

RETAIL BRAND

mmbrand
maskati[®]

Identity Development



PRIMARY LOGO



PRIMARY LOGO



PRIMARY LOGO



MINIMUM
PRIMARY LOGO SIZES



USE DIFFERENT
BACKGROUNDS

implementation
matrix



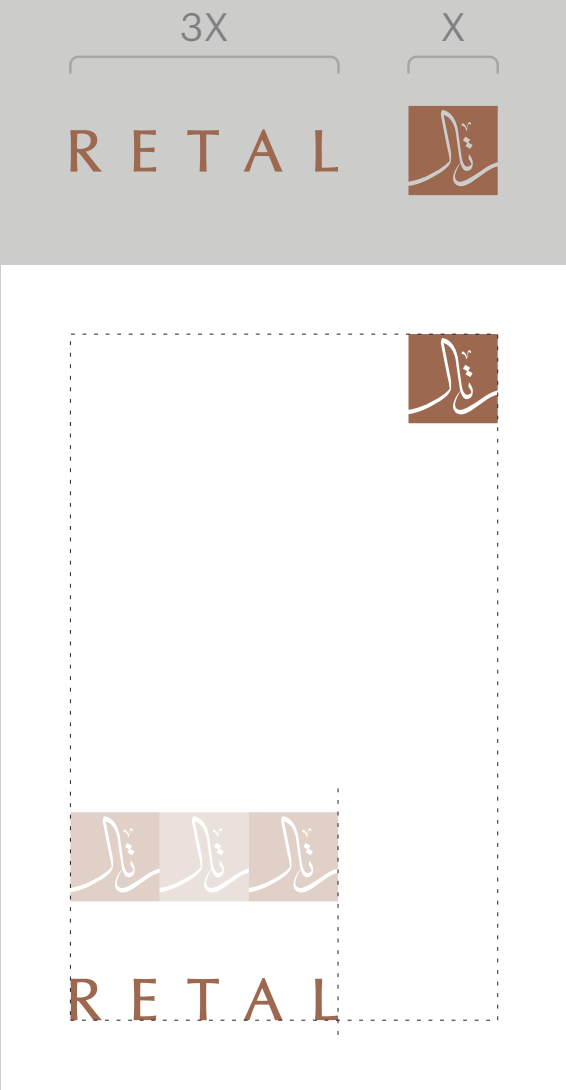
TAG LOGO

R E T A L

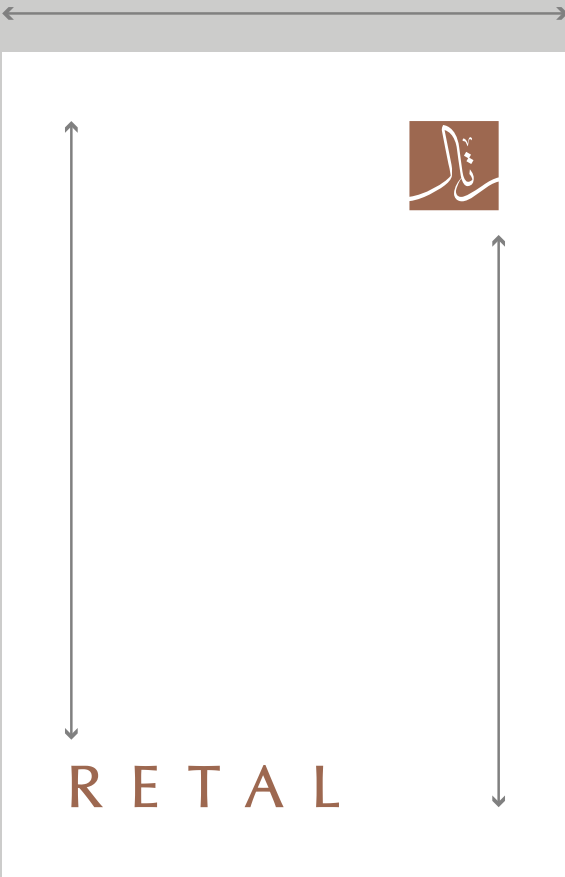


TAG LOGO GUIDELINES

SIZE



POSITION



3X SIZE



TAG LOGO GUIDLINES
EXAMPLES



الجيل القادم

ع ح

2

يا مرجبا



29LT Zarid

Display Variable

رَفِيع
عَادِي
مَتَوَسِّط
عَرِض

LIGHT

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

ح ح

REGULAR

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

م م

MEDIUM

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

و و

BOLD

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

ك ك



A next
generation

Gg

7

Hi

Aa



Title Font

SangBleu Kingdom

A next
generation Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**A next
generation Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Body Text Font

ABC Favorit

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**



MAIN AND PRIMARY COLORS INSPIRATIONS AND STUDIES

COLOR PALETTE

INSIDE PALETTE

LIGHTS

Pantone
7525 C

RGB
158/104/80

HEX
#9E6850

CMYK
29.57.63.24

COLOR PALETTE

BEYOND PALETTE

DARKS

Pantone
Black 7 C

RGB
63/63/63

HEX
#3F3F3F

CMYK
66.56.53.58

BEYOND PALETTE

RGB
230/222/219

HEX
#E6DEDB

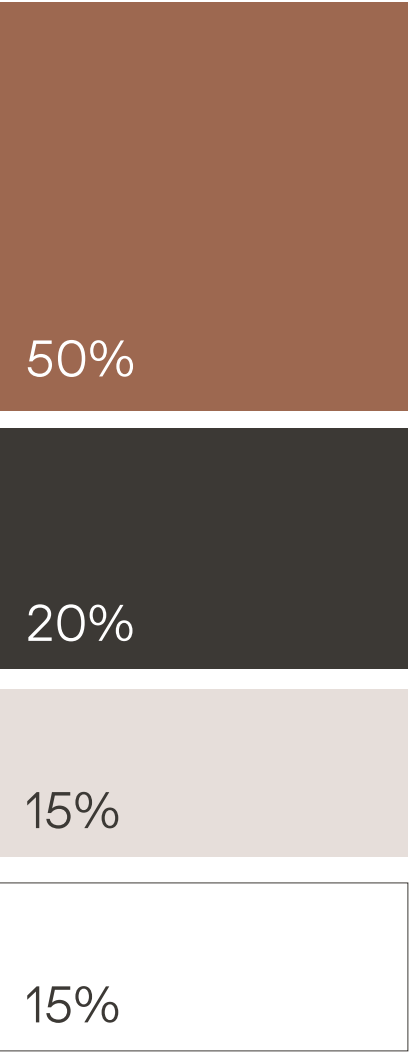
CMYK
9.10.10.0

RGB
255/255/255

HEX
#FFFFFF

CMYK
0.0.0.0

Usage meter:



SECONDARY COLORS

INSPIRATIONS AND STUDIES

COLOR PALETTE

BEYOND PALETTE

LIGHTS

Pantone 7542 C

RGB 170/188/196

HEX #AABCC4

CMYK 38.19.20.2

Can Be Used with this primary color:

Pantone 7525 C

COLOR PALETTE

INSIDE PALETTE

LIGHTS

Pantone 5855 C

RGB 204/196/125

HEX #CCC47D

CMYK 24.16.60.2

Can Be Used with this primary color:

Pantone Black 7 C

COLOR PALETTE

INSIDE PALETTE

LIGHTS

Pantone 427 C

RGB 222/226/226

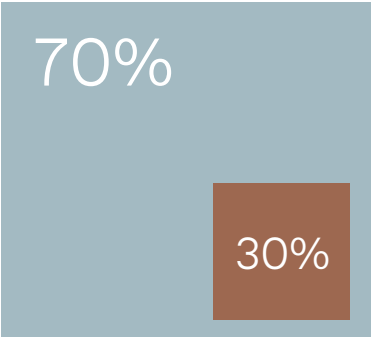
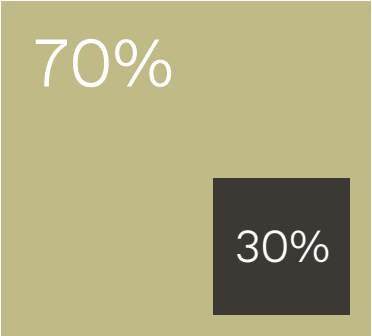
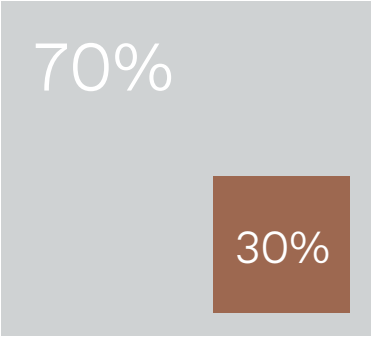
HEX #DEE2E2

CMYK 16.9.11.0

Can Be Used with this primary color:

Pantone 7525 C

Usage meter:



SPECIAL
COLORS

Bronze Foil



*Bronze foil logo can be used in Luxury applications.

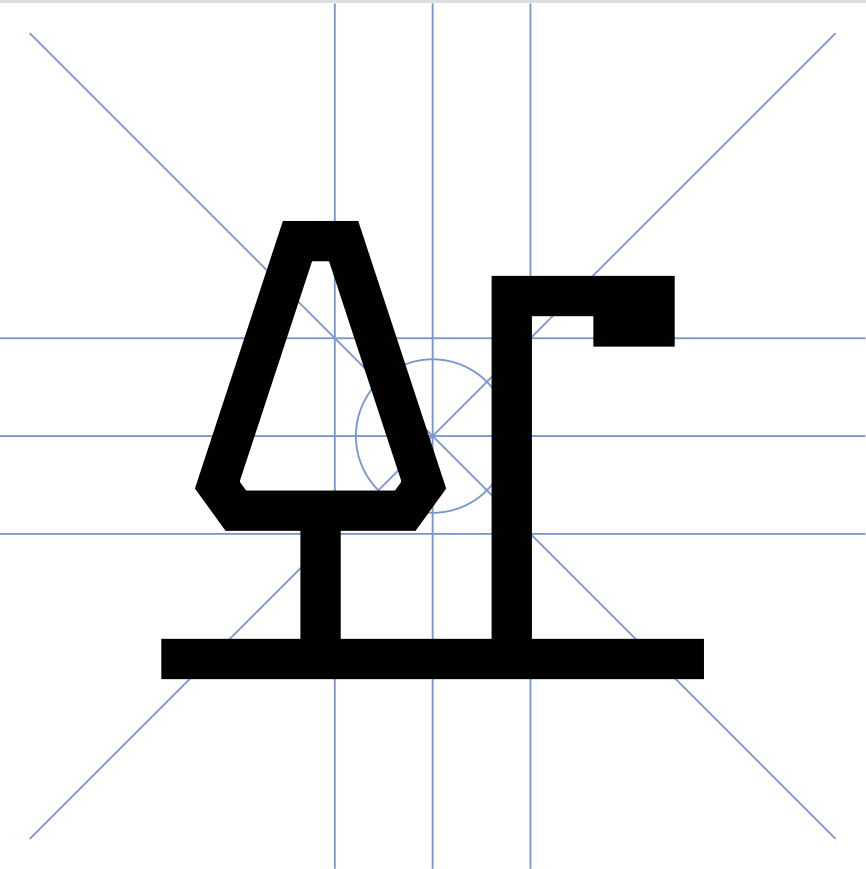
Blind Emboss



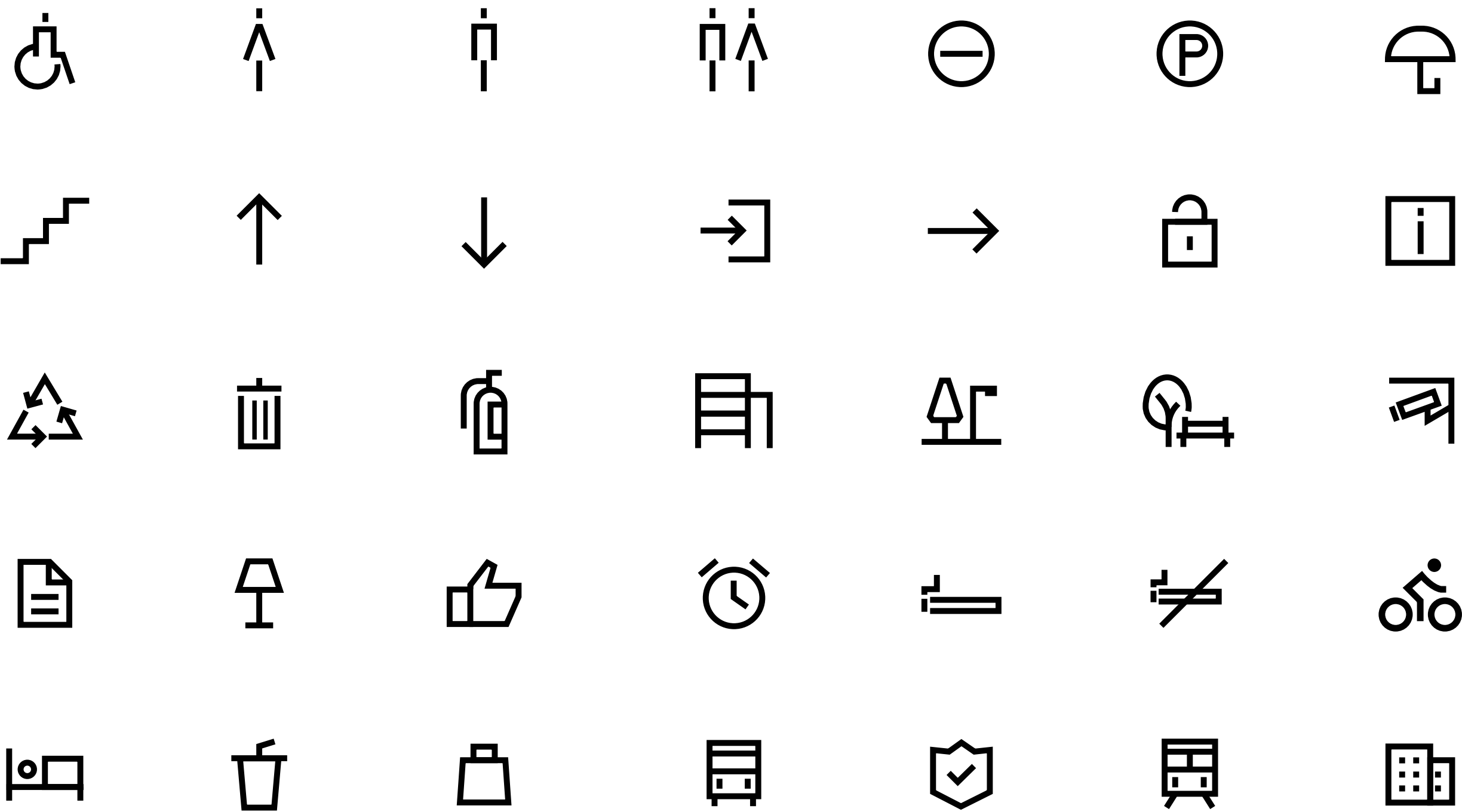
*Logo can be embossed in corporate stationery and luxury applications.



