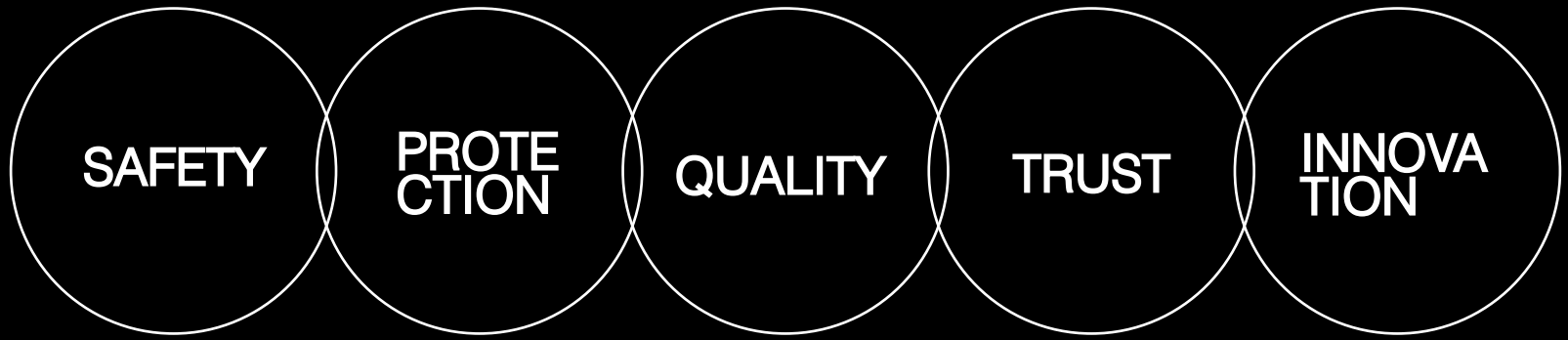

SHAFAEE
SINCE 1964


SAFETY
PROTE
CTION
QUALITY
TRUST
INNOVA
TION

SHAFAEE I *FULL BRANDING*

TABLE OF *CONTENT*

01 | LOGO

06. Clear space
07. Correct usage
08. Incorrect usage
09. Logo placement

02 | Visual identity

12. Colors
13. Typography

03 | Stationery

15. A4 Envelope
16. A4 Folder
17. A5 Notepad
18. Business Card
22. Letterhead

04 | Photography

25. Brand products

05 | Applications

27. Flags
28. Truck
29. Uniform
30. Mug

06 | Internal use

33. Cash Receipt
34. Certificate
36. ID Card
37. Presentation Template

07 | Communications

39. Advertisement
44. Email signature
45. Poster
46. Post template
49. Website homepage

01 | *LOGO*

CLEAR SPACE:

This is the correct usage of SHAFAEE LOGO,
you should use the logomark as a measuring letter (S).



CORRECT USAGE:

Always refer to the original artwork supplied.









INCORRECT USAGE:

The examples on this page
for the incorrect uses for the logo.







