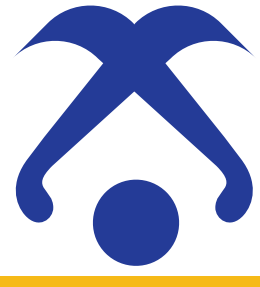
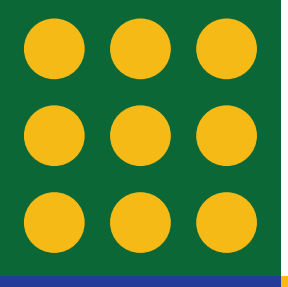


صندوق الكويت للاستجابة الطارئة

KUWAIT EMERGENCY
RESPONSE FUND

MEDIA KIT





صندوق الكويت
للاستجابة الطارئة

KUWAIT EMERGENCY
RESPONSE FUND

Primary Logo

used primary as the forefront of the brand in print and digital



Logo Emblem

used sparingly in digital environments that require less text and more of a visual association with the campaign
this can be used on print in specific cases such as pins and or space limiting items



صندوق الكويت
للاستجابة الطارئة

KUWAIT EMERGENCY
RESPONSE FUND

Primary Horizontal Logo

primary use in digitized media
when space is needed to ensure seamless design layout

LOGO & USAGE

IMPORTANT NOTE

That the stroke remains universally the same on all scale changes. pay close attention to the octagonal shape in the center and the white spacing between each blue line

Furthermore, ensure that the elements remain intact and are not in miss-alignment when changing its position.

In addition, do not stretch the logo or place it on highly busy backgrounds, ensure some margine of space between the logo and the free edge of any media

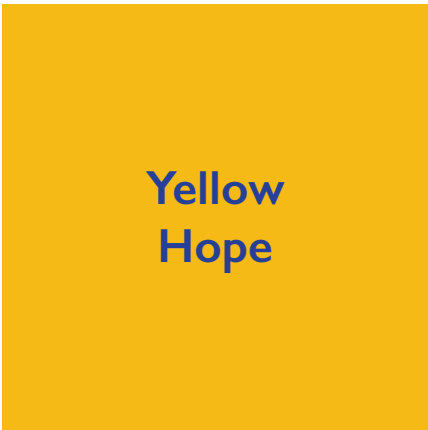
do not change the colors or text positioning of the logo.

avoid applying dynamic shadow based colors that may alter the quality of visibility

COLORS

Complementary colors

Primary Color



HEX #F5BA18
RGB 245, 186, 24
HSB 44, 90%, 96%
CMYK 3, 28, 100, 0

HEX #006836
RGB 0, 104, 54
HSB 151, 100%, 41%
CMYK 91, 34, 100, 27

HEX #254095
RGB 37, 64, 149
HSB 226, 75%, 58%
CMYK 99, 90, 3, 0

The primary color is our main color use in terms of our logo considration to the complementary lines of the colors yellow and green

that being said the primary color should be considered and applied across the board of the text and sparingly in the elements along with the complementary colors

avoid using these colors in full profile as back drops or altering the originality of the logo colors. Preferably use the green or blue color for text

the white is an inharent color that allows you to ensure a positive use of both color and space

Aa

Gill Sans Family

Titles & Body Paragraph

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

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () - \ +

ا ب

Ge Dinar One Medium & Bold

Titles & Body Paragraph

ا ب ت ث ج ح خ د ذ ر س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي ء ؤ ئ ة ى

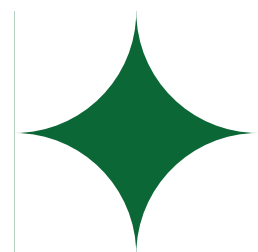
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
! * # \$ % ^ & * () - \ +

FONTS

Both Fonts can be used in body paragraphs and titles, the usage of weight depends on the context of information

statements can be in bold while body paragraphs can be in regular weights or light weights

ELEMENTS



light of hope



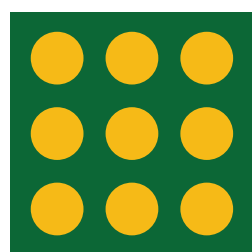
our sea



our path



our country



our communities



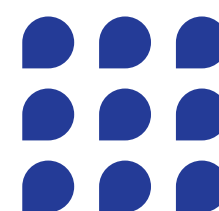
حماية و دفاع
Primary Element



سيف العرضة
Primary Element



our nature



our rain water



our sun

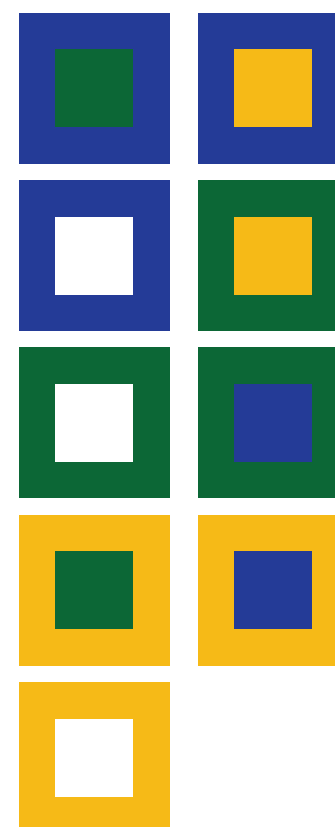
IMPORTANT NOTE

These patterns all symbolize the abundance and glory of kuwait and our ambition to pour our support into it, the goal is to use these elements sparingly and elegantly across all platforms and print mediums

Alternating the colors and ensuring there is a positive and negative space usage that is not overwhelmed by the pattern

LESS IS MORE

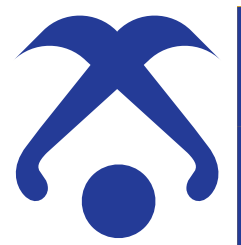
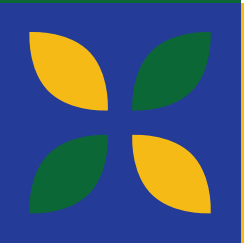
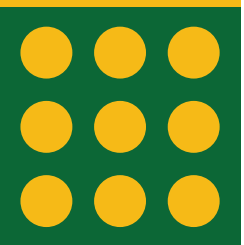
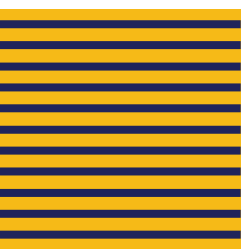
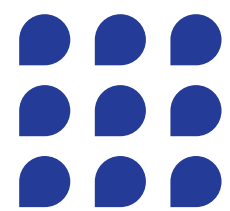
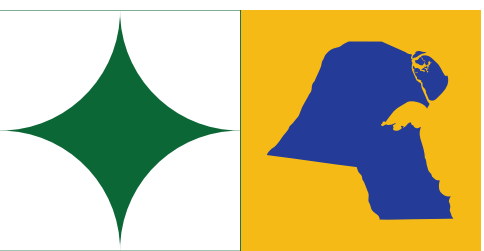
ALTERNATING COLORS



SOCIAL MEDIA ICONS



PRE-MADE
SET



Handle Bar



WWW.KUWAIT-FUND.ORG



KERF_KUWAIT