ICONS STYLE



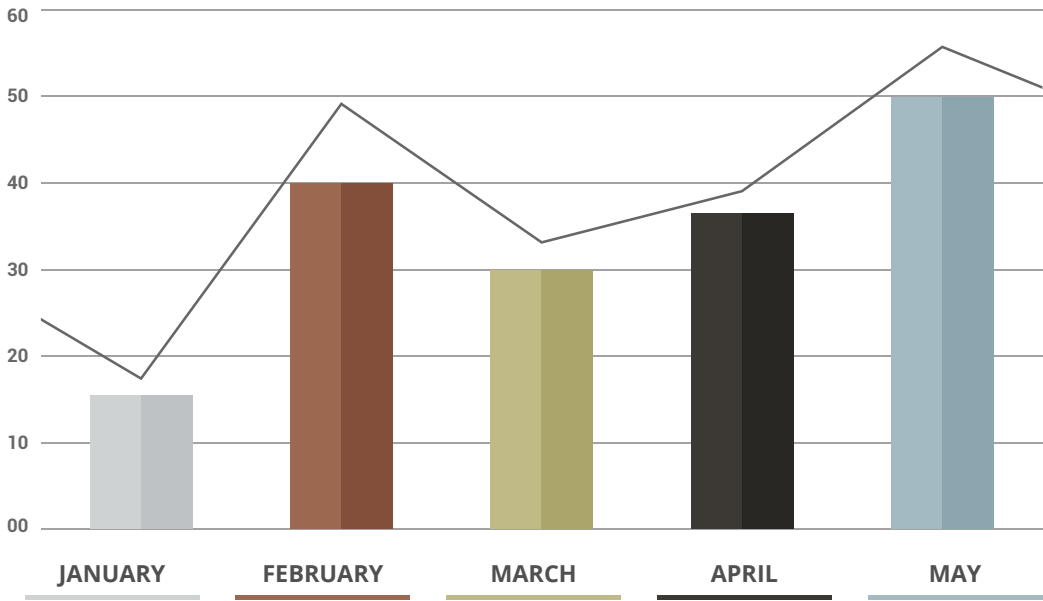
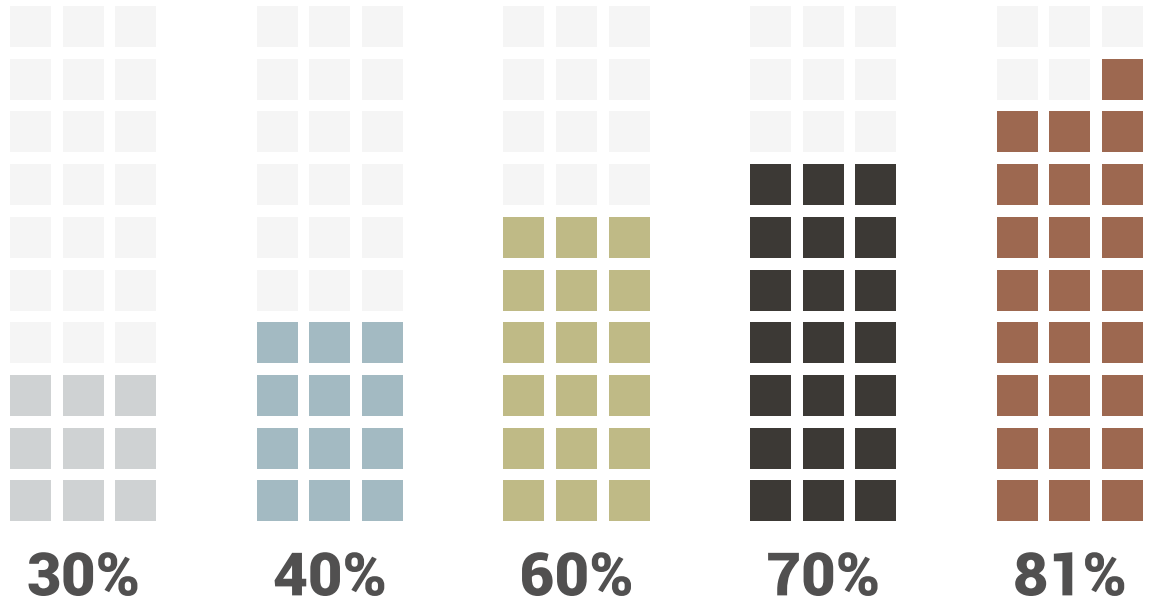
ICONS STYLE