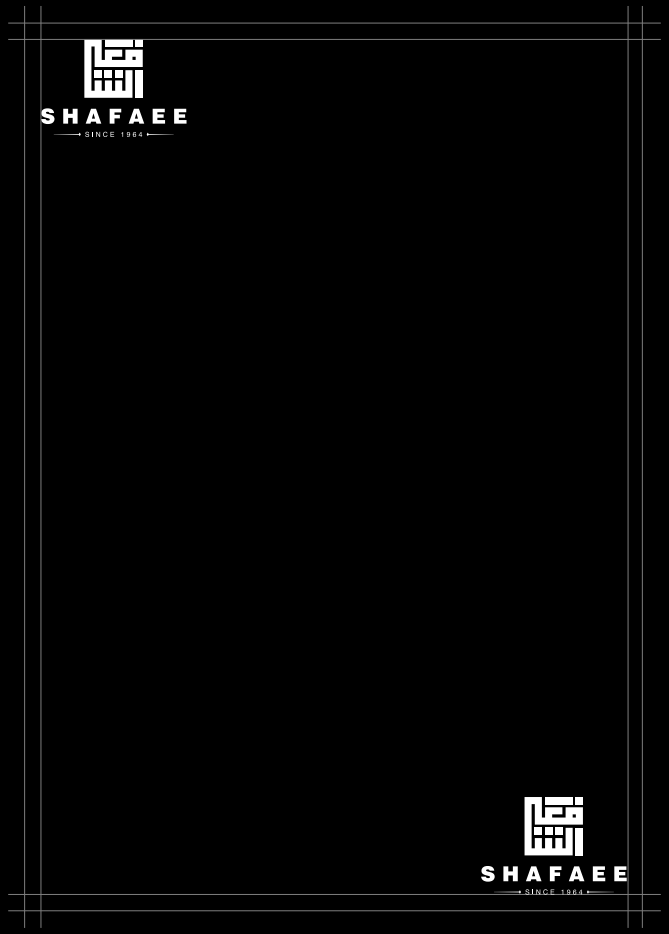






LOGO PLACEMENT:

Example on a A4 size.





LOGO PLACEMENT:

Example on a square size.





02 | *Visual Identity*

COLOR PALETTE

These 3 colors are our primary colors that we should stick with.



PANTONE BLACK

C. 75 R. 0 HEX: 000000
M. 68 G. 0
Y. 67 B. 0
K. 90

PANTONE GOLD

C. 14 R. 219 HEX: dba228
M. 37 G. 162
Y. 100 B. 40
K. 0

PANTONE WHITE

C. 0 R. 255 HEX: ffffff
M. 0 G. 255
Y. 0 B. 255
K. 0

TYPOGRAPHY

The primary fonts that should use for all the material.

HELVETICA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
);:,.(+/?!&$@ 1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
);:,.(+/?!&$@ 1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
);:,.(+/?!&$@ 1234567890

CAIRO

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 هـ و ي

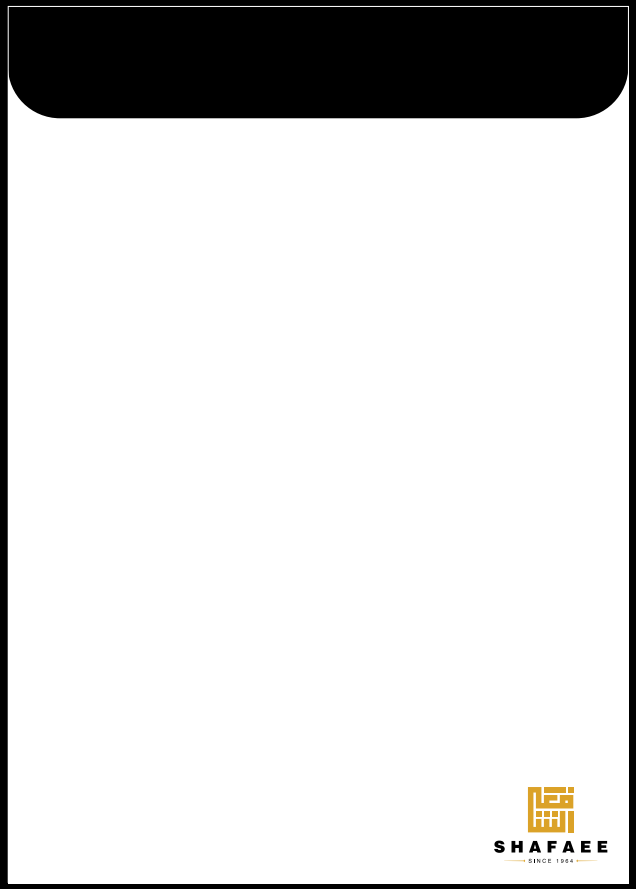
أ ب ت ث ج ح خ د ذ ر ز س ش
ص ض ط ظ ع غ ف ق ك ل م ن هـ و ي

