applications section within the Social Media Posts examples.



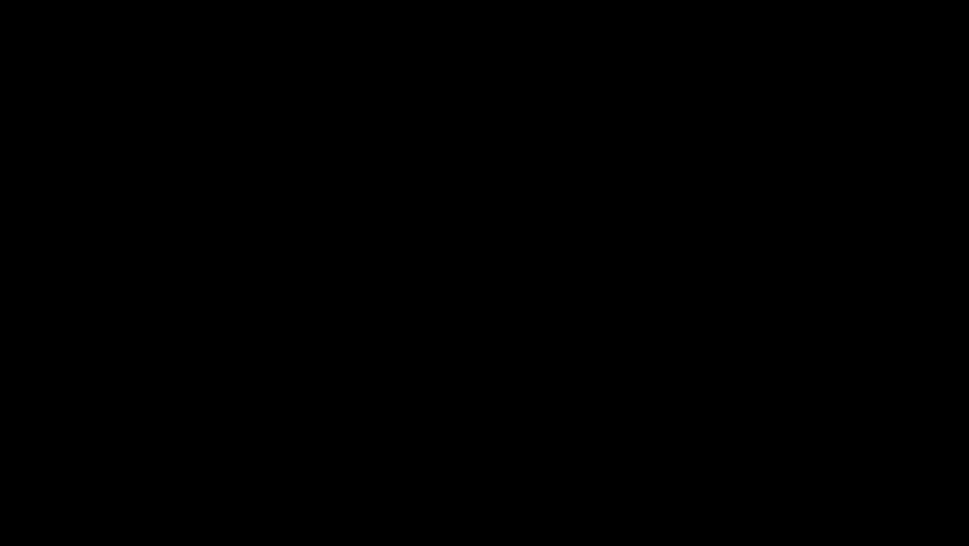

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore
magna aliquam veniam, quis nostrud exerci
tation ullamcorper suscipit lobortis nisl ut



COLOR PALETTE

03

BRDG Holding Primary Colors

	
R=0 G=0 B=0	R=255 G=255 B=255
HEX #000000	HEX #FFFFFF
RGB 0, 0, 0	RGB 255, 255, 255
HSB 0, 0%, 0%	HSB 0, 0%, 100%
CMYK 75, 68, 67, 90	CMYK 0, 0, 0, 0
INKTYPE Process	INKTYPE Process

BRDG Solutions Primary Colors

R=15 G=54 B=89 2

HEX **#0F3659**

RGB **15, 54, 89**

HSB **208, 83%, 35%**

CMYK **100, 80, 39, 32**

INKTYPE **Process**

R=164 G=185 B=200

HEX **#A4B9C8**

RGB **164, 185, 200**

HSB **205, 18%, 78%**

CMYK **36, 19, 14, 0**

INKTYPE **Process**

BRDG Consulting Primary Colors

R=15 G=54 B=89

HEX **#0F3659**

RGB **15, 54, 89**

HSB **208, 83%, 35%**

CMYK **100, 80, 39, 32**

INKTYPE **Process**

R=15 G=54 B=89 3

HEX **#0F3659**

RGB **15, 54, 89**

HSB **208, 83%, 35%**

CMYK **100, 80, 39, 32**

INKTYPE **Process**

BRDG AI Primary Colors

R=15 G=54 B=89

HEX **#0F3659**

RGB **15, 54, 89**

HSB **208, 83%, 35%**

CMYK **100, 80, 39, 32**

INKTYPE **Process**

R=130 G=89 B=140

HEX **#82598C**

RGB **130, 89, 140**

HSB **288, 36%, 55%**

CMYK **56, 74, 19, 2**

INKTYPE **Process**

TYPOGRA- PHY

04

Typography

Typography shapes voice as much as the logo. The system is built to feel calm, premium, and precise refined enough for packaging and hospitality, and clear enough for everyday communication. English and Arabic work side-by-side with balanced weight, clean spacing, and a quiet sense of confidence.

- **Primary Typeface**
Headlines and key messaging
- **Secondary Typeface**
Body copy and supporting information
- **Logo Typography**
Used only within approved logo lockups

Primary Typefaces

Use the primary typefaces for headlines, section titles, and premium brand moments. Keep layouts spacious and avoid heavy effects SE-KON should always feel refined and effortless.