ICONS STYLE



INFOGRAPHICS



ARABIC SLOGAN

نبني
للأجيال



ENGLISH SLOGAN

BUILD
FOR
*Gene-
rations*



Sub Brand



SUB BRAND



SUB BRAND



Corporate Applicatons



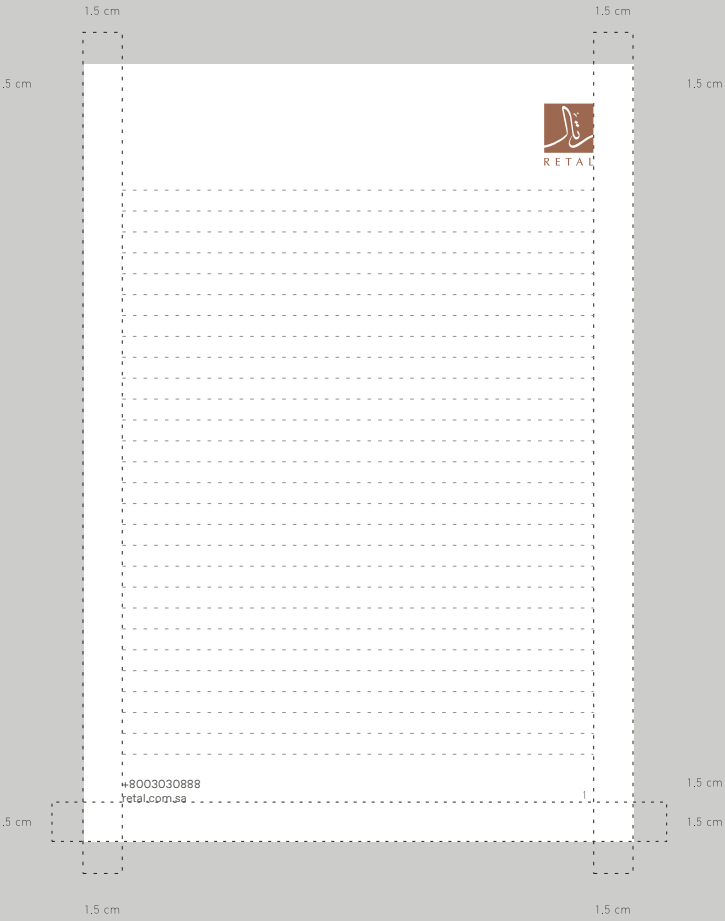
LETTERHEAD



LETTERHEAD



CONTINUATION SHEET
HANDWRITING



Front Preview



Back Preview



Back Preview

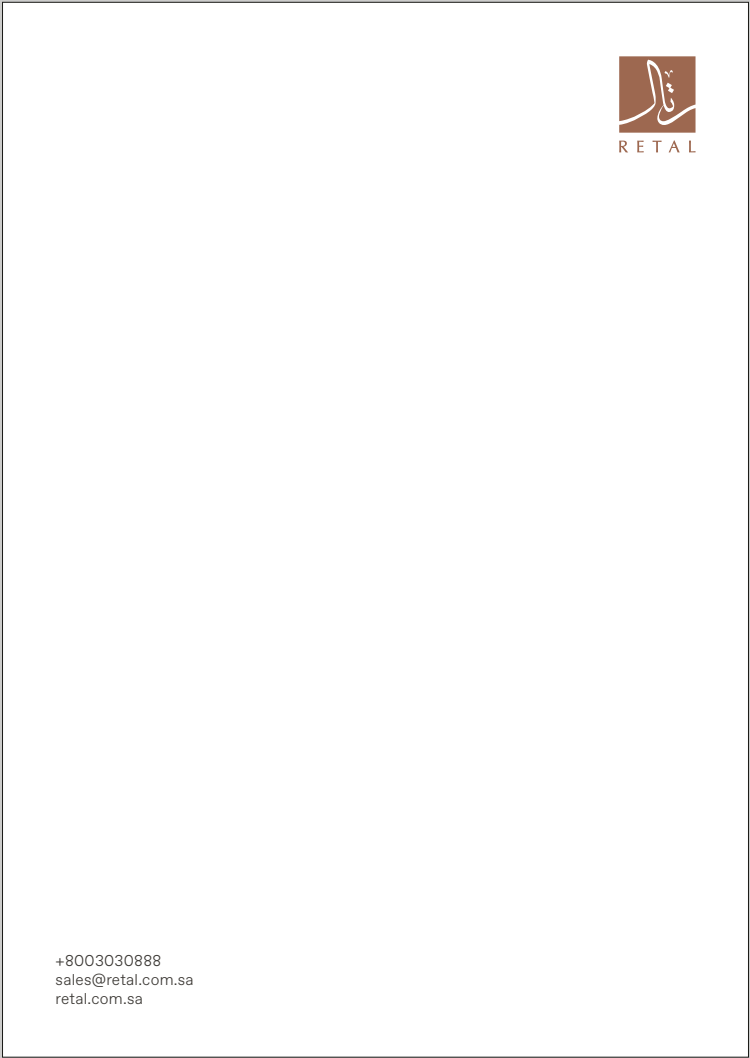


Back Preview

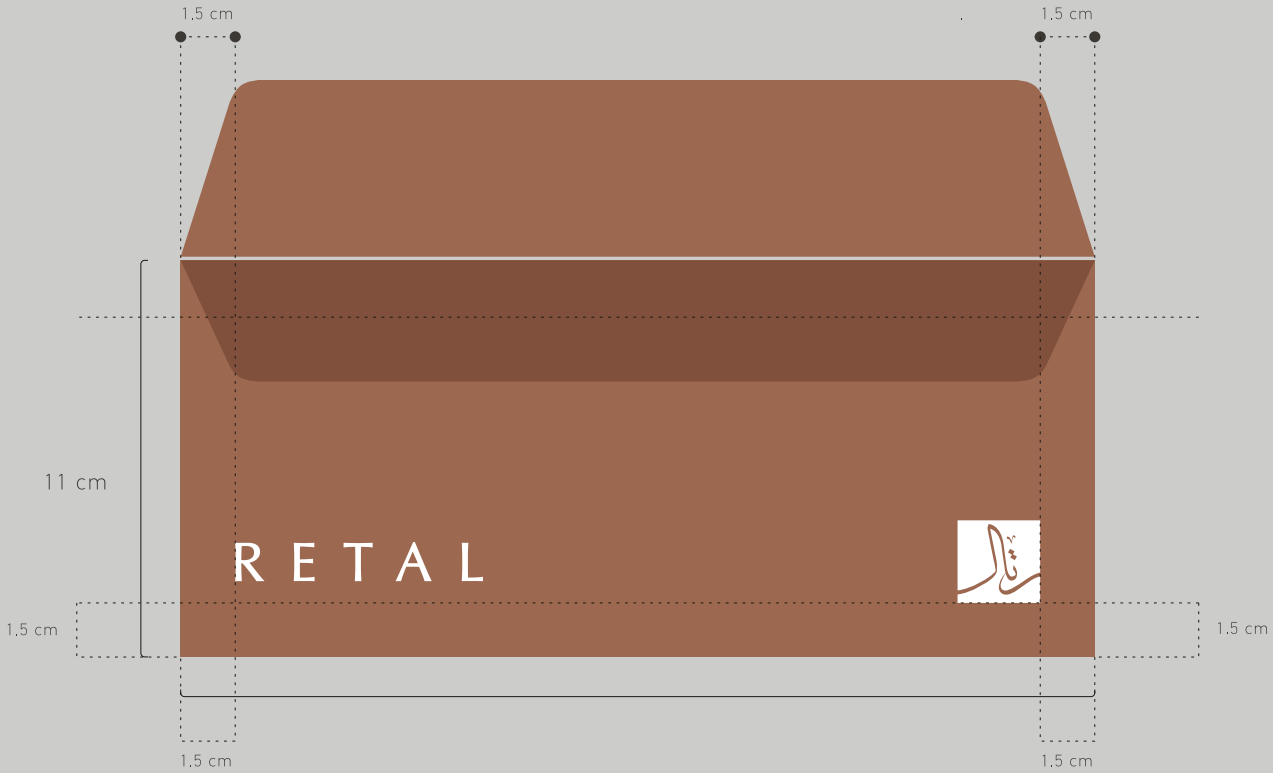


Back Preview

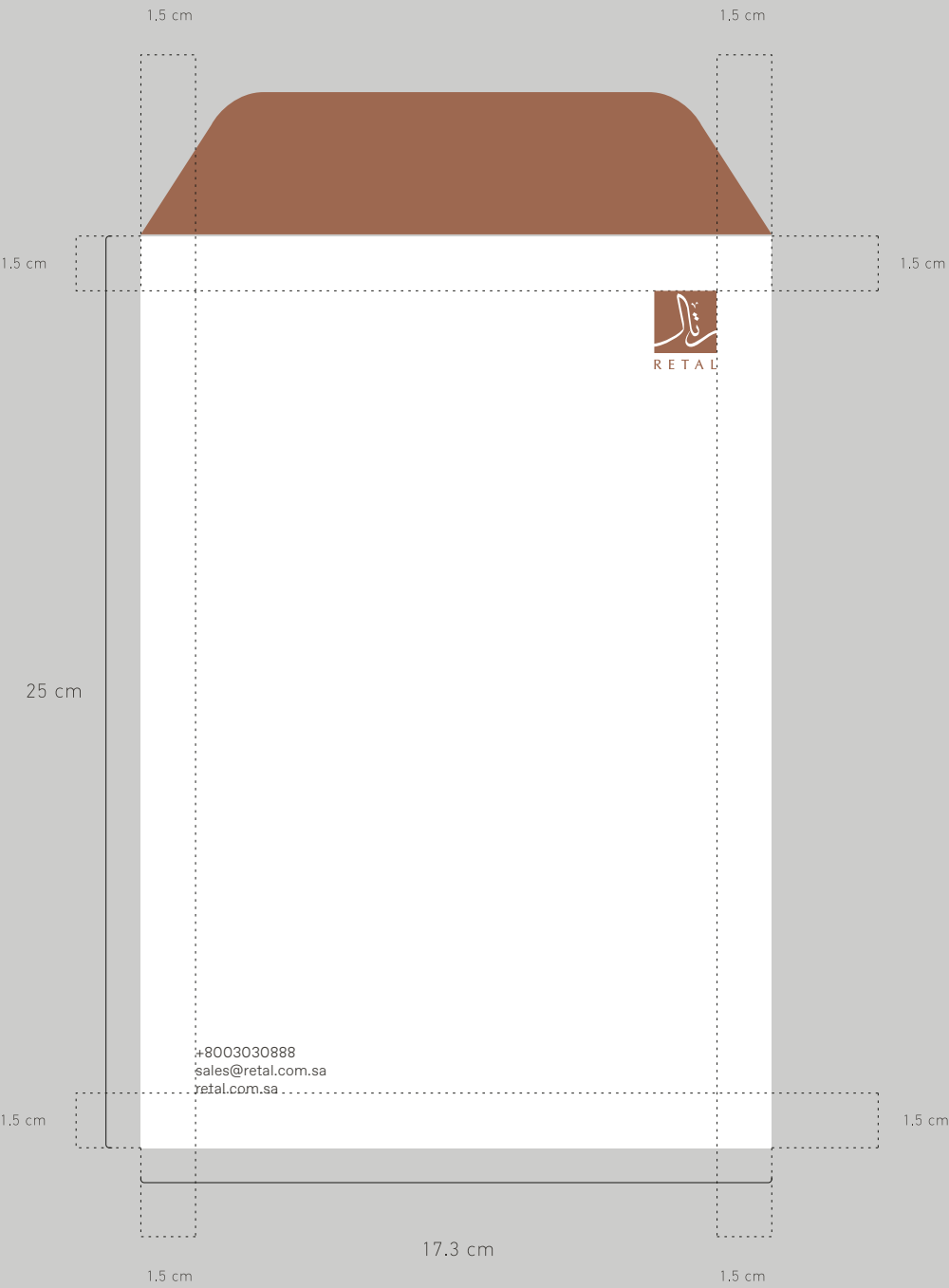
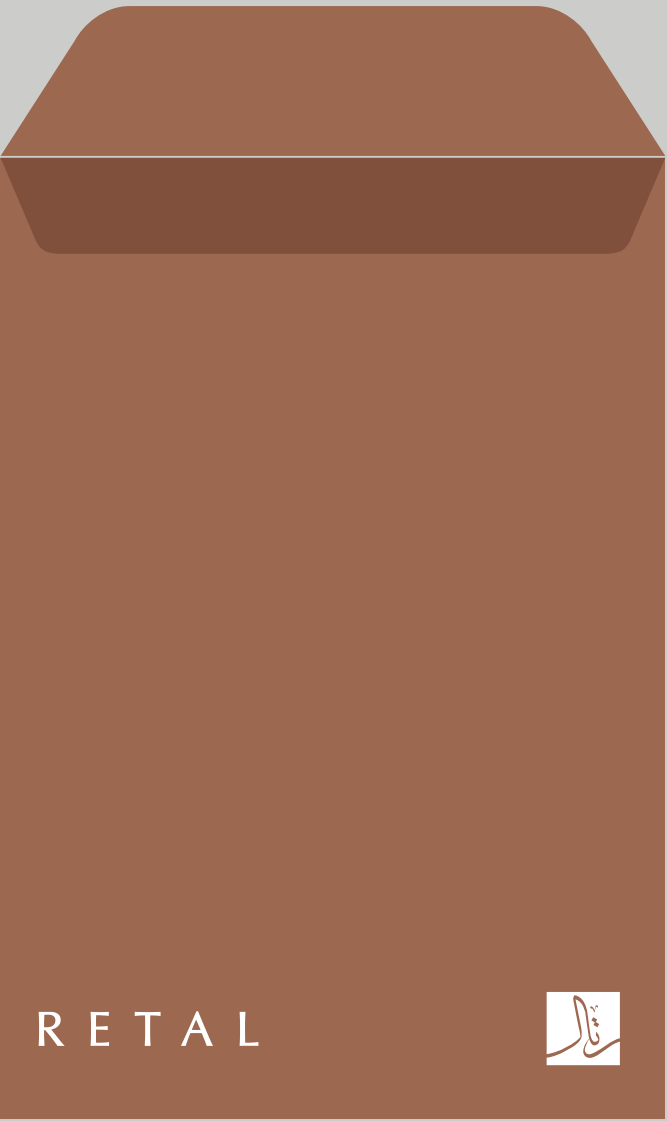
DIGITAL LETTERHEAD