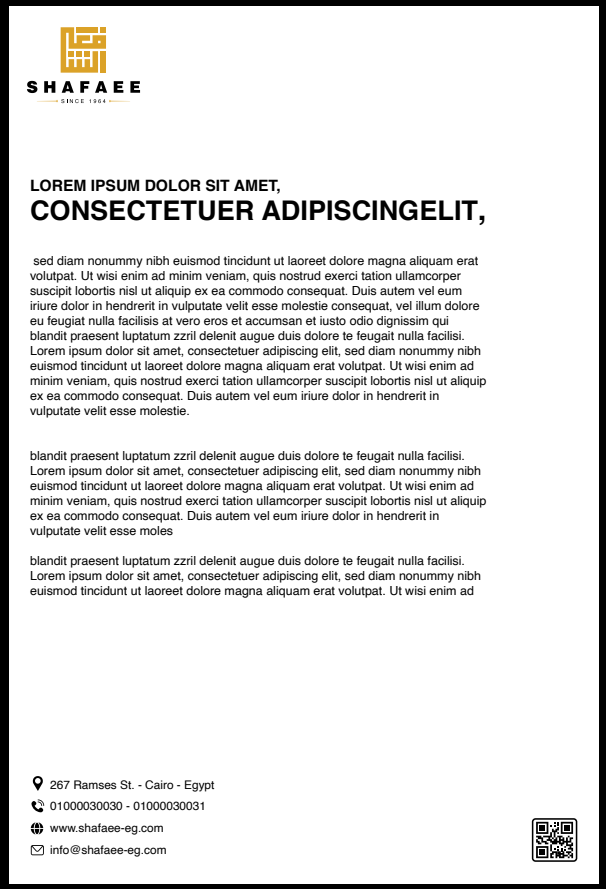
أ ب ت ث ج ح خ د ذ ر ز س ش
ص ض ط ظ ع غ ف ق ك ل م ن هـ و ي

03 I *Stationery*

A4 ENVELOPE

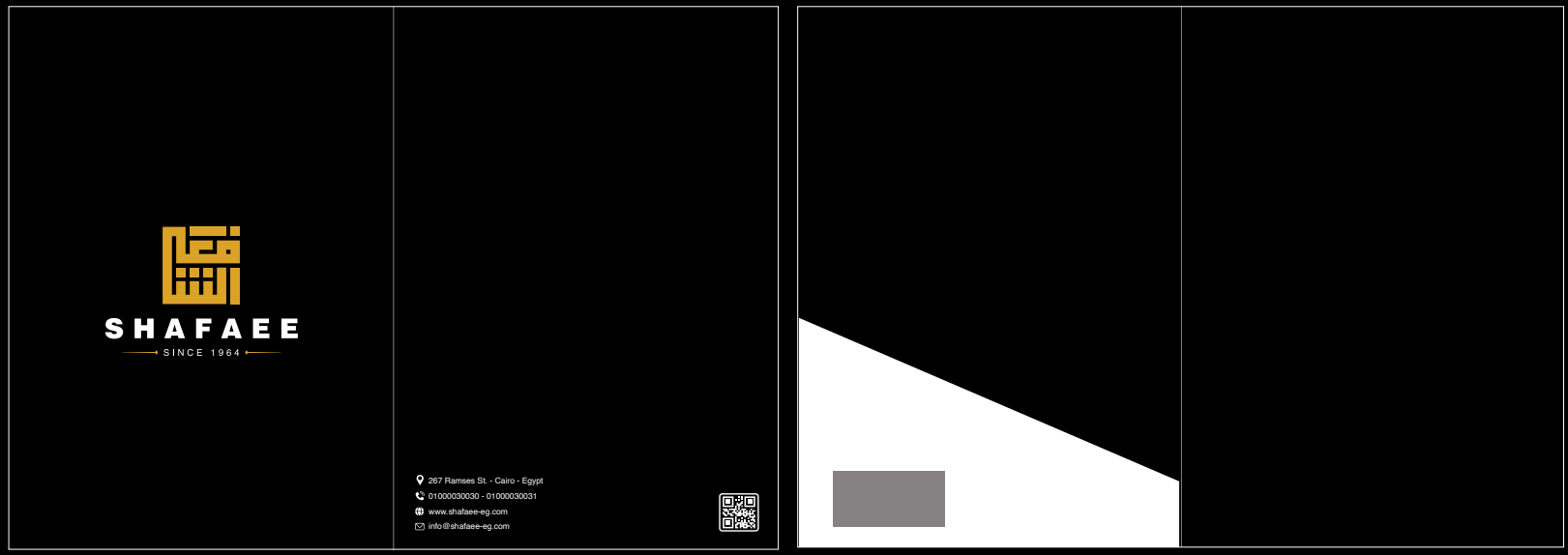
The layout for an A4 envelope.





