





## The Vision

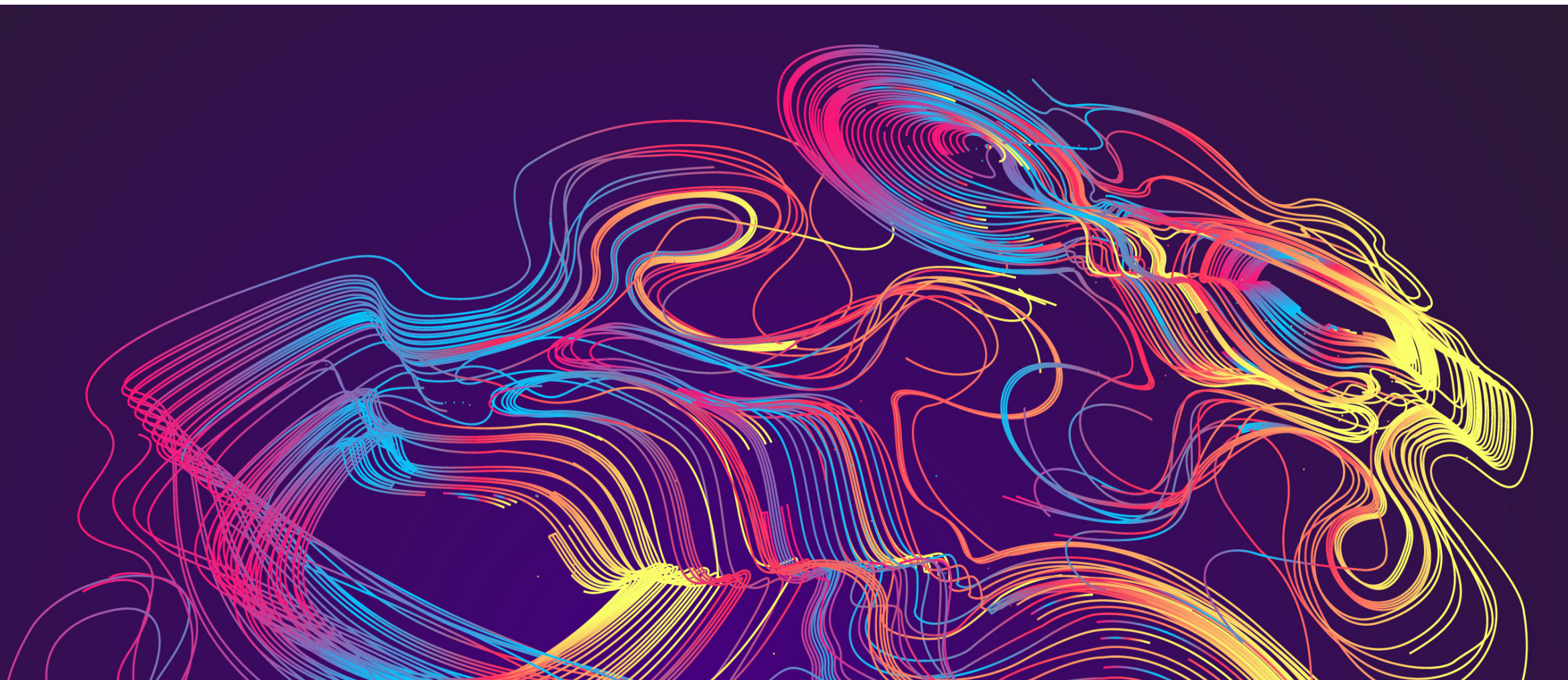
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## The Mission

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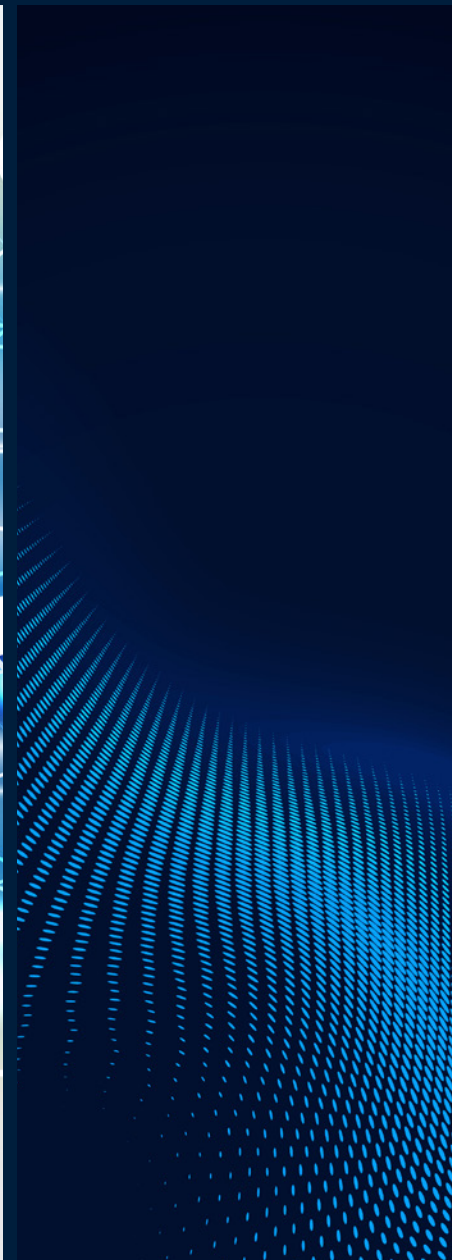