ENVELOPE DL



ENVELOPE
A5, A4, A3



Back Preview



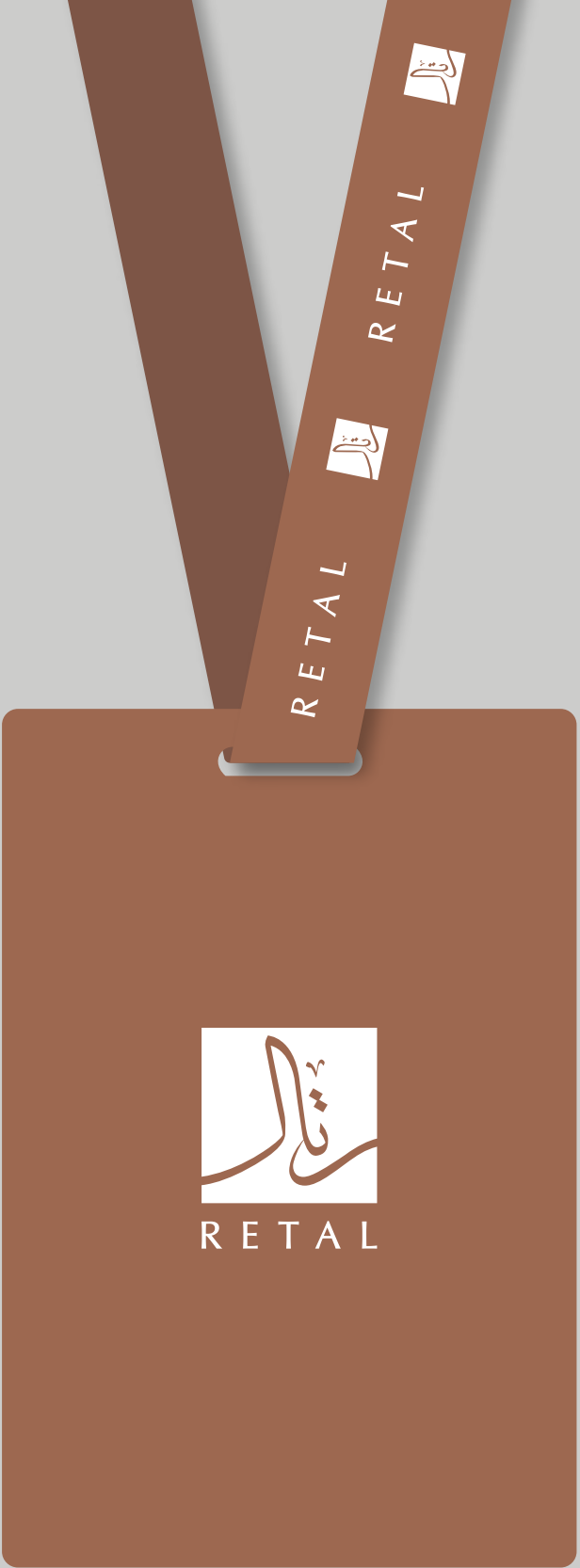
ENVELOPE
20 x 20



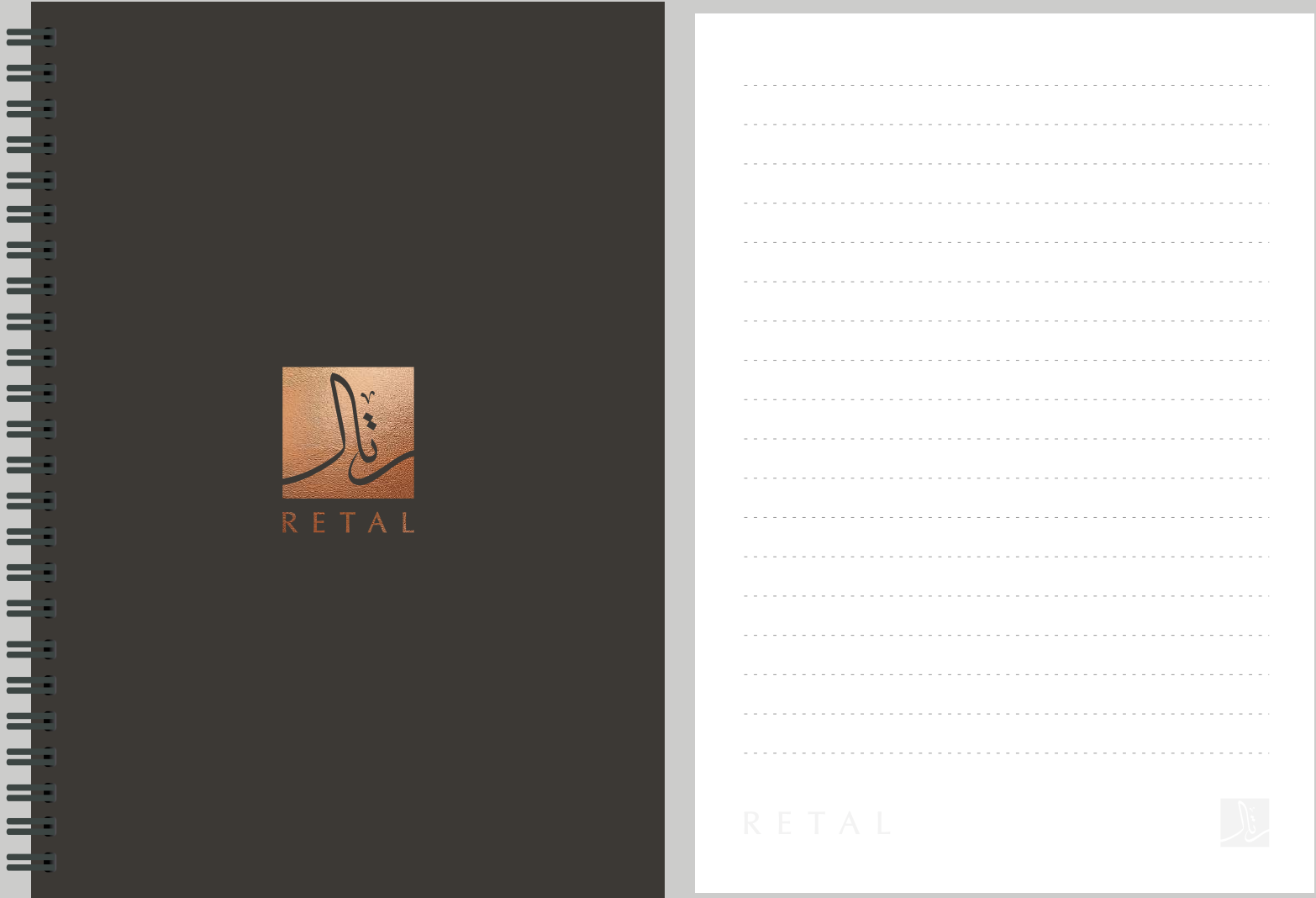
BUSINESS CARD



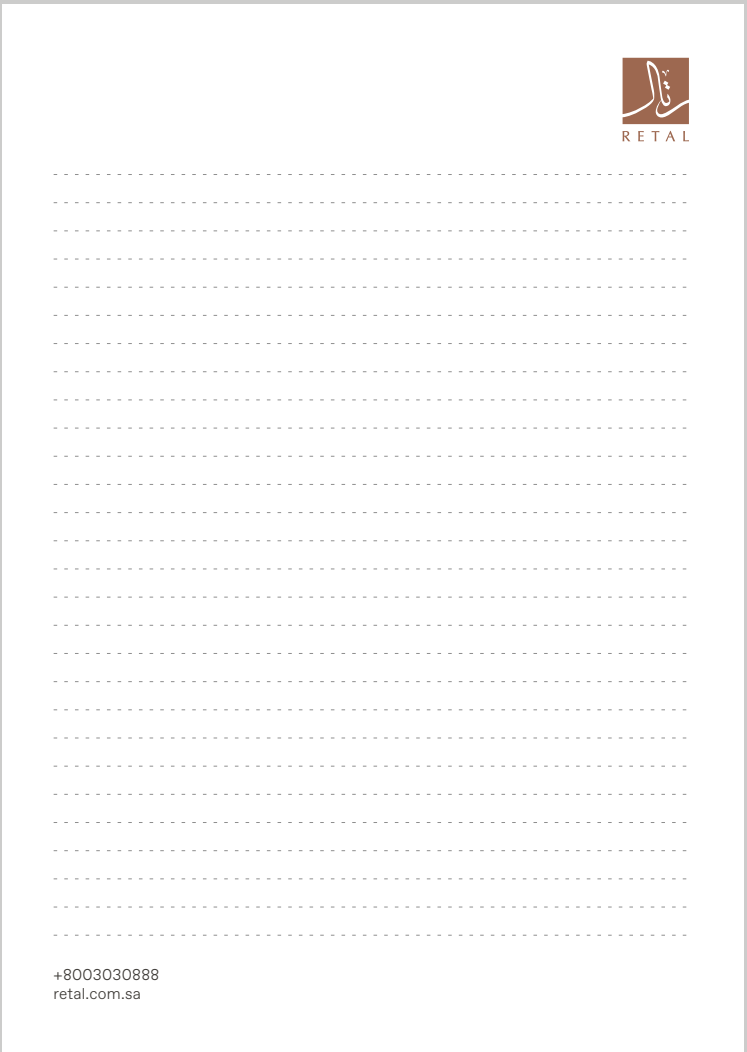
ID CARD



NOTEPAD A5



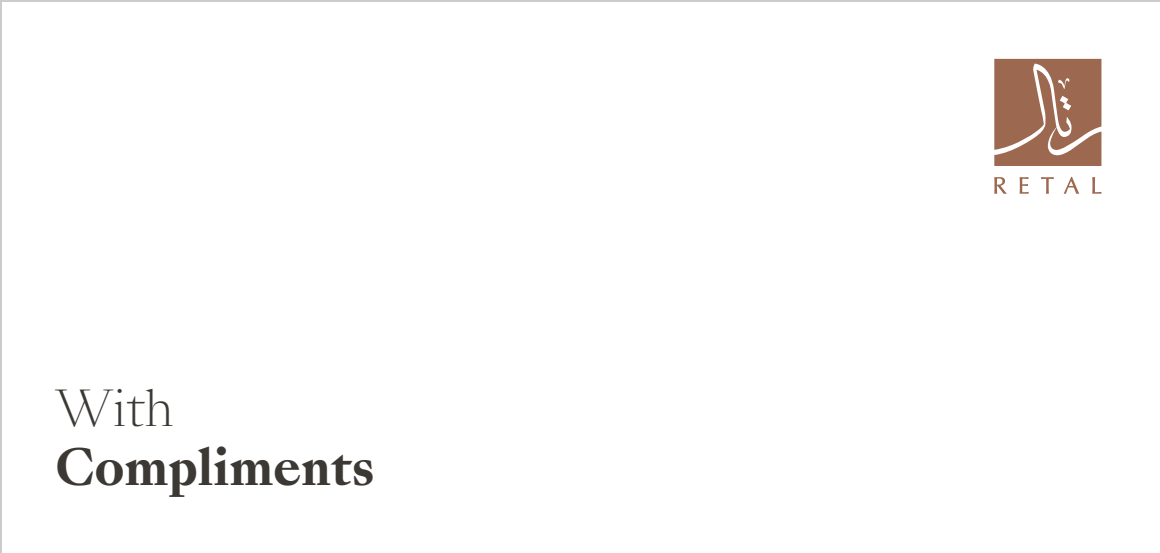
NOTEPAD A4



STAMP



DL Compliment Card



EMAIL SIGNATURE



RETAL

محمد فيصل
مدير التسويق

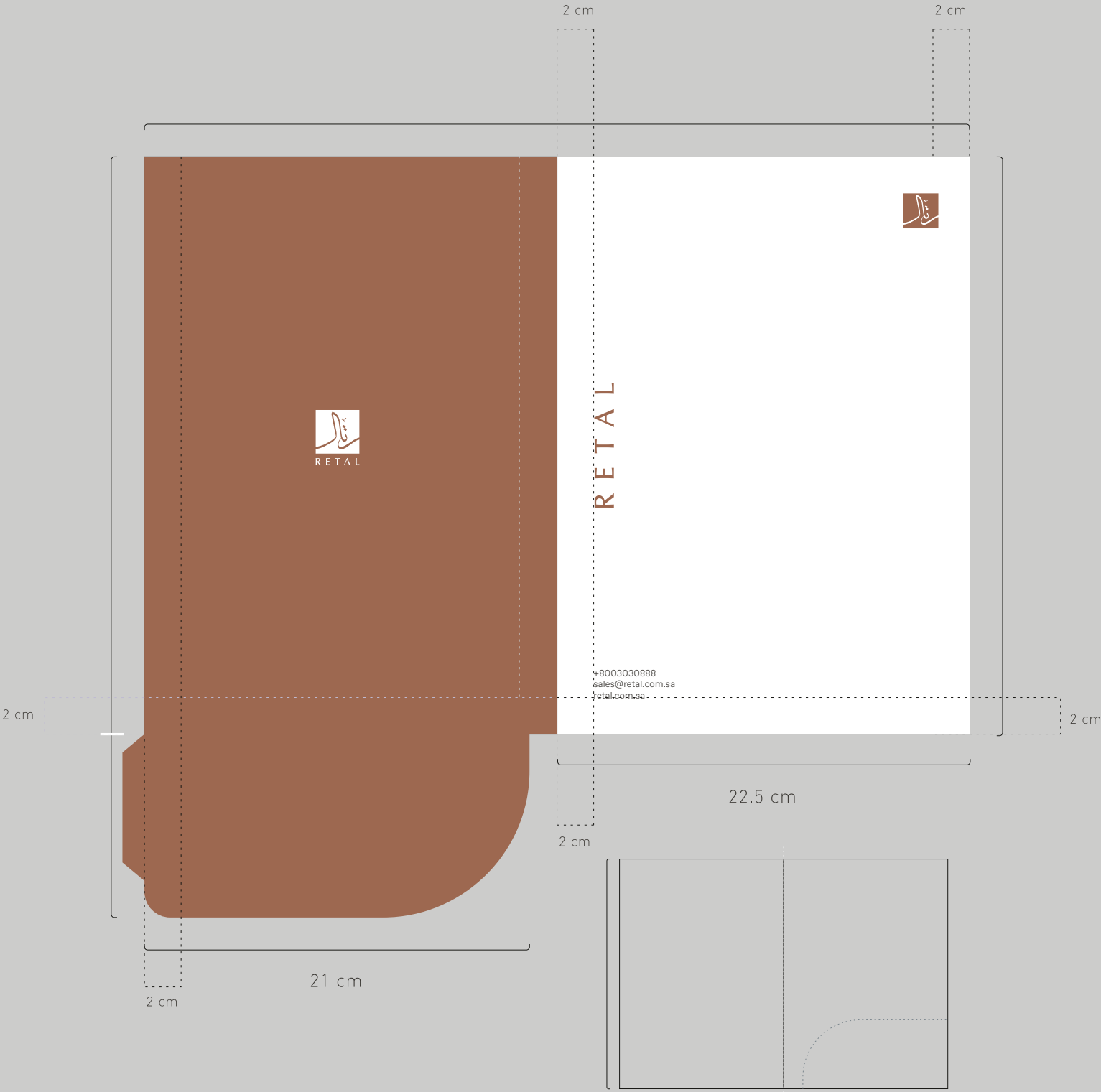
MOHAMED FAISAL
Marketing Manager

+96650556644
m.faisal@retal.com.sa

retal.com.sa

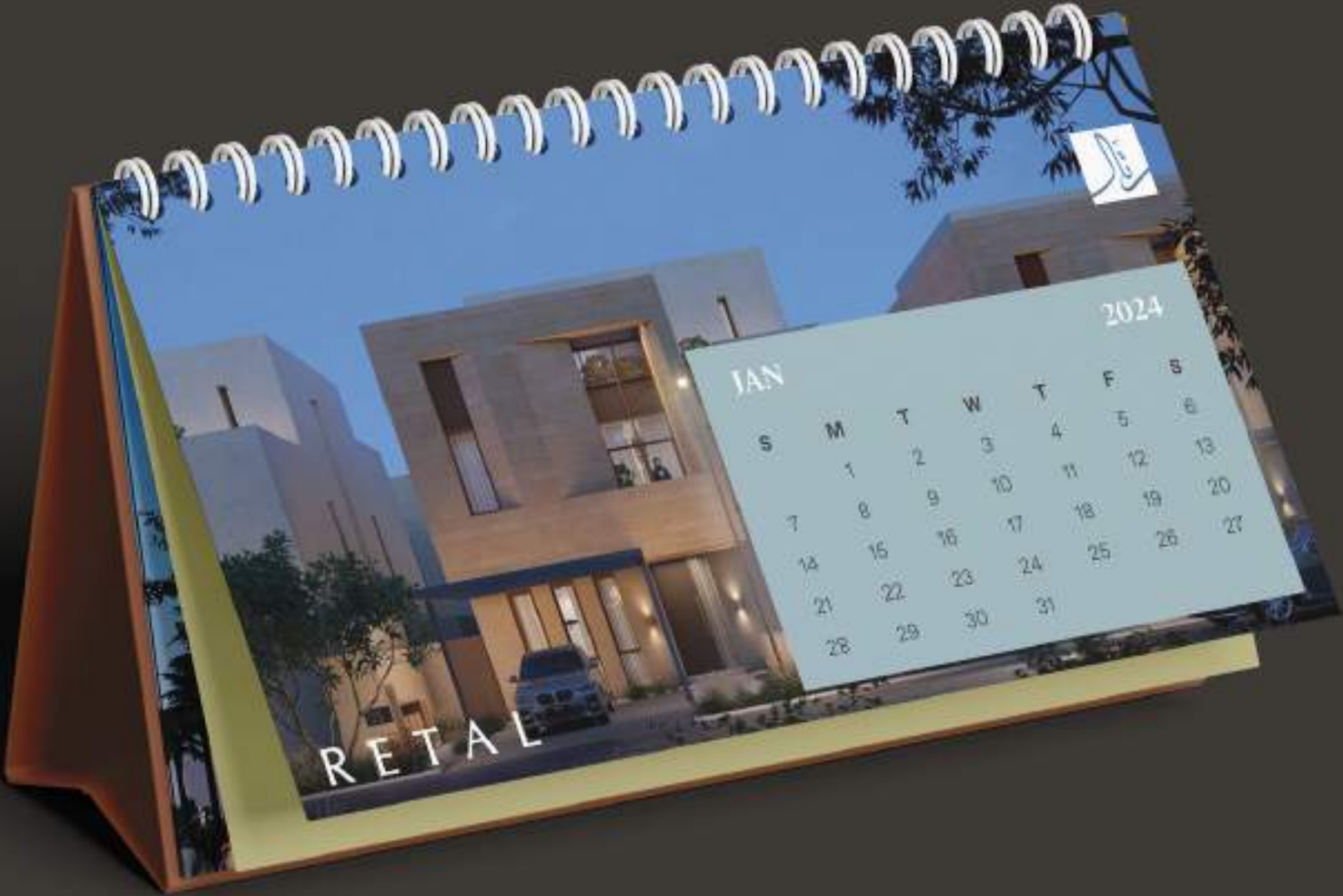


FOLDER A4

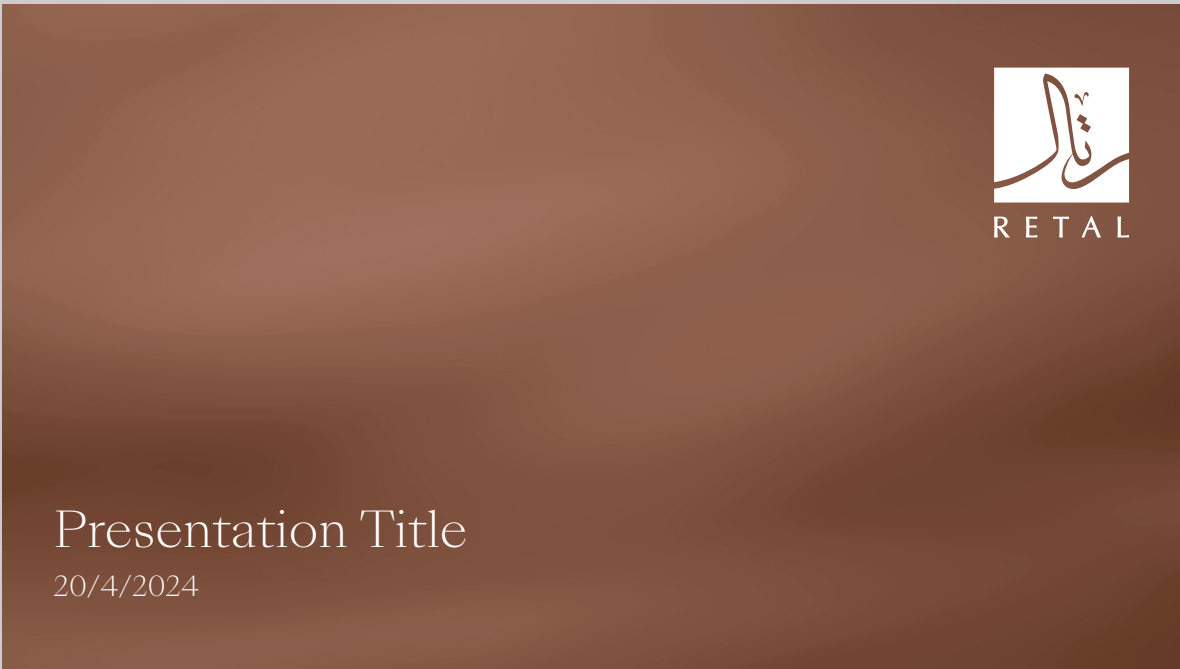
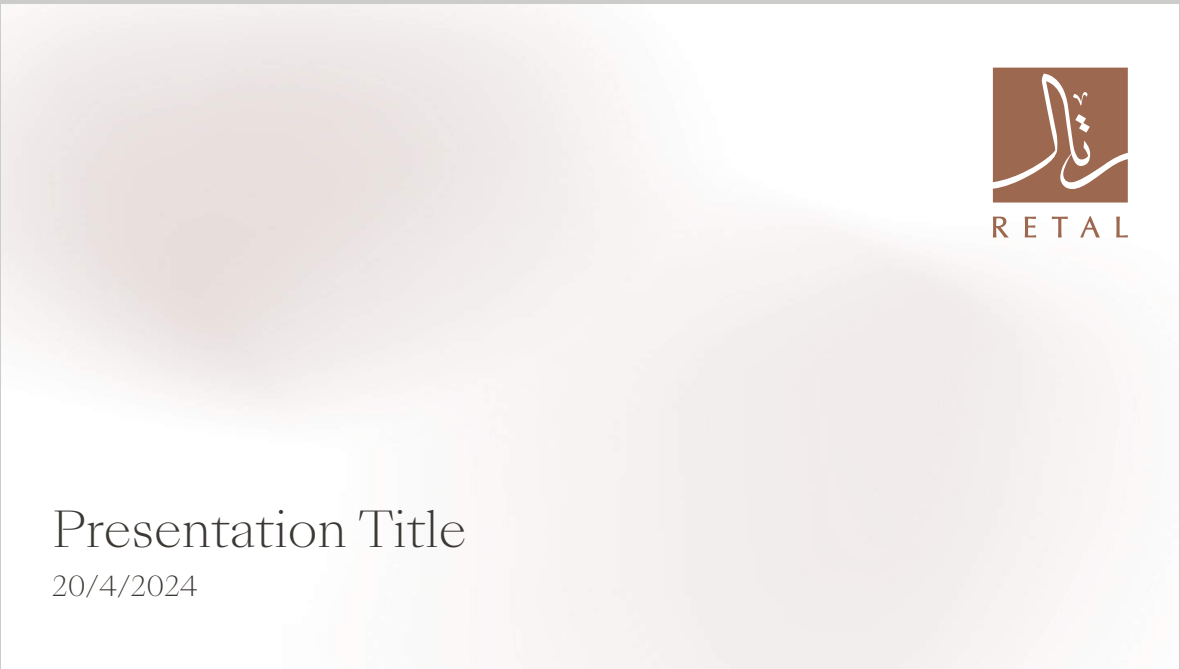