A4 FOLDER

The layout for an A4 folder.



A5 NOTEPAD

The layout for an A5 notepad.



BUSINESS CARD

The layout for the business card.






SHAFAEE
SINCE 1964
SHAFAEE
SINCE 1964
267 Ramses St. - Cairo - Egypt
01000030040 - 01000030031
www.shafaee-eg.com
info@shafaee-eg.com
Ahmed El Shafaee
Founder & CEO

SHAFAEE
SINCE 1964

Ahmed El Shafaee
Founder & CEO

267 Ramses St. - Cairo - Egypt
01000030030 - 01000030031
www.shafaee-eg.com
info@shafaee-eg.com



SHAFAEE
SINCE 1964

SHAFAEE
SINCE 1964

Ahmed El Shafaee
Founder & CEO

267 Ramses St. - Cairo - Egypt
01000030030 - 01000030031
www.shafaee-eg.com
info@shafaee-eg.com



SHAFAEE
SINCE 1964

SHAFAEE
SINCE 1964

SHAFAEE
SINCE 1964

SHAFAEE
SINCE 1964

Ahmed El Shafaee
Founder & CEO

267 Ramses St. - Cairo - Egypt
01000030030 - 01000030031
www.shafaee-eg.com
info@shafaee-eg.com



SHAFAEE
SINCE 1964

SHAFAEE
SINCE 1964

Ahmed El Shafaee
Founder & CEO

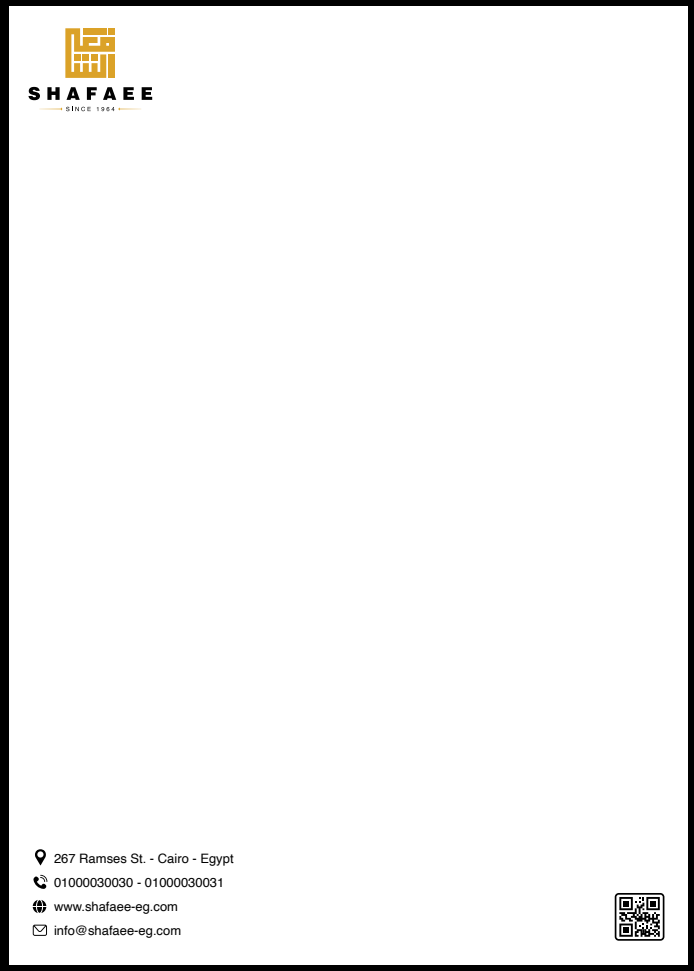
267 Ramses St. - Cairo - Egypt
01000030030 - 01000030031
www.shafaee-eg.com
info@shafaee-eg.com