English Font

Aa

Font Name

Avenir

Font Weight

Light / Book / Medium / Bold / Black

Arabic Font

أب

Font Name

GE SS

Font Weight

Light / Medium / Semi-Bold / Bold

Secondary Typefaces

Use secondary typefaces for body text, captions, tables, and long-form readability.

English Font

Aa

Font Name

Avenir

Font Weight

Book / Medium

Arabic Font

أب

Font Name

GE SS

Font Weight

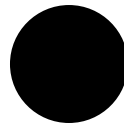
Light / Medium

GRAPHIC ELEMENTS

05

Pattern System

Pattern is derived from the icon and is used as a subtle brand texture. It should always feel calm, minimal, and intentional supporting the layout without competing with the logo or typography.



Pattern Variations

The pattern can be used in approved styles depending on the application. It should remain subtle, tone-on-tone, and always feel calm and premium.

- **Solid Pattern**
for clean, minimal layouts

BRDG Holding



BRDG Solutions

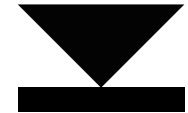
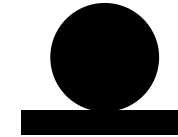
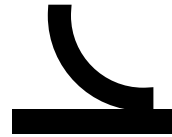


Pattern Variations

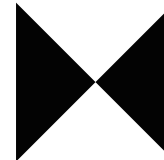
The pattern can be used in approved styles depending on the application. It should remain subtle, tone-on-tone, and always feel calm and premium.

- **Solid Pattern**
for clean, minimal layouts

BRDG Consulting



BRDG AI

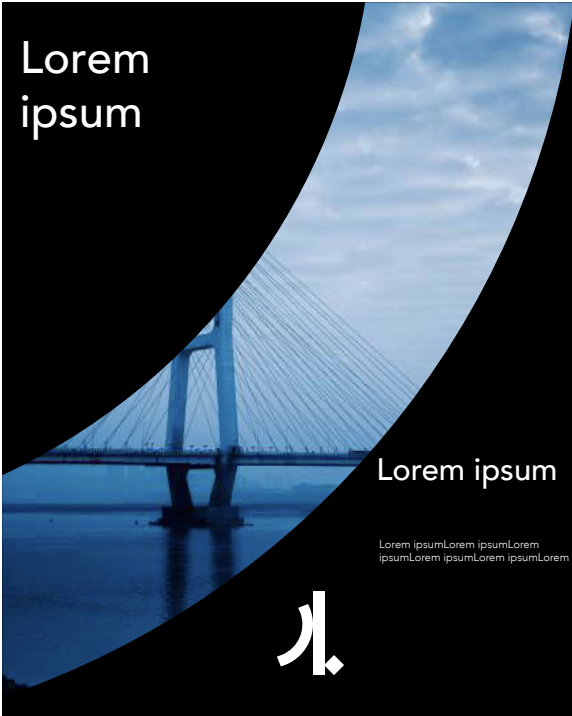
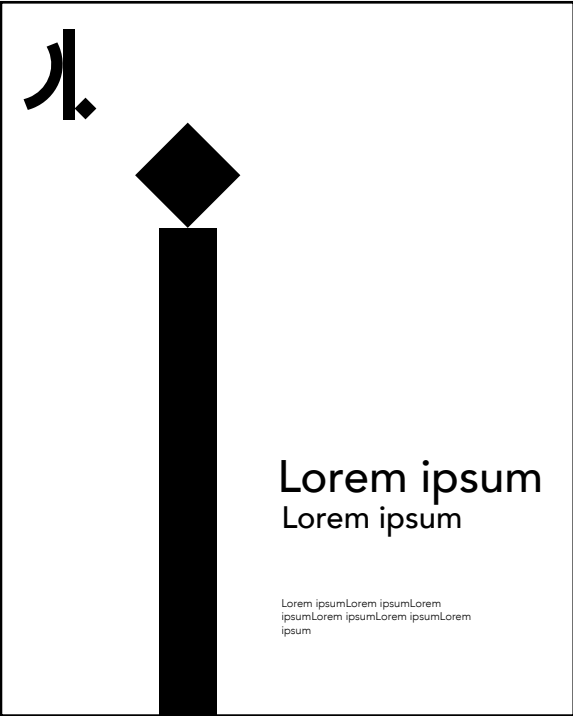
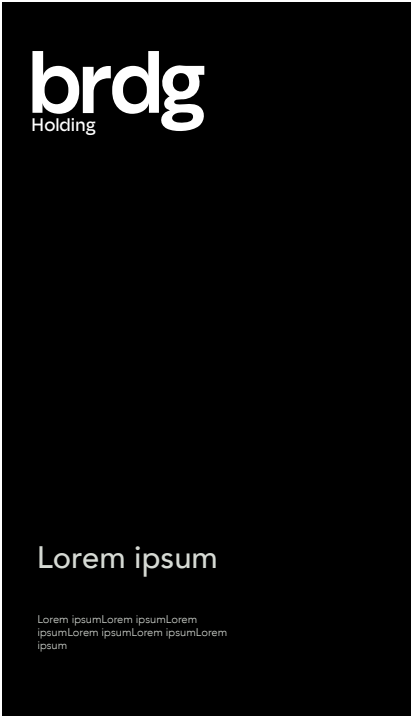