Inside
Preview

CALENDAR DESIGN



PPT
COVER SLIDES OPTIONS



KEYCHAIN



BAG



*Pattern will be changed to the approved one later

Design Template



PORTRAIT TEMPLATE A4



PORTRAIT TEMPLATE (DIGITAL)



SQUARE TEMPLATE (DIGITAL)



LANDSCAPE TEMPLATE



NEWSLETTER TEMPLATE





Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

BUILD FOR Generations

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



01

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

02

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

+8003030888

sales@retal.com.sa

retal.com.sa



BROCHURE



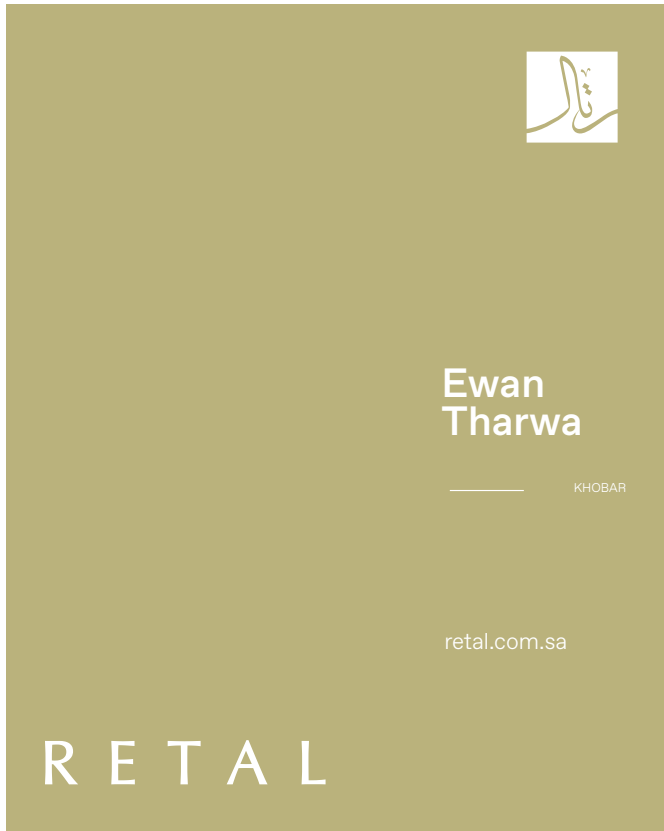
BROCHURE



LANDING PAGE



PROJECTS

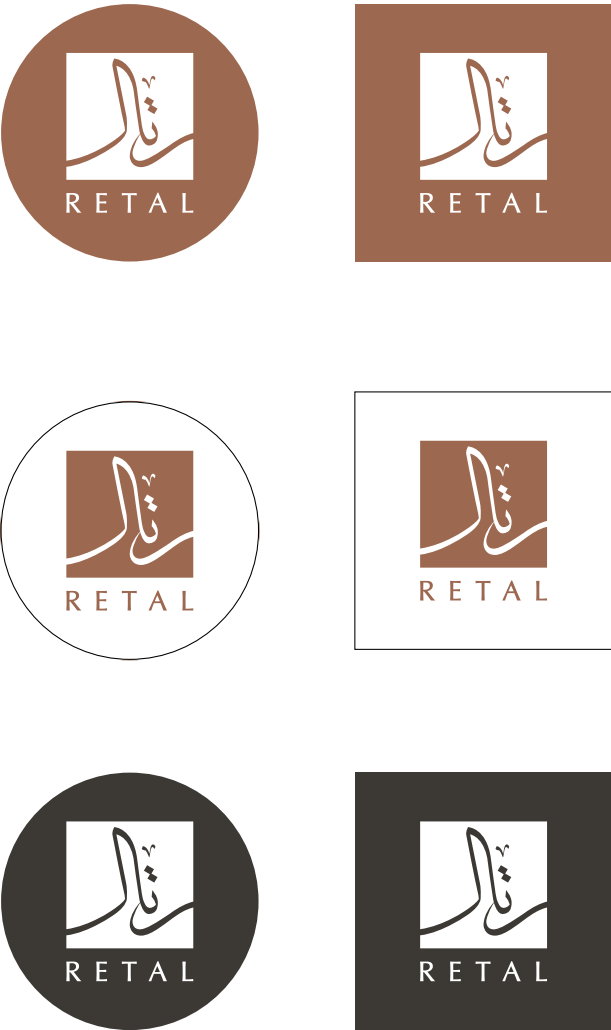


IMAGES STYLE



Avatar

Basic



Fill



Background



LAMPPOST



UNIPOLE



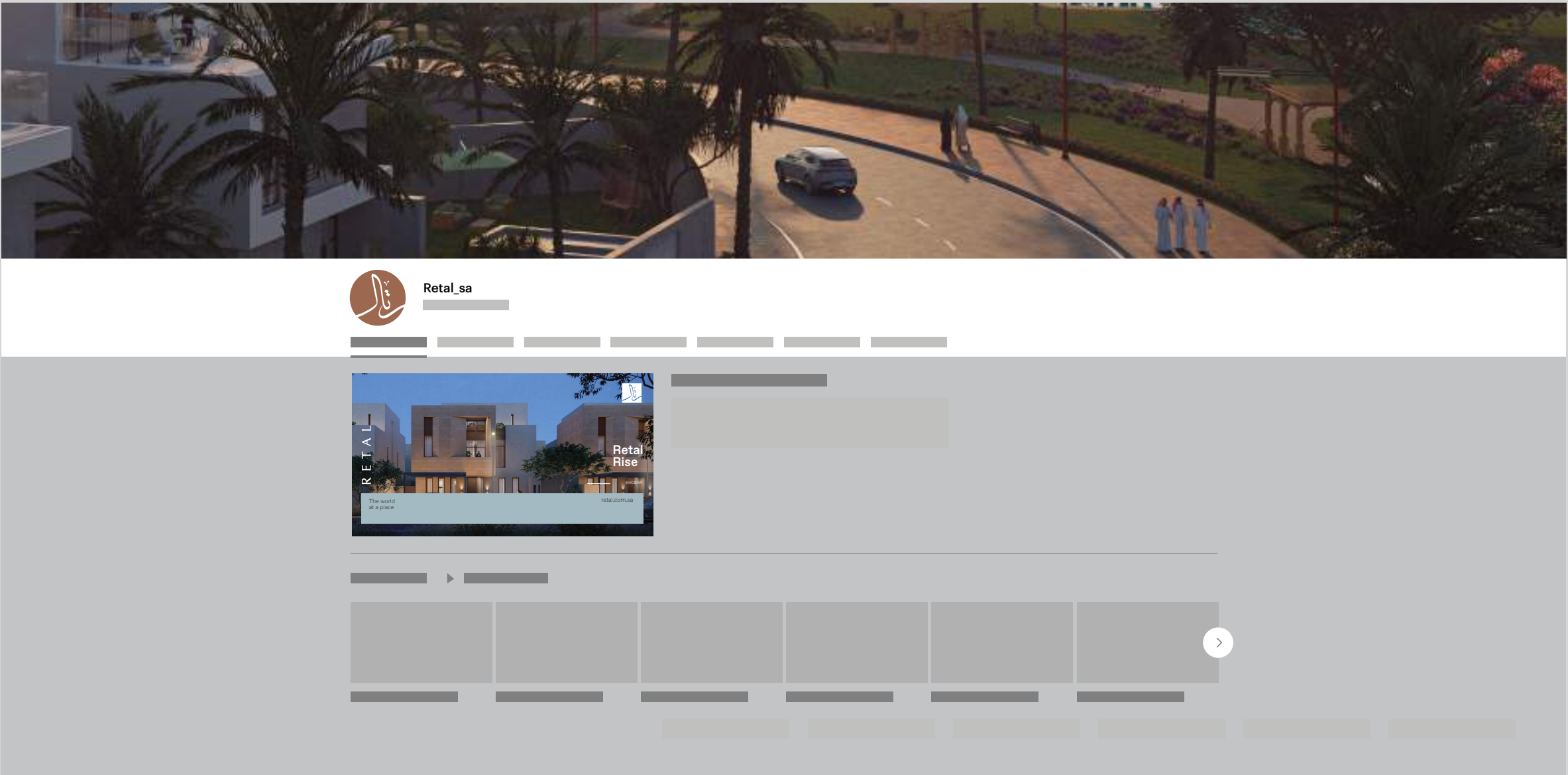
MUPI



DIGITAL SCREEN



YOUTUBE
PAGE COVER



TWITTER
COVER

RETAL





Retal_sa

Urban development

Send Message



INSTAGRAM



50
Posts

500
Followers

100
Following

Retal_sa

Urban development

Follow

Message

Contact

+0

NEW

OUR

TRENDS

MAP





Retal_sa

Urban development

500 followers

Follow

View page

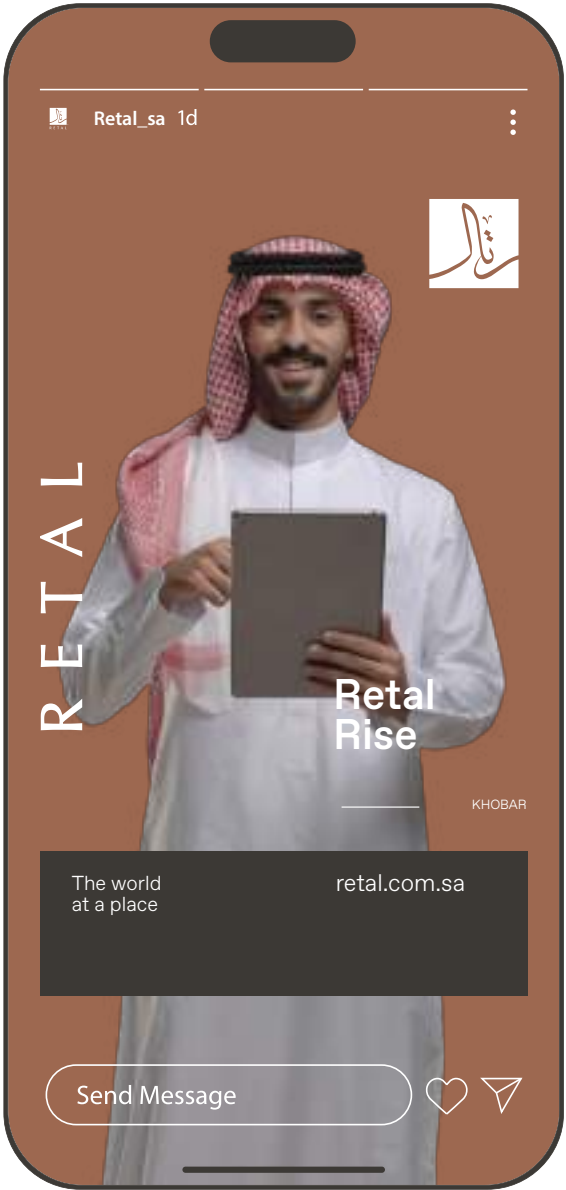
POST
TEMPLATE



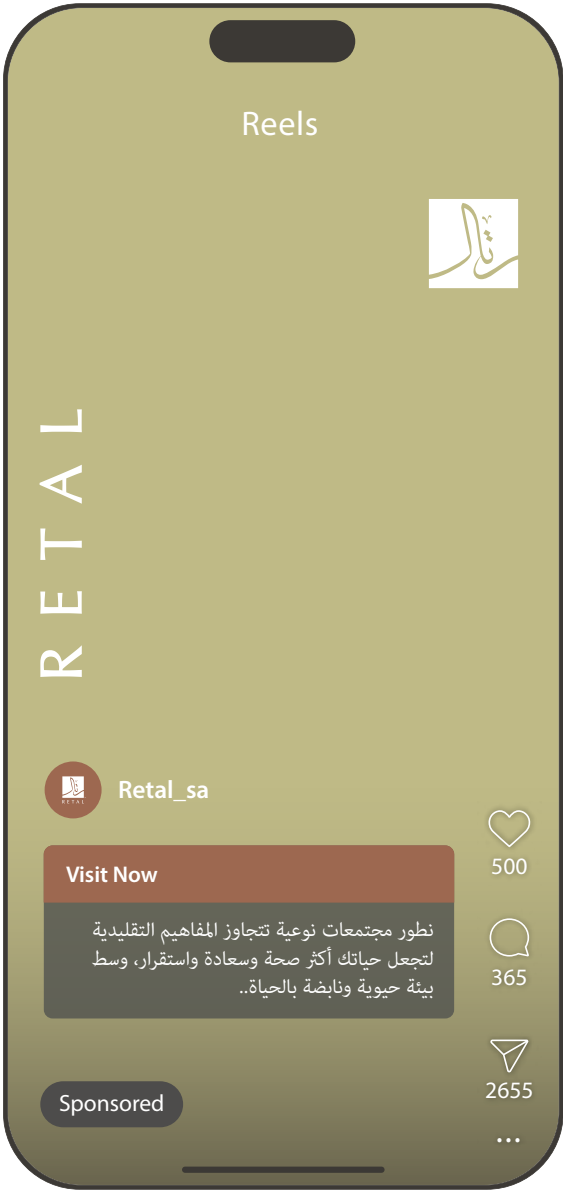
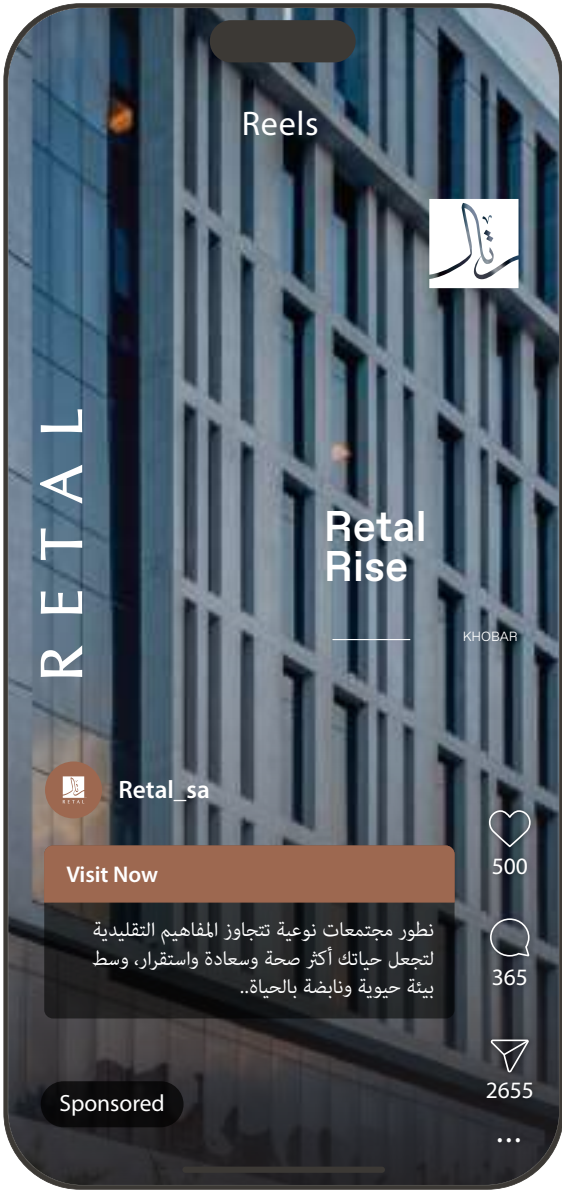
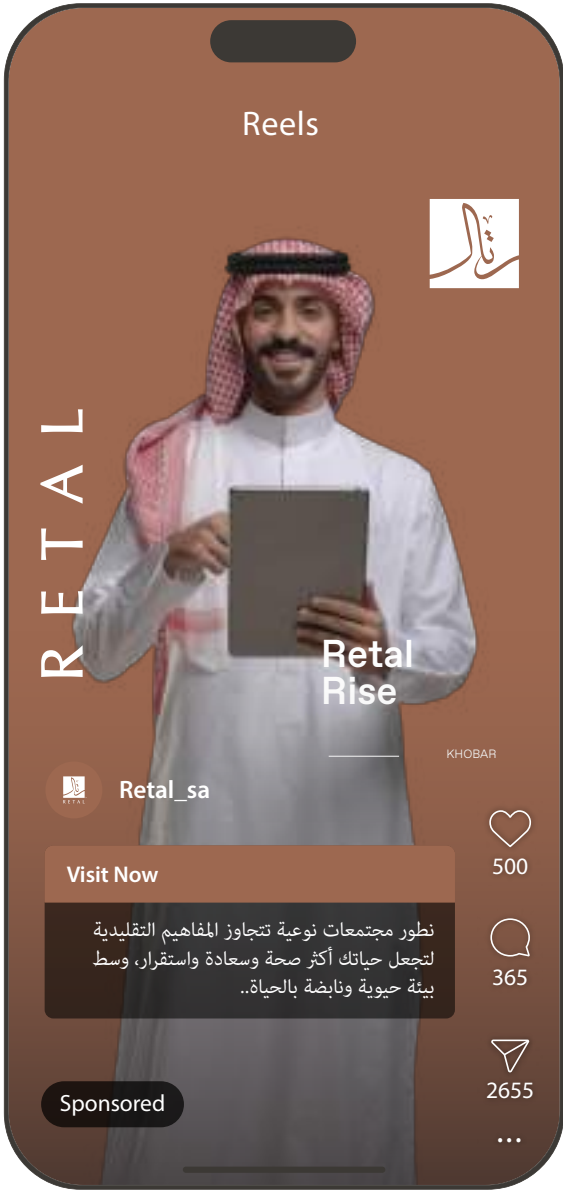
POST
TEMPLATE