SHAFAEE
SINCE 1964
267 Ramses St. - Cairo - Egypt
01000030030 - 01000030031
www.shafaee-eg.com
info@shafaee-eg.com
Ahmed El Shafaee
Founder & CEO

LETTERHEAD

The layout for the letterhead.




SHAFAEE
Ahmed El Shafaee
Founder & CEO
287 Ramses St., Cairo - Egypt
01000030030 - 01000030031
SHAFAEE

04 | *Photography*

BRAND PRODUCTS

Provided are illustrative moodboard samples for photography.







05 I *Applications*

FLAGS

An example of the flags.



TRUCK

An example of a truck
with our logo.



UNIFORM

An example of the uniform
with our identity.



MUG

An example of the mug
with our identity.



BAG

An example of the bag
with our identity.



06 I *Internal use*

CASH RECEIPT

An example of the Cash receipt.



CERTIFICATE

An example of the certificate with our identity.




SHAFAEE
SINCE 1964
Certificate
OF APPRECIATION
THE CERTIFICATE IS PRESENTED TO
Kamel Mohamed
2nd Day of November, 2024
Mohamed Shafaee
Head of sales
Ahmed Shafaee
CEO & Founder

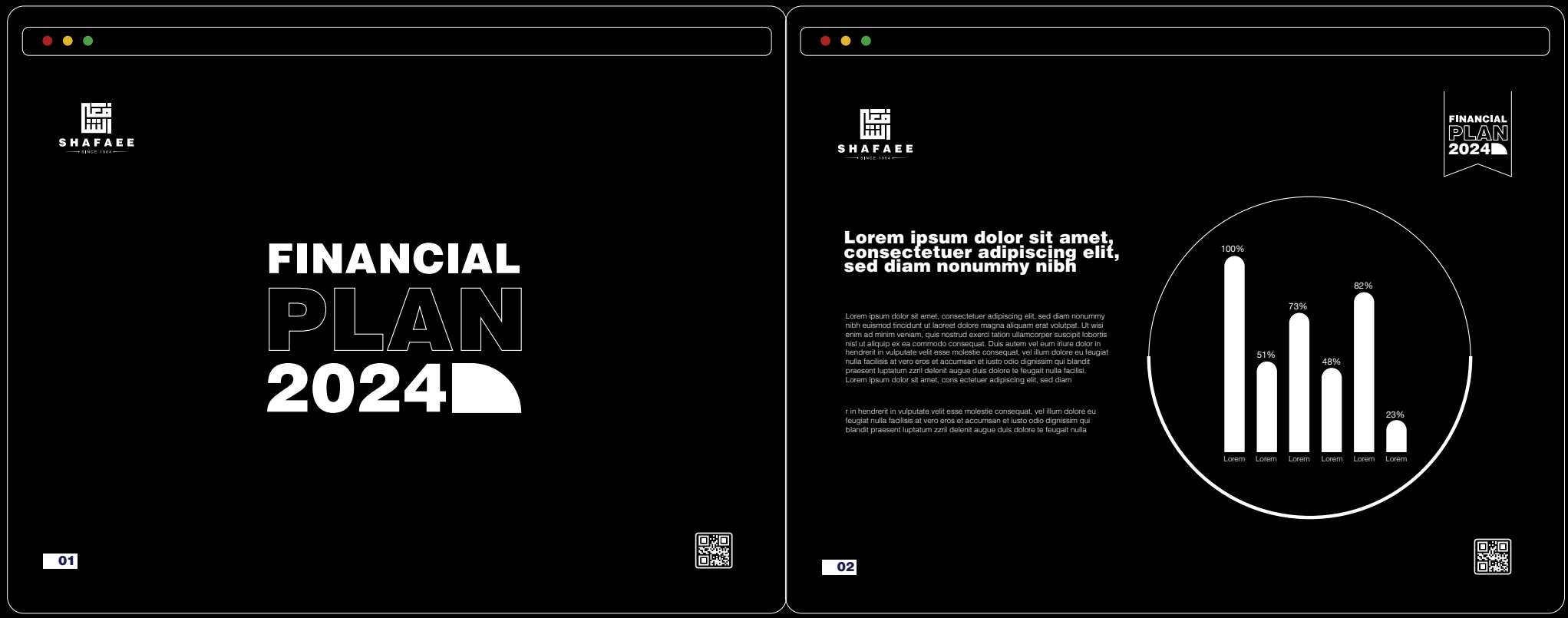
ID CARD

An example of the ID card
of the empolyees.



PRESENTATION TEMPLATE

The layout for a presentation template (A4).



07 | *Communications*

ADVERTISEMENT

Banner I Horizontal.




SHAFAEE
SINCE 1964
STAY SAFE
& WEAR A HELMET
www.elshafaee-eg.com


SHAFAEE
SINCE 1964


SHAFAEE
SAFETY FIRST
SAFETY FIRST
SAFETY FIRST
UNDER CONSTUCTION
www.elshafaee-eg.com


SHAFAEE
LET SAFETY
BE A SPONGE
SOAK IT UP
We continuously seek opportunities for improvement in all aspects of our business. By being agile and adaptable, we can respond to the evolving needs of our customers and the safety landscape
www.elshafaee-eg.com

E-MAIL SIGNATURE

The layout for an e-mail signature.



POSTER

The layout for a poster.



POST TEMPLATE

The layout for the social media designs.




