ETISAL

BRAND

GUIDELINES

2024

ETISAL
TELECOM
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01

Brand Overview

At Etisal Telecom, we are a forward-thinking telecom brand deeply committed to delivering innovative and reliable telecommunications solutions on a global scale. At our core, we are propelled by a passion for technological advancement and a commitment to excellence in service delivery. Our partnership with Etisalat empowers us to offer cutting-edge products and bespoke solutions that cater to the distinctive needs of our customers.

Our brand stands for innovation, reliability, and customer-centricity. We are dedicated to these values, ensuring they are reflected in every product we develop and every service we provide. Our team of seasoned professionals is committed to offering a comprehensive suite of services—from advanced networking solutions to tailored customer support—designed to empower businesses and individuals to thrive in an increasingly digital and interconnected landscape.

We engage deeply with our clients, valuing their feedback and input, which is crucial for our continuous improvement and relevance in the ever-evolving telecom industry. As a brand, we are always striving to deliver the highest level of service and value to our clients. We are excited to continue our growth and leadership in the telecommunications sector, helping our clients to stay connected and successful in a rapidly changing world.

In addition to our core telecom services, Etisal Telecom offers a wealth of resources and support designed to enhance the connectivity and operational efficiency of our clients. From strategic insights into network optimization to the latest in cybersecurity protection, we ensure our clients are equipped with the tools they need for success.

Etisal Telecom: Driving Success in a Connected World

"Etisal" is a name that symbolizes our commitment to excellence and leadership in the telecommunications industry. Derived from our partnership with Etisalat, one of the pioneers in global telecom services, "Etisal" reflects our dedication to pushing the boundaries of what is possible in connectivity and digital services.

Our goal with "Etisal" is to establish a benchmark for innovation and reliability in telecommunications. We aim to unite businesses and individuals across the globe, providing them with the tools they need to succeed in a constantly evolving digital landscape. By fostering connections that transcend geographical boundaries, we promote the growth and development of our clients, empowering them to achieve their full potential.passion.

The Etisal Telecom logo has been carefully designed to be versatile and adaptable, ensuring it looks great on a range of backgrounds. On a light #E2E0DF background, the logo stands out with its bold, Blue and red letters. On a dark #222222 background, the logo creates a striking contrast. The logo also looks great on a vibrant #D04258 background, with the Blue Red emblem complementing the warm Red tone. No matter the background color like #D04258, the Etisal Telecom logo always maintains its unique and recognizable brand identity.

02

logo Background Application

The logo is the most important visual representation of a brand. It serves as a symbol that represents a company's identity and values. The logo can be used across various mediums such as digital platforms, print media, merchandise, and much more. Therefore, it is essential to have a logo that is not only visually appealing but also versatile and memorable. In this context, the logo background plays a crucial role. A well-designed background can enhance the overall look and feel of the logo and make it more impactful.

The logo application is equally important as the background. The logo should be used consistently and appropriately across all mediums. It should be designed in such a way that it is easily recognizable and identifiable by the audience. A good logo application involves using the logo in the right size, color, and placement. It should be applied consistently across all mediums to create a strong brand identity. A well-designed logo with a suitable background and application can help the brand stand out in a crowded market and leave a lasting impression on the audience.

#E2E0DF Background

Our logo maintains its recognizability even on a light background like #E2E0DF. The bold font and distinctive design ensure that it stands out and leaves a lasting impression.

#222222 Background

The 1996 logo on a #222222 background exudes a sleek and modern aesthetic, perfectly complementing the brand's innovative approach. The bold and sharp lines of the logo make it stand out against the darker background, creating a sense of contrast and visual impact.

#4e5079 Background

Our logo on #222EA0 background maintains its distinct design and legibility, ensuring effective brand recognition and communication.

#E2E0DF Background

On a #E2E0DF background, the 1996 logo pops with a bold contrast. The clean lines and strong typography of the logo remain prominent, creating a striking visual presence.