# Brand essence



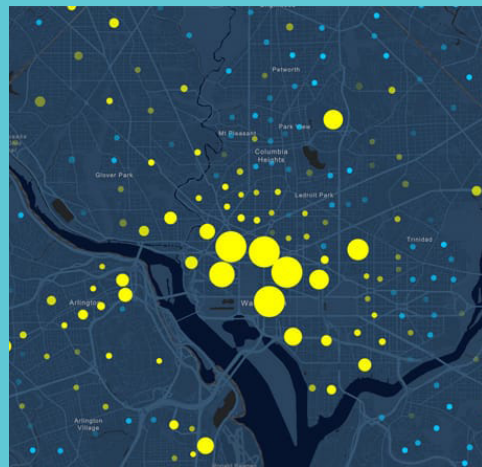
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# Brand Attributes



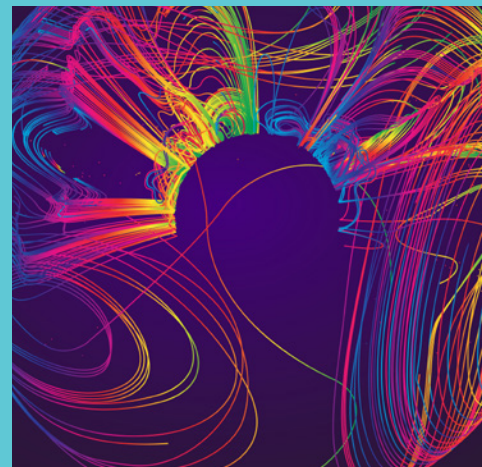
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# Brand personality



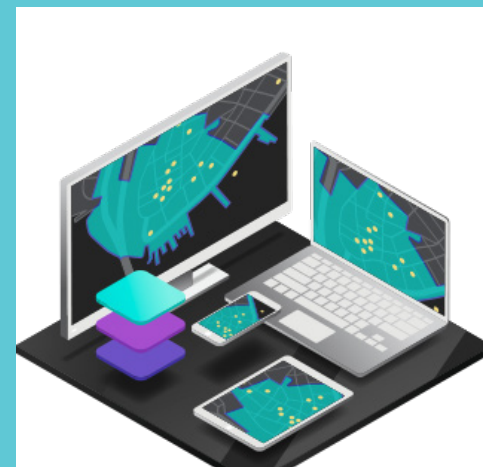
## Landed

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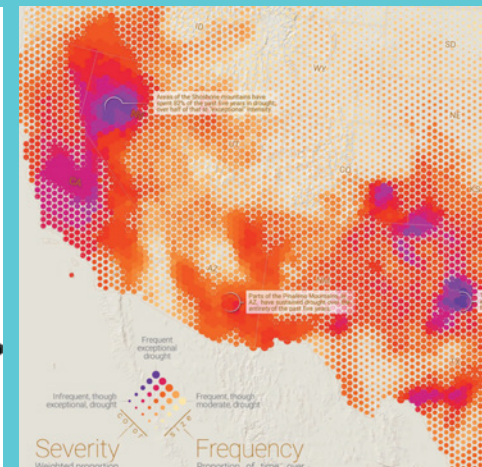
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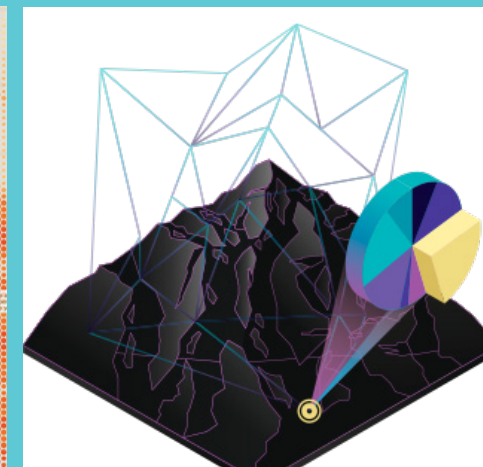
## Makcoedo

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## dingedo

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fugiates rnon cum.



## Sadedolo

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excesec tiisit  
fugiates rnon cum.



## Zasdolo

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excesec tiisit  
fugiates rnon cum.

Brand logo



# Brandmark - Overview