SHAFAEE
SINCE 1964
STAY SAFE
& WEAR A HELMET
www.elshafaee-eg.com


SHAFAEE
SINCE 1964
LETSAFETY
BE A SPONGE
SOAK IT UP
www.elshafaee-eg.com


SHAFAEE
SINCE 1964
STAY SAFE
& WEAR A HELMET
www.elshafaee-eg.com

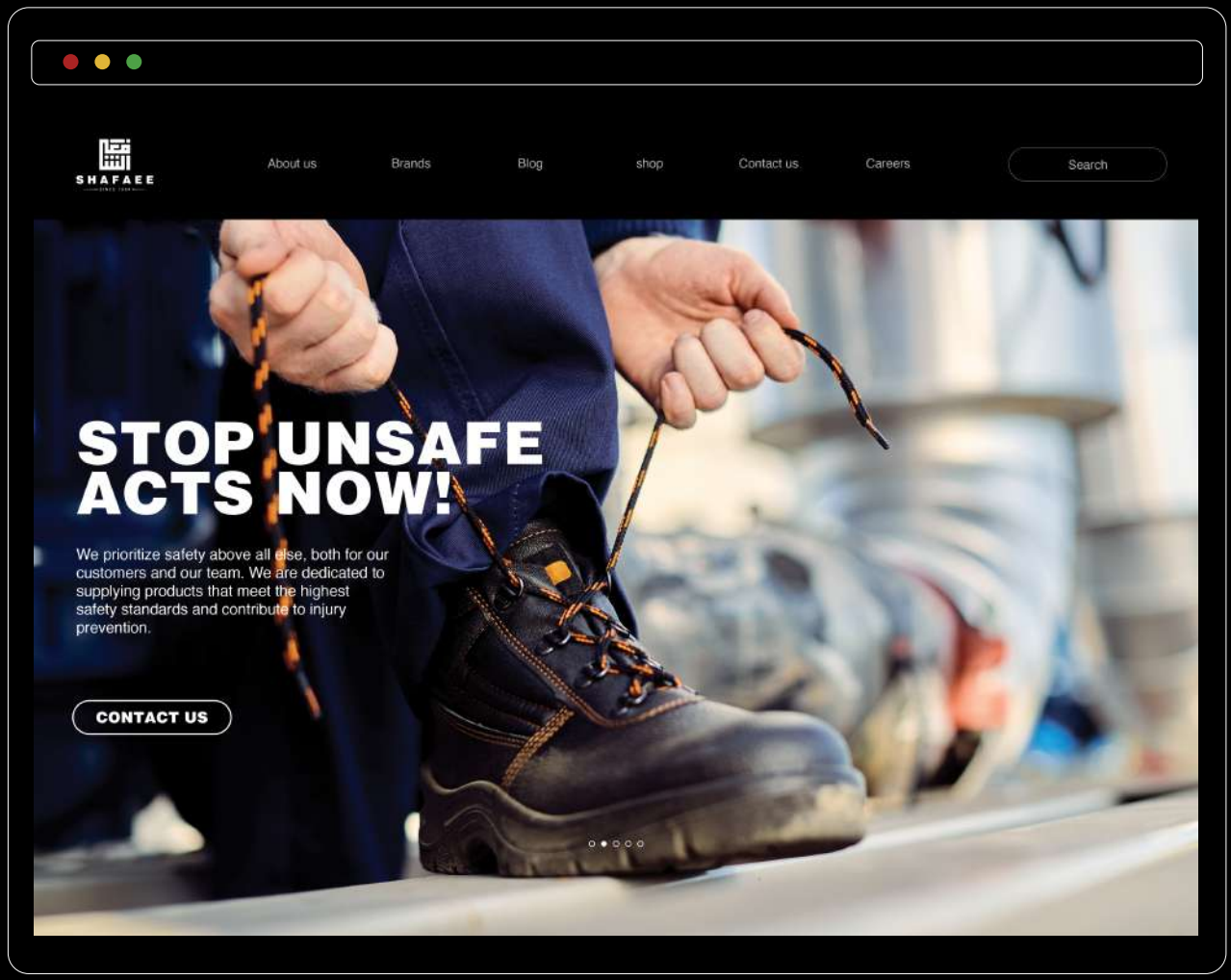

SHAFAEE
SINCE 1964
SAFETY
FIRST
AND LAST LONGER .
www.elshafaee-eg.com


SHAFAEE
SINCE 1964
SAFETY FIRST
SAFETY FIRST
SAFETY FIRST
UNDER CONSTUCTION
www.elshafaee-eg.com


