



BRAND GUIDELINES



THE OBJECTIVE OF THE FOLLOWING GUIDELINES IS TO:

- Set out a policy on the conditions of the use of the Sydani name and logo that allows the Sydani name and logo to be used widely enough to ensure visibility for Sydani and its work.
- Minimize the risk that the Sydani name and logo appear on documents and products that do not reflect the Sydani policy or in a way that is inconsistent with the correct logo design and presentation.



Sydani Logo and Tagline

The appropriate Sydani logo and tagline should always be used to represent the Sydani brand

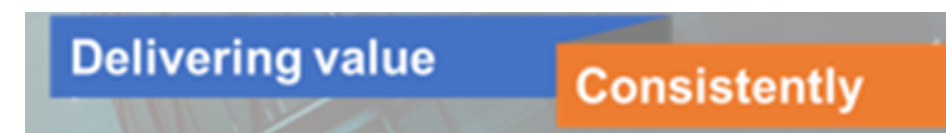
Old Logo and Tagline **X**



Text Font Weight: The text SYDANI GROUP is in a slightly lighter-weight serif style

Color Tone: The word SYDANI is in a slightly lighter navy blue, while GROUP is orange

Icon: The curved "S-flame" icon has softer edges, and the orange stroke on the right is slightly thinner



Tagline: The text reads 'Delivering Value Consistently'

New Logo and Tagline **✓**



Text Font Weight: The text SYDANI GROUP appears bolder and thicker (Arial Black)

Color Tone: The word SYDANI is in a darker, deeper navy blue, with GROUP in the same orange

Icon: The "S-flame" icon appears sharper, and the orange stroke is bolder



Tagline: The text reads 'Redefining Excellence Consistently'

Group Logo Dimensions

The Group Logo was carefully crafted to fit the dimensions as illustrated below. In rare situations where the icon and wordmark are placed separately, it must be done in line with the correct dimension below.



Logo



Primary Use Case

The logo's wordmark is an Arial Black. It is legible, clear, bold and impactful, just like Sydani Group. This stacked version logo is preferred for most applications.



Secondary Use Case

The horizontal lock-up logo can be used when the main logo does not fit comfortably in the allotted space or cannot be clearly represented—like in horizontal applications.

The double vertical wordmark lock-up logo should be used only on social media branding.



Icon-Only Use Case

For icon-only branding, the full-color S-flame Icon should always be used on white backgrounds. The icon can be reversed out on a dark-colored background, the logo in white for adequate contrast.

Sydani Group has four subsidiaries with distinct logo representations



SYDANI GROUP



SYDANI INITIATIVE
FOR INTERNATIONAL DEVELOPMENT



SYDANI CONSULTING



SYDANI TECHNOLOGIES



SIRI

SYDANI INSTITUTE FOR
RESEARCH AND INNOVATION

Colors

Wherever possible, the Sydani logo should be presented in full-colour on a white background. It is acceptable for the **Sydani Group** logo to be reversed out on a coloured background and for the logo to be clearly contrasted as illustrated below. All Sydani logo can appear in black only on a black and white document. No other colour should be used for all Sydani logos. The GAIN logo is available in English only. It should not be translated into other languages.



Standard version: the Sydani Group logo in full-colour should be used on a white background whenever possible.



Negative version: the reversed logo can be used on a dark blue background



Black and white version: the black logo can be used on black and white documents only

Never change proportions, colours, typefaces or language of the logotype. Examples of unacceptable use of the Sydani logo:



Do not use the full-color version on a dark background



Do not use weak contrast



Do not change proportions



Do not change colours



Do not change typeface



Do not use black version on a coloured background



Do not use a blurred, low resolution logo

Colour Palette

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Color Palette

Primary Colors

Blue Palette	Orange Palette	White/Gray Palette
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Secondary Colors

#4F81BD	#F79646	White
#DCE6F2	#FDEADA	#F2F2F2
#B9CDE5	#FCD5B5	#D9D9D9
#95B3D7	#FAC090	#BFBFBF
#376092	#E46C0A	#A6A6A6
#254061	#984807	#7F7F7F

The approved color palettes and hex codes as displayed below should always be used

Typography

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Typography

LOGO

**ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÂÉÎ
abcdefghijklmnpqr
stuvwxyzàâéîõøü&1
234567890(\$£€.,!?)**

The logo wordmark has been designed based on the Arial Black font to create the perfect balance required for the Sydani Group brand. Arial Black should **NOT** be used in any other way other than in the logo.

PRINT & DIGITAL FONT

Arial aaaaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
0123456789 0123456789**

Arial is for use on digital applications, such as Word letters, PowerPoint presentations and emails. **For designed communications,** Montserrat should be used.



SYDANIGROUP

Thank You

ANY QUESTIONS?

Contact Us

info@sydani.org

for any questions regarding the use of
this visual identity

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