APPLICATIONS

06

Social Media

BRDG Holding Templates



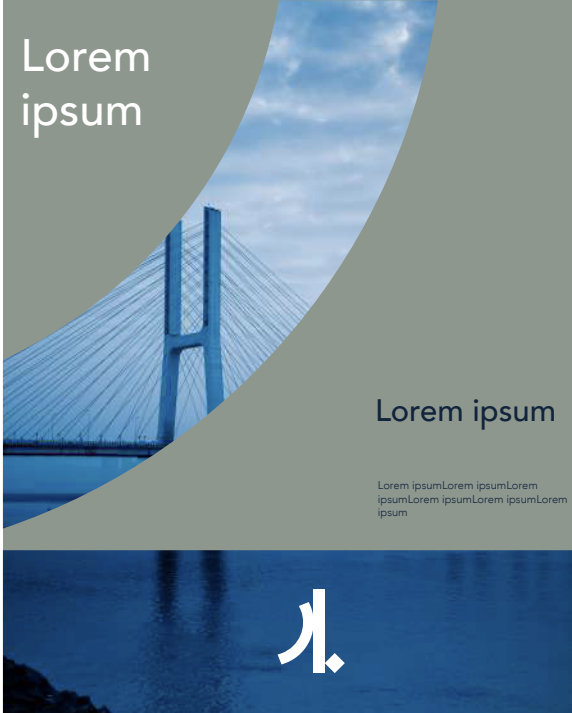
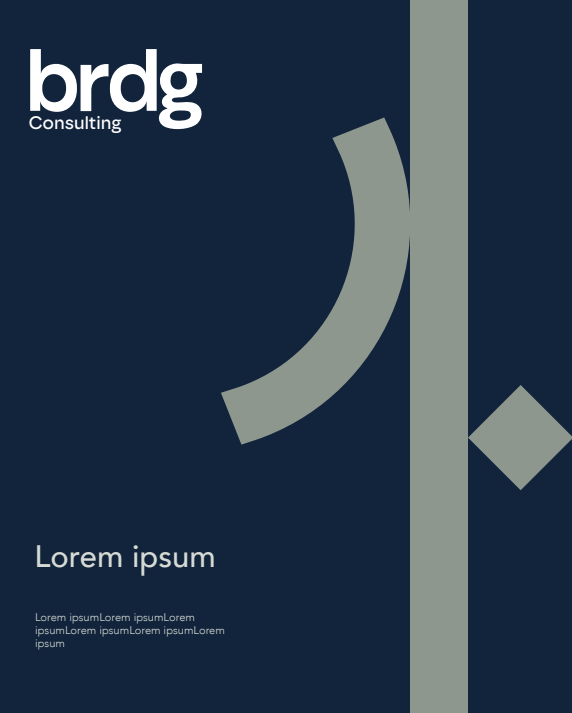
Social Media