In conclusion, the Etisal Telecom logo is designed to be versatile and easily adaptable to various backgrounds. Whether it's on a white or dark background, the logo's unique design and bold lettering make it instantly recognizable on a global scale.

Our logo's adaptable design ensures that it can be used across a wide range of applications, from digital media to print materials. We take pride in our brand's cohesive look and strive to maintain it in all of our branding efforts worldwide.

At Etisal, we believe that a strong logo is the cornerstone of any successful brand. Our logo represents our commitment to the global gaming industry and our dedication to delivering high-quality content to our worldwide audience.

"Your trust in Etisal Telecom is the connection that powers progress across communities.

03

Corporate Fonts & Typography

Our corporate fonts and typography have been carefully selected to represent our brand's identity and convey our message in a clear and consistent manner across all platforms.

We believe that the use of consistent typography and fonts enhances brand recognition and strengthens our company's image. Our fonts and typography are an integral part of our brand, and we take pride in their usage to ensure a professional and cohesive representation of our company.

Our corporate fonts and typography are an integral part of our brand identity, and we strive to use them consistently across all of our communication channels. By doing so, we ensure that our brand messaging is always clear, concise, and easily recognizable. Whether it's in our digital or print materials, our typography plays a crucial role in maintaining a cohesive and professional image for our company.

Aa
Impact - Regular

Aa
Blippo - Heavy

Aa
Folio Std - Light

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Impact

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Blippo

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Folio Std

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
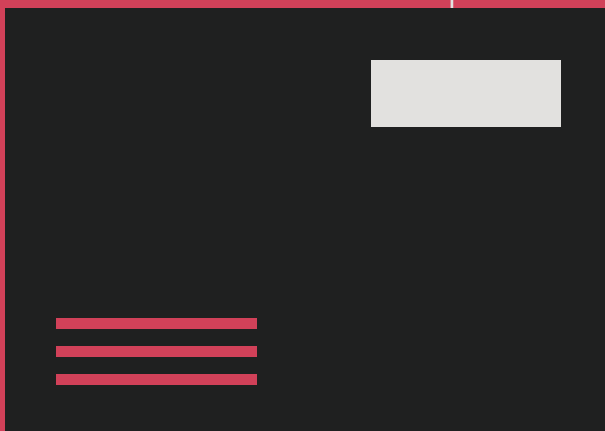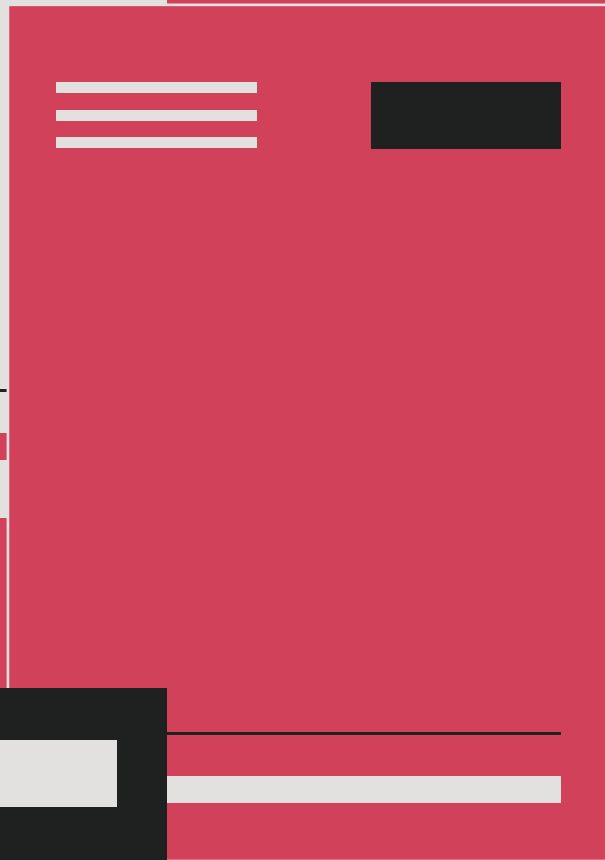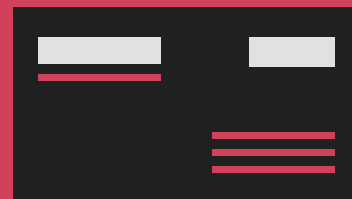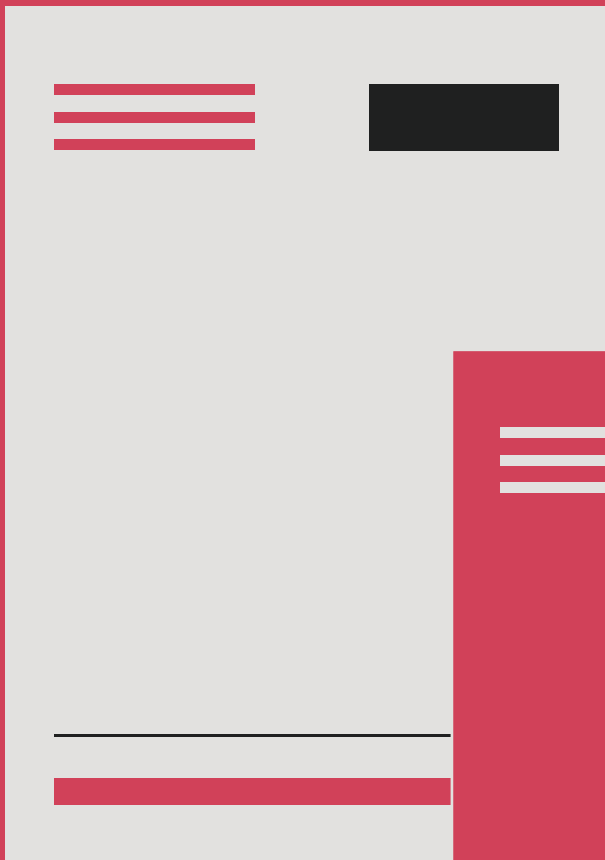a b c d e f g h i j k l m n o p q r s t u v w x y z