SHAFAEE
SINCE 1964
PROTECT
YOUR FEET NOW!
www.elshafaee-eg.com

WEBSITE

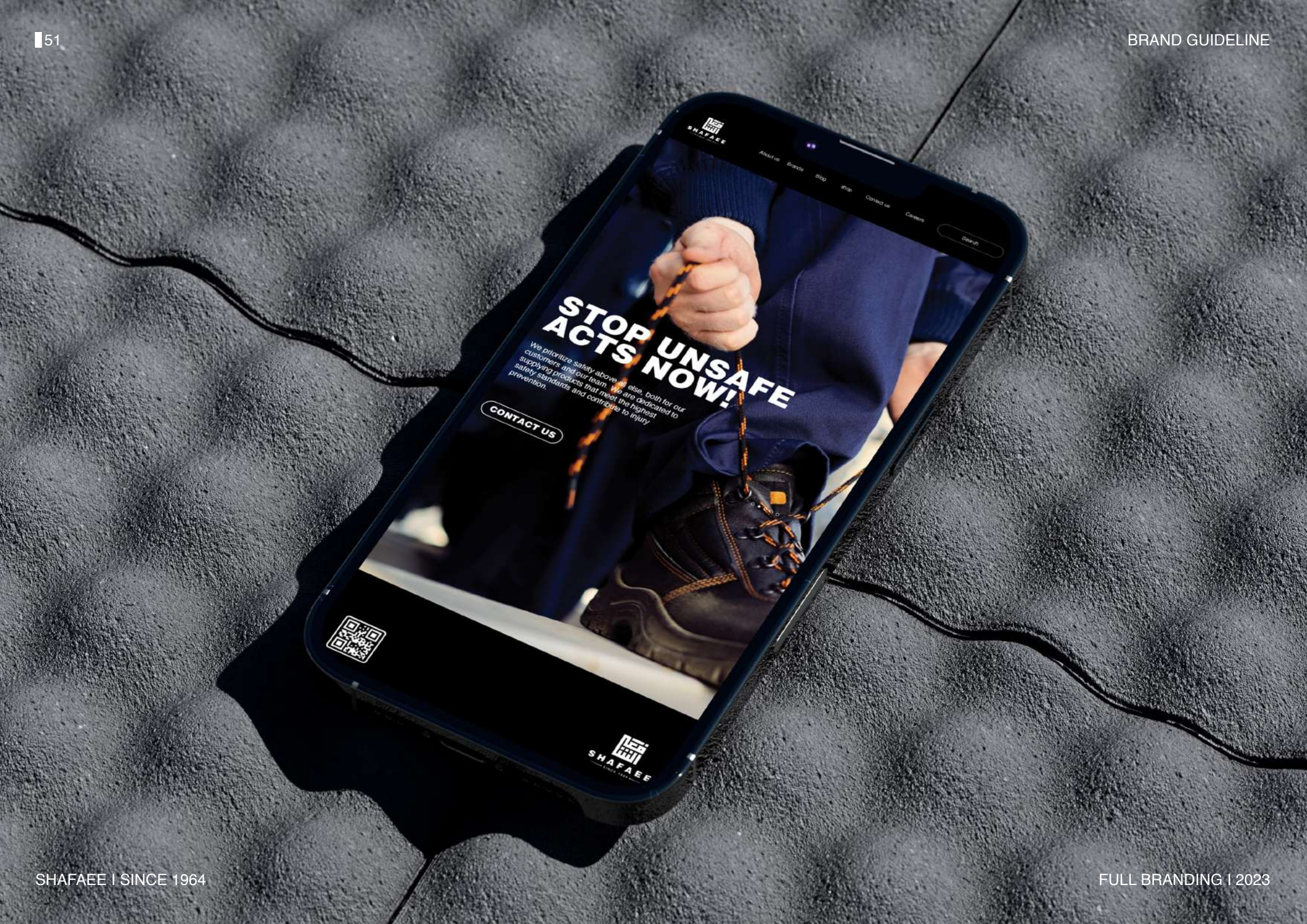
The layout for the website - Homepage.





STOP UNSAFE ACTS NOW!

We prioritize safety above all else, both for our customers and our team. We are dedicated to supplying products that meet the highest safety standards and contribute to injury prevention.


SHAFAEE
About us
Brands
Blog
shop
Contact us
Careers
Search
STOP UNSAFE ACTS NOW!
We prioritize safety above all else, both for our customers and our team. We are dedicated to supplying products that meet the highest safety standards and contribute to injury prevention.
CONTACT US
SHAFAEE



SHAFAEE

SINCE 1964

Thank you.