BRDG Solutions Templates

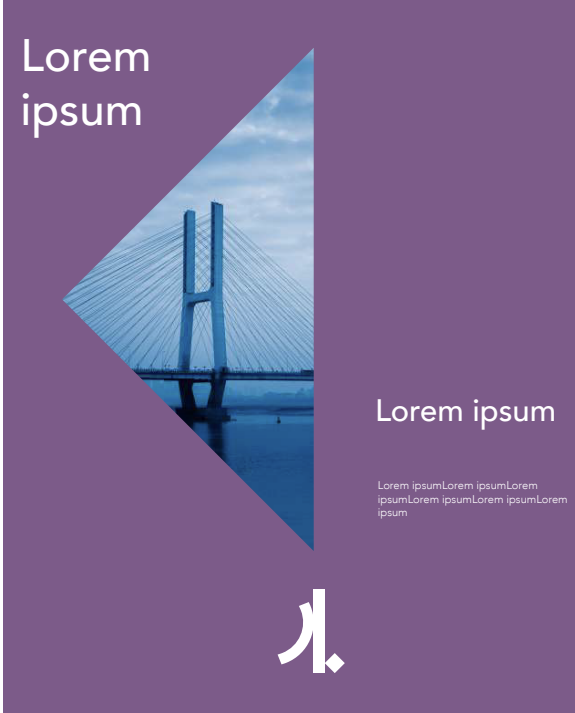
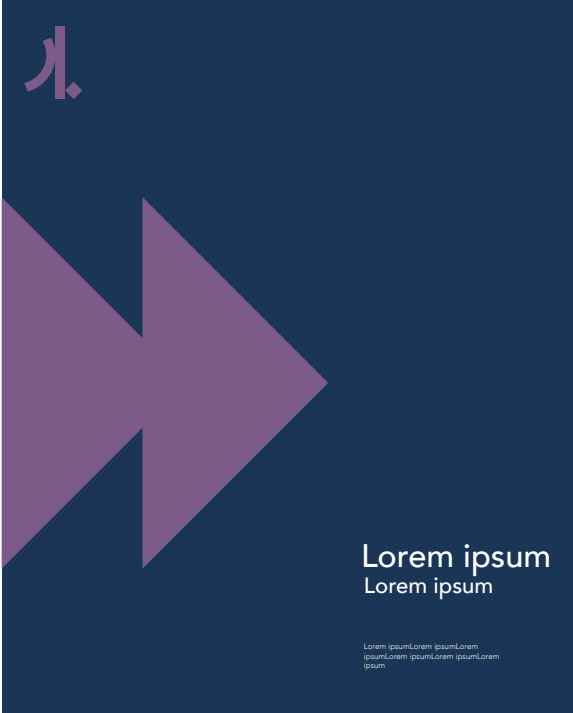


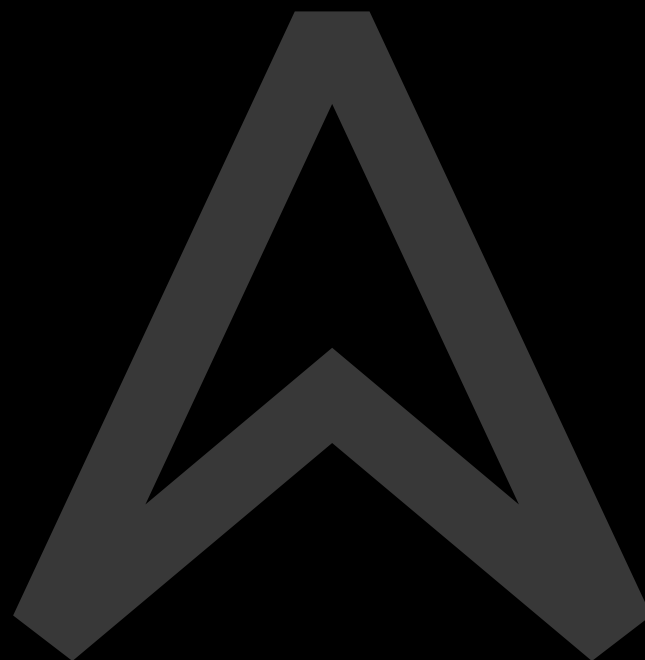
Social Media

BRDG Consulting Templates



Social Media BRDG AI Templates





Thank you!

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