04

Corporate Colors

Our corporate colors are a fundamental aspect of our brand identity. These colors are carefully chosen to reflect the vision, mission, and values of our company. They create a visual connection with our audience and establish an emotional connection with our brand. Our primary corporate colors are yellow and red, representing the vibrant and passionate energy of the gaming industry. We use these colors consistently across all our marketing materials, both digital and print.

Our secondary corporate colors are black and white, which serve as a backdrop for our primary colors. These colors create a strong contrast that enhances the visibility and legibility of our brand elements. The combination of our primary and secondary colors creates a balanced and versatile palette that enables us to communicate our brand message effectively across various media. We adhere strictly to our corporate color guidelines to ensure that our brand identity remains consistent and recognizable.

C100   M096   Y035   K030
R034   G037   B088
#222558

C002   M098   Y096   K000
R235   G037   B039
#eb2527

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As we come to the end of our brand guidelines, we hope that you have gained a better understanding of our company's vision and mission. Our commitment to excellence and innovation drives us to create a brand identity that truly represents who we are and what we stand for in the gaming industry.

We believe that our brand guidelines will serve as a strong foundation for all our marketing and communication efforts, ensuring consistency and cohesion across all platforms. Our hope is that this guide will help us build a stronger relationship with our audience and create a lasting impact in the MENA gaming industry.

Thank you for taking the time to learn more about our brand guidelines. We are excited to continue to grow and innovate in this dynamic and ever-evolving industry, and we look forward to sharing our journey with you.

Connecting minds, creating the future—Etisal Telecom is where innovation meets impact, one connection at a time.

Ahmed Noureldin

Etisal Telecom CEO