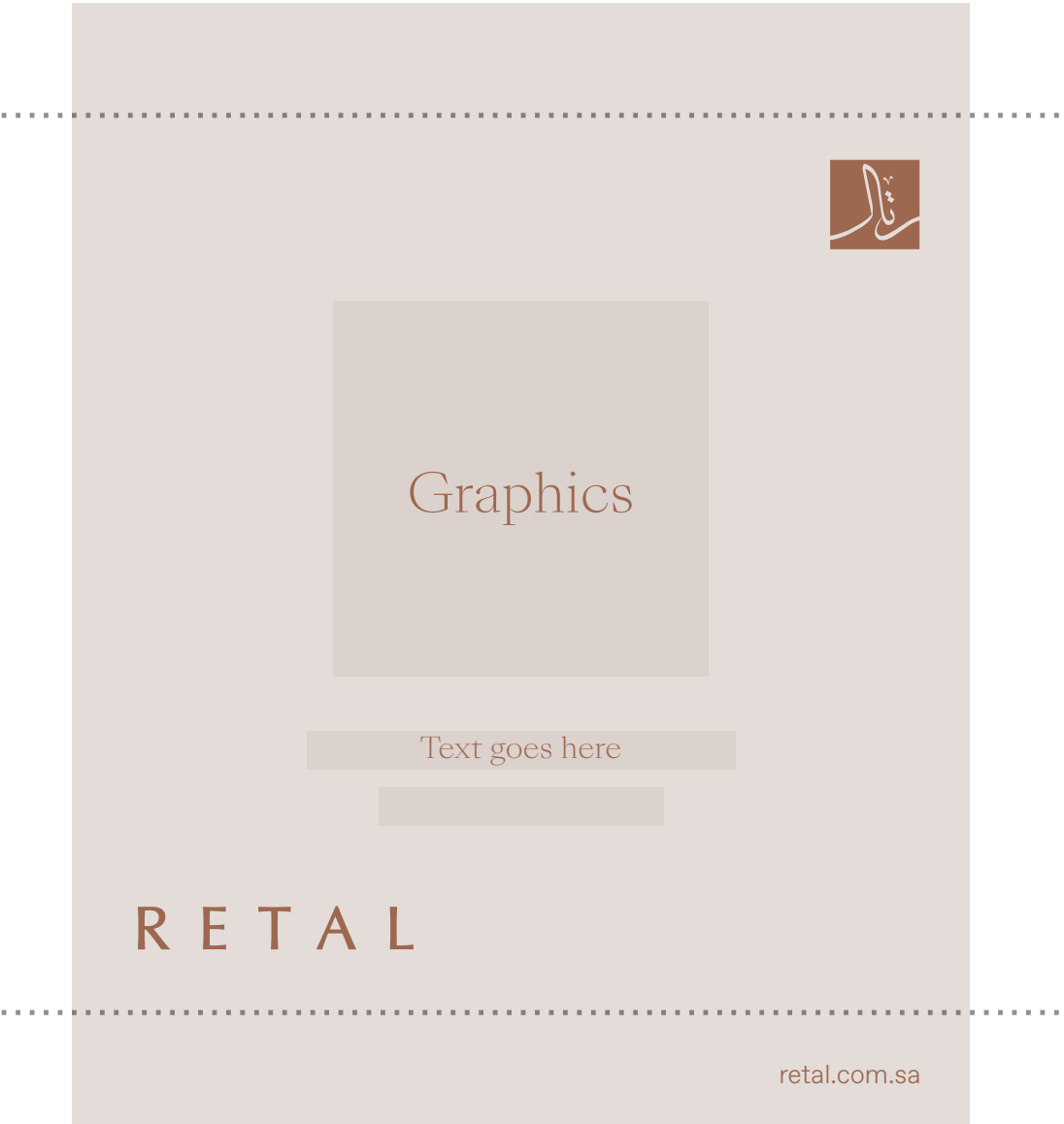
STORY
TEMPLATE



INSTAGRAM
REELS
TEMPLATE



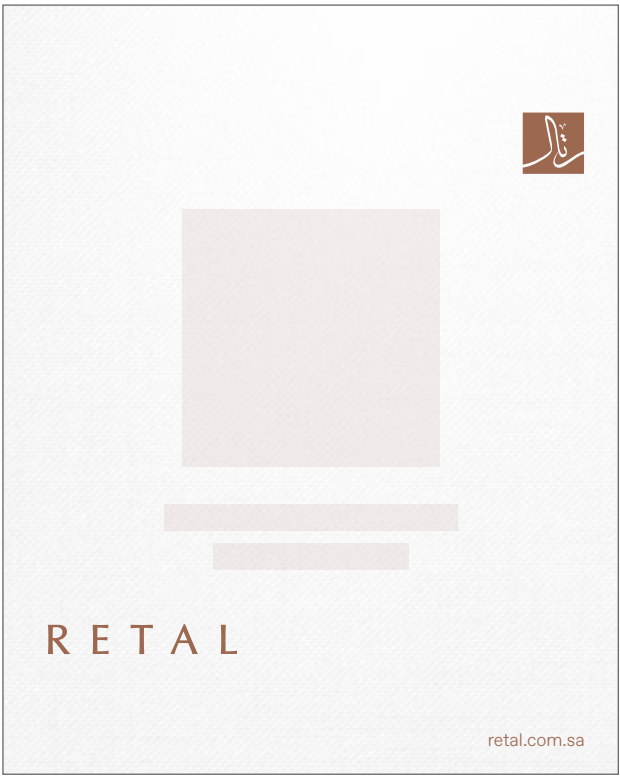
OCCASION POSTS
TEMPLATE



OCCASION POSTS
TEMPLATE / BACKGROUND STYLE



OCCASION POSTS
TEMPLATE / BACKGROUND STYLE TEXTURE / GRADIENT



OCCASION POSTS
TEMPLATE



OCCASION POSTS
TEMPLATE



CAROUSEL
TEMPLATE

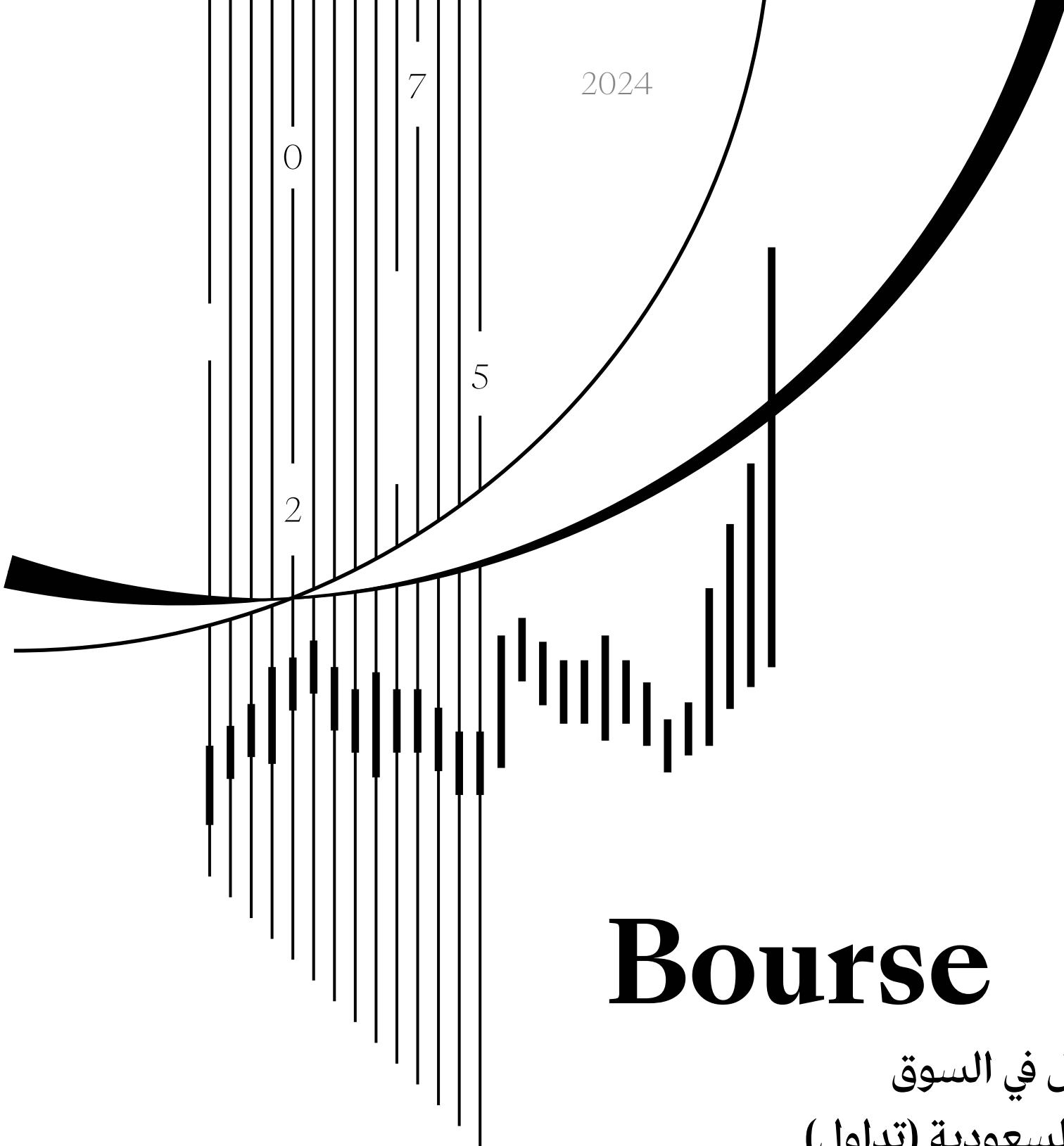


CAROUSEL
TEMPLATE



Pattern

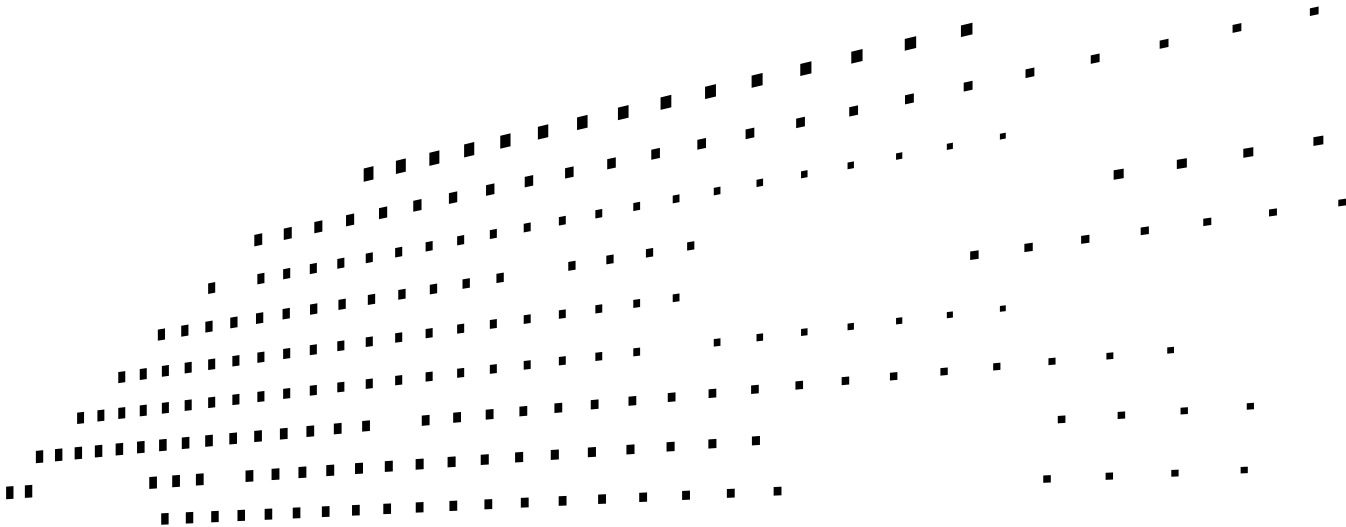




Bourse

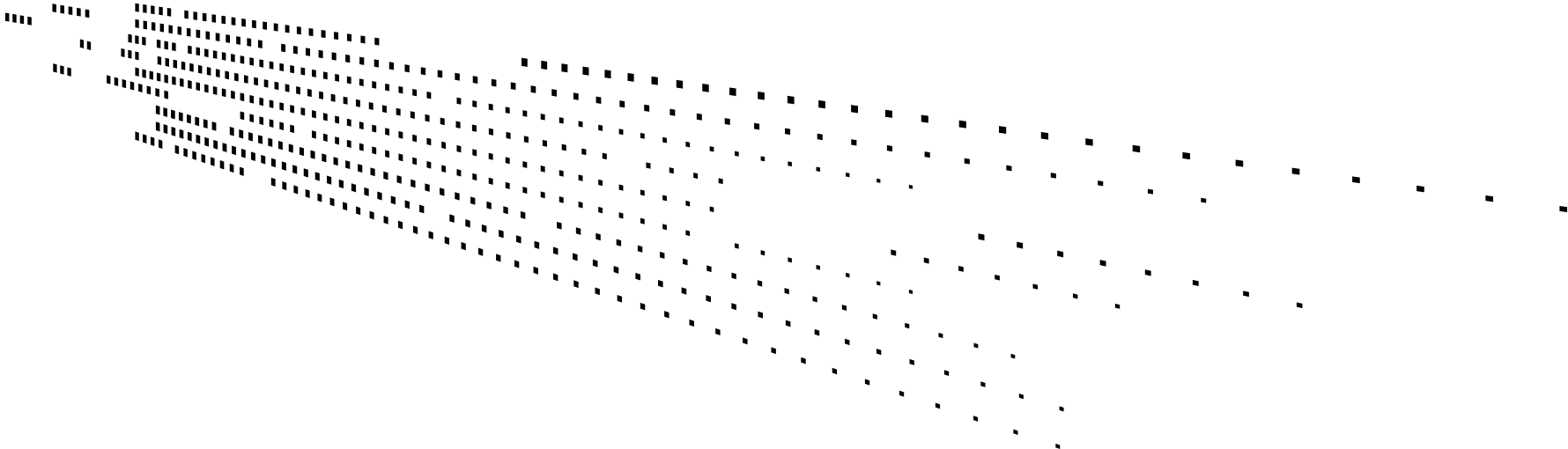
