

Brandmark

Logo – On white background



Logo – On purple background / Reverse



Logo – Monochrome



Colors

Primary colors



Pantone 2607C
RGB 80 10 115
HEX 500A73
CMYK 70 100 5 0



Pantone 178C
RGB 255 100 92
HEX FF645C
CMYK 0 70 60 0



Pantone 3252C
RGB 90 239 220
HEX 5AEFDC
CMYK 60 0 25 0

Secondary colors



Pantone 1215C
RGB 255 244 180
HEX FFF4B4
CMYK 0 5 45 0



Pantone 7486C
RGB 193 236 172
HEX C1ECAC
CMYK 35 0 50 0

Base colors



White
RGB 255 255 255
HEX FFFFFFFF



Pantone Black 6C
RGB 0 0 0
HEX 000000
CMYK 0 0 0 100

The Maximizer

Graphic device – On white background



Graphic device – elongated



Typeface

PRIMARY TYPEFACE

29LT Okaso

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}|<>?=-[];'\,./

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ع غ ط ظ
ف ق ك ل م ن و ه ة ي آ إ ئ ء و
09 8 7 6 5 4 3 2 1

SECONDARY TYPEFACE

Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}|<>?=-[];'\,./

Noto Kufi

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ع غ ط ظ
ف ق ك ل م ن و ه ة ي آ إ ئ ء و
09 8 7 6 5 4 3 2 1