طرح رتال في السوق
المالية السعودية (تداول)





Digital Transformation

التحول الرقمي





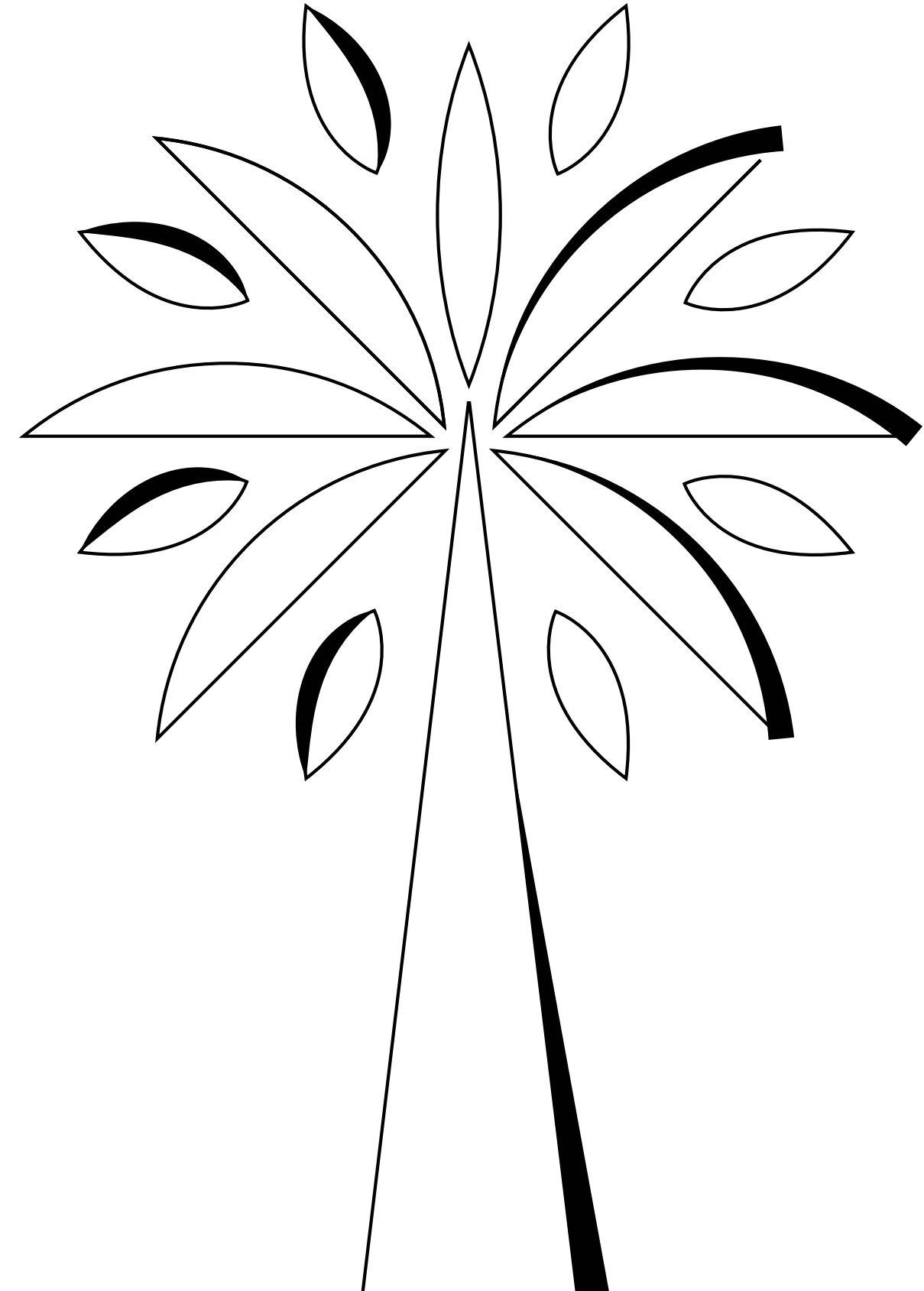
Retal Communities

مجتمعات رتال



Sustainability

استدامة





Social Responsibility

المسؤولية الاجتماعية



Family
العائلة







Branded Environment



OUTDOOR
SIGNAGE



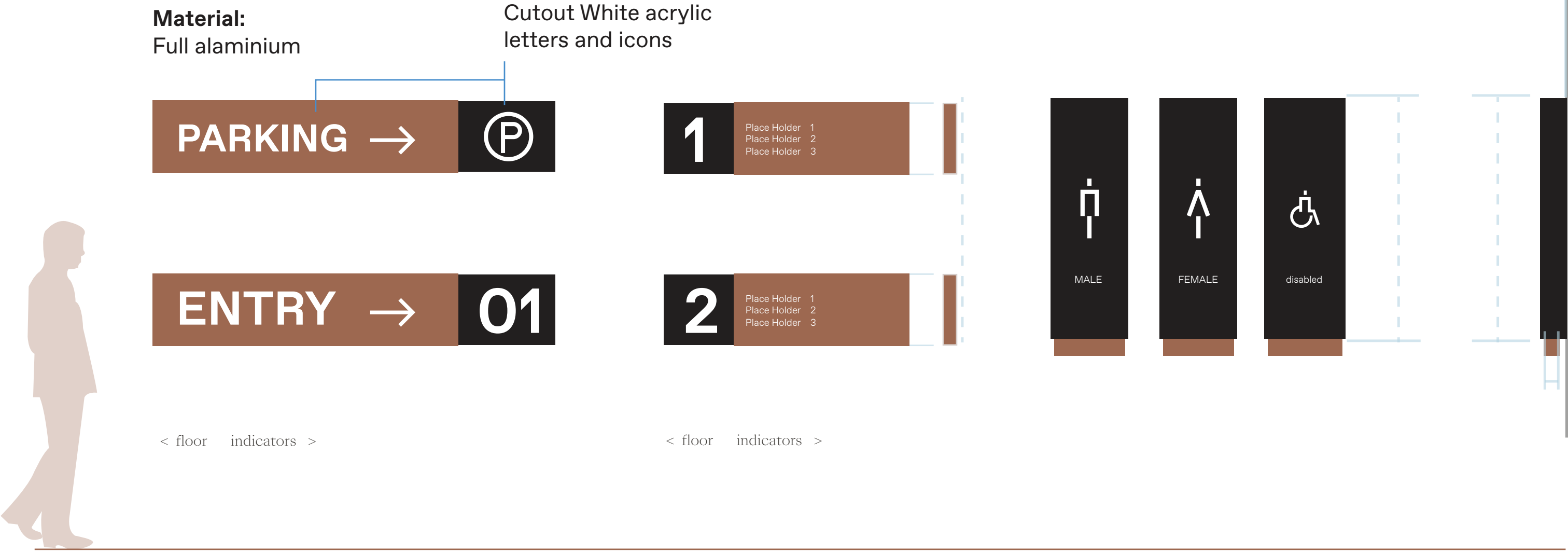
INDOOR
SIGNAGE



R E T A L



EXTERIOR & INTERIOR
SIGNAGE SYSTEM



EXTERIOR & INTERIOR
SIGNAGE SYSTEM

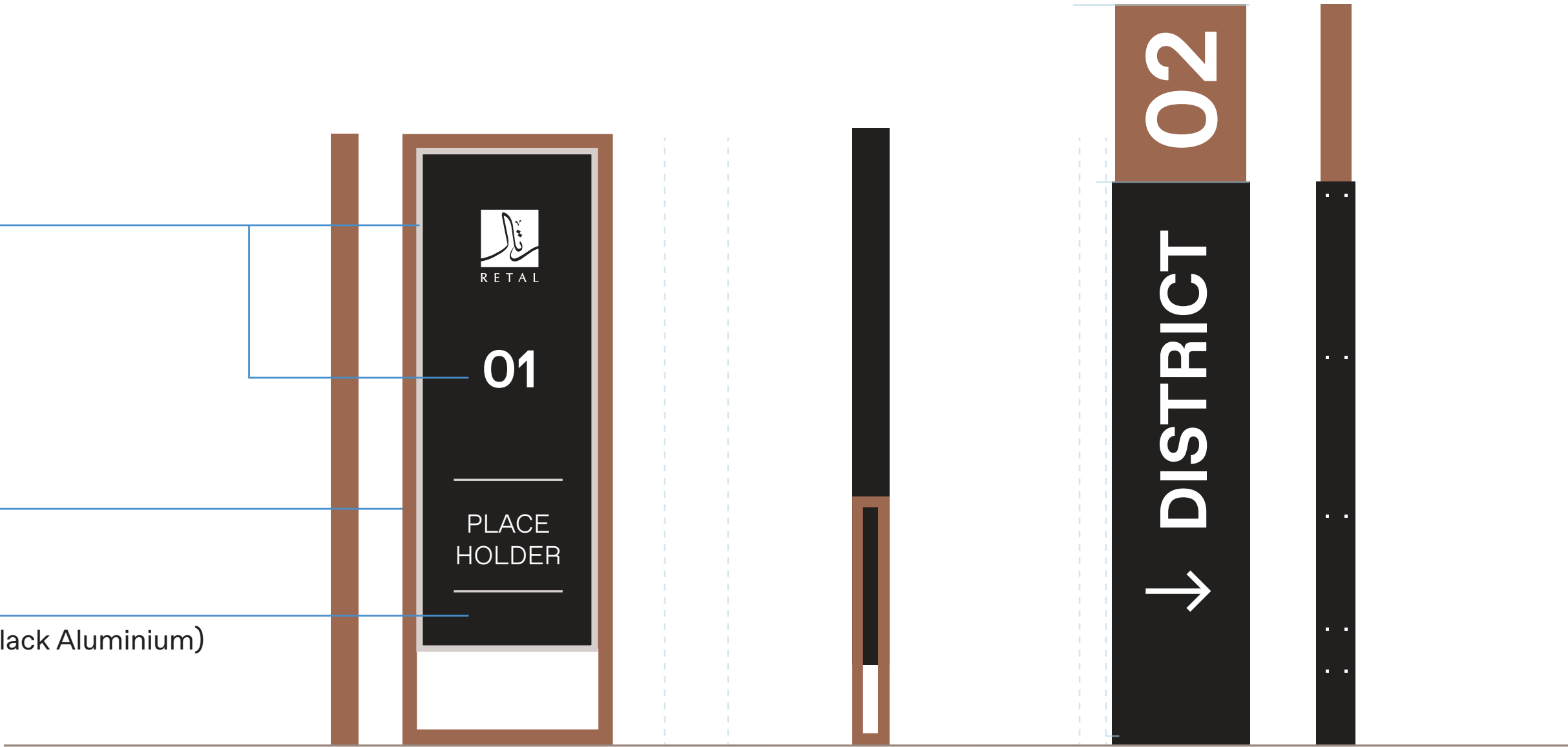
LED Lighting:

- Frame
- Texts & Logos

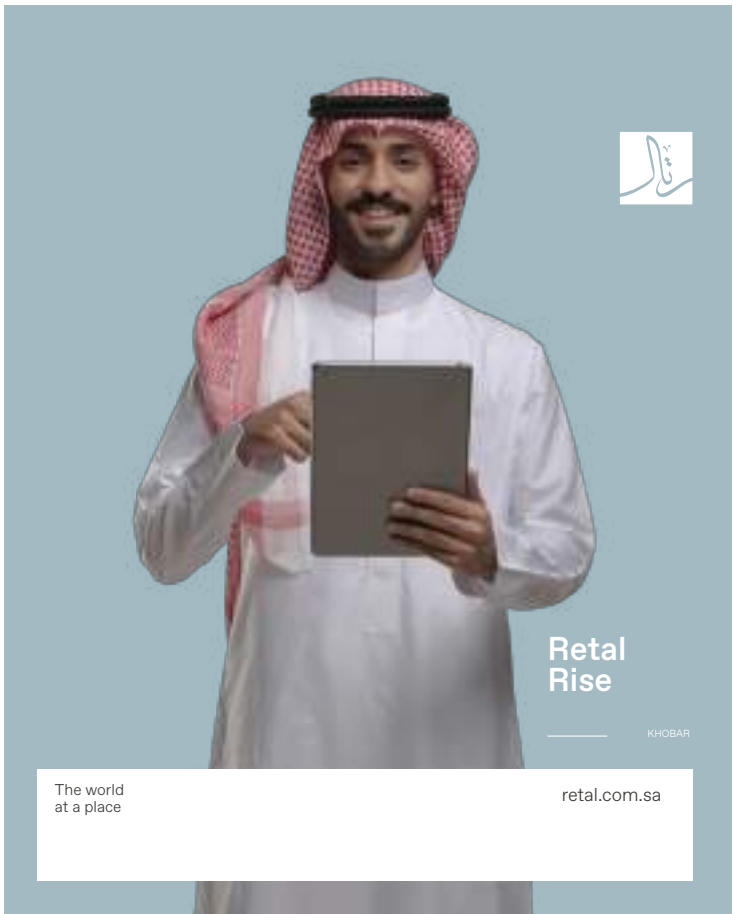
Material:

Brown Area:
(Metallic finish)

Black Area:
(Black marble, or Black Aluminium)



GRAPHIC & POSTERS TEMPLATE



RETAL BRAND

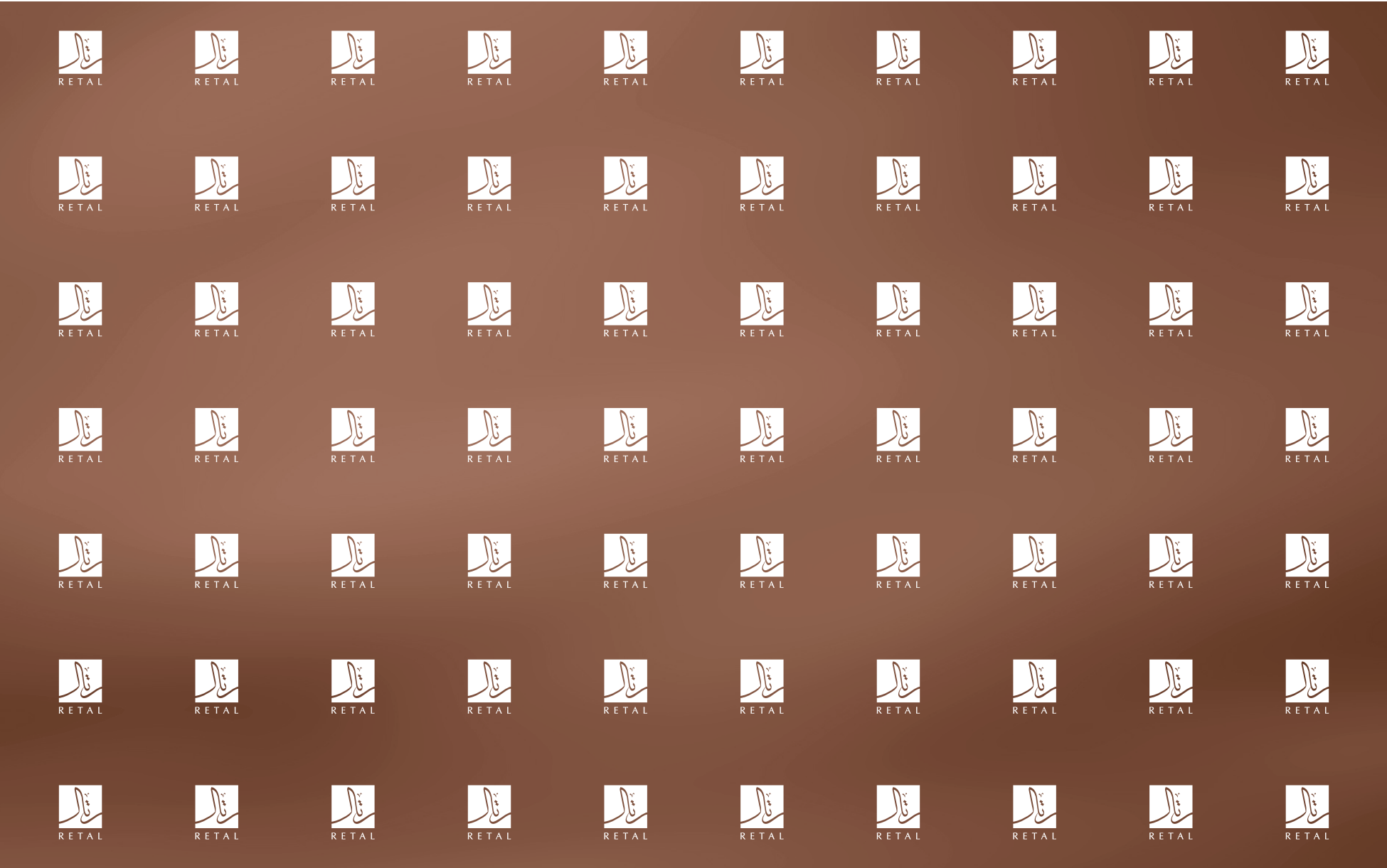
2024

mm-brand.com

ROLL-UP



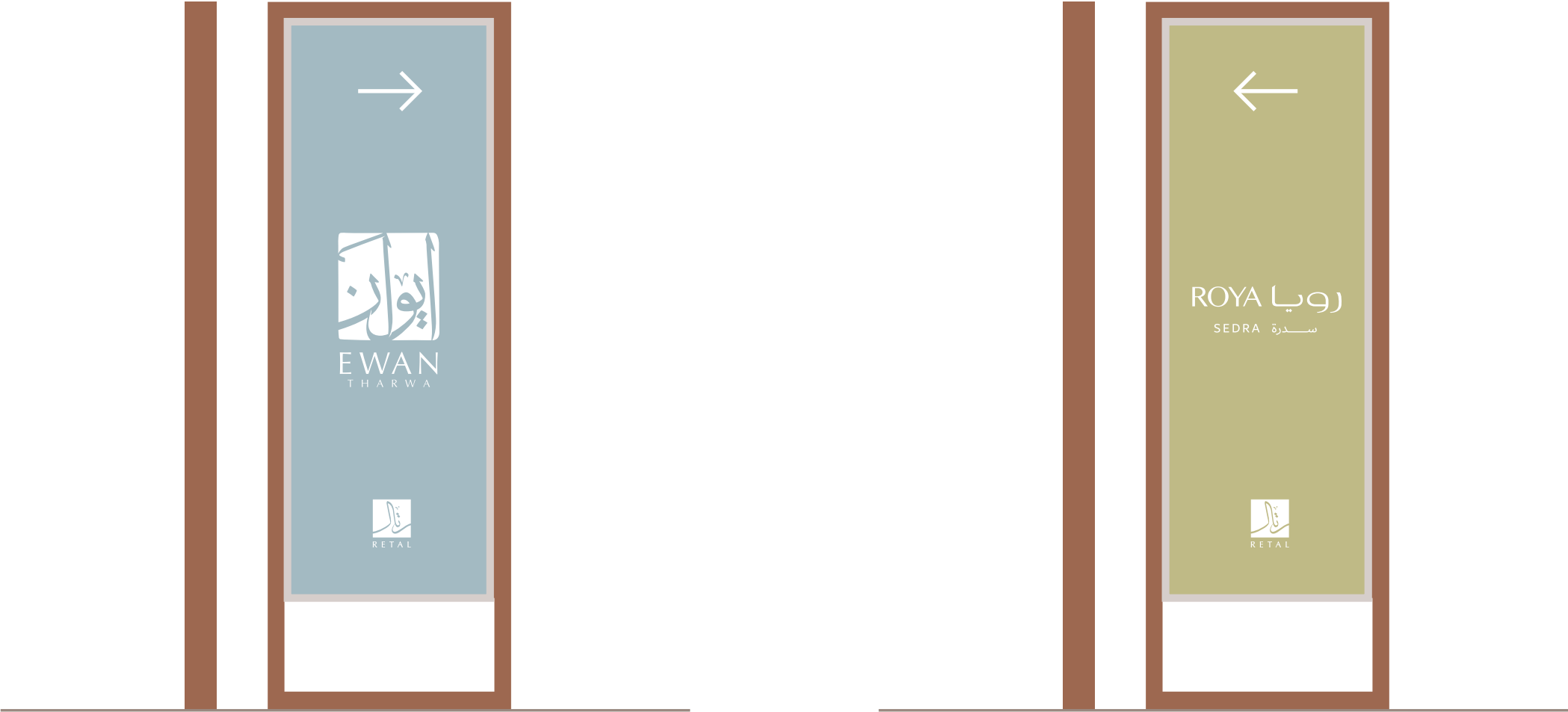
EVENT
BACKDROP



FLAGS



PROJECT SIGN



HOARDING



Nesaj Sadayem

retal.com.sa



RETAL

Nesaj Sadayem

Your Dream Marina

retal.com.sa

RETAL

Nesaj Sadayem



RETAL

Nesaj Sadayem

Your Dream Marina

retal.com.sa

RETAL

Nesaj Sadayem

Branded Items



HELMET DESIGN



T-SHIRT / UNIFORM



VECHILE BRANDING
OPTION 1



MUG DESIGN



MOUSEPAD DESIGN



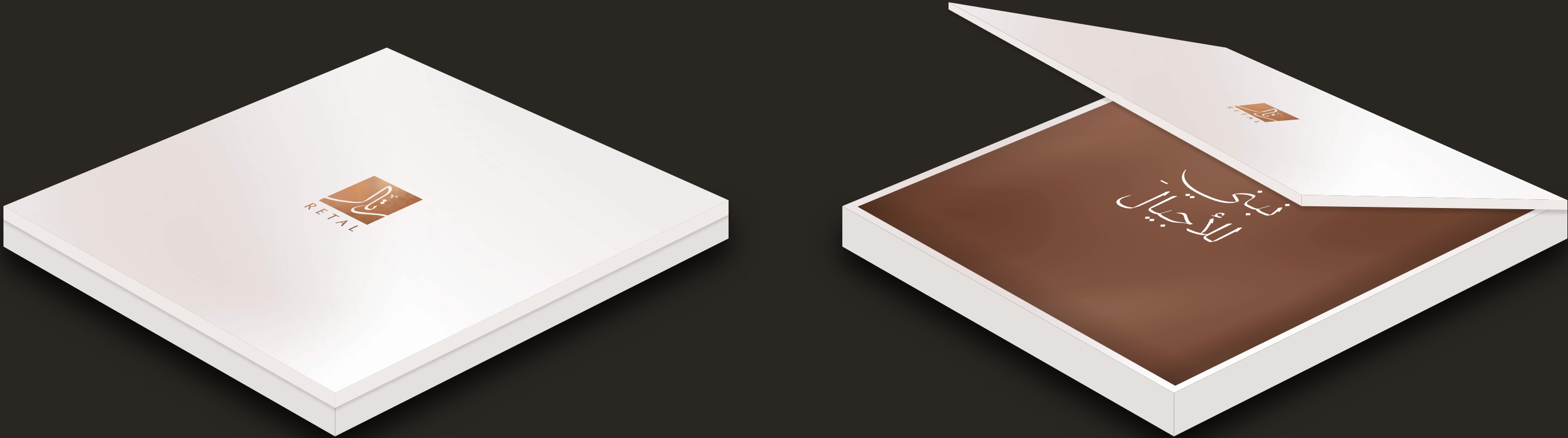
COASTERS DESIGN



FACE MASK DESIGN



VIP PACKAGE



Designed By

mmbbrand 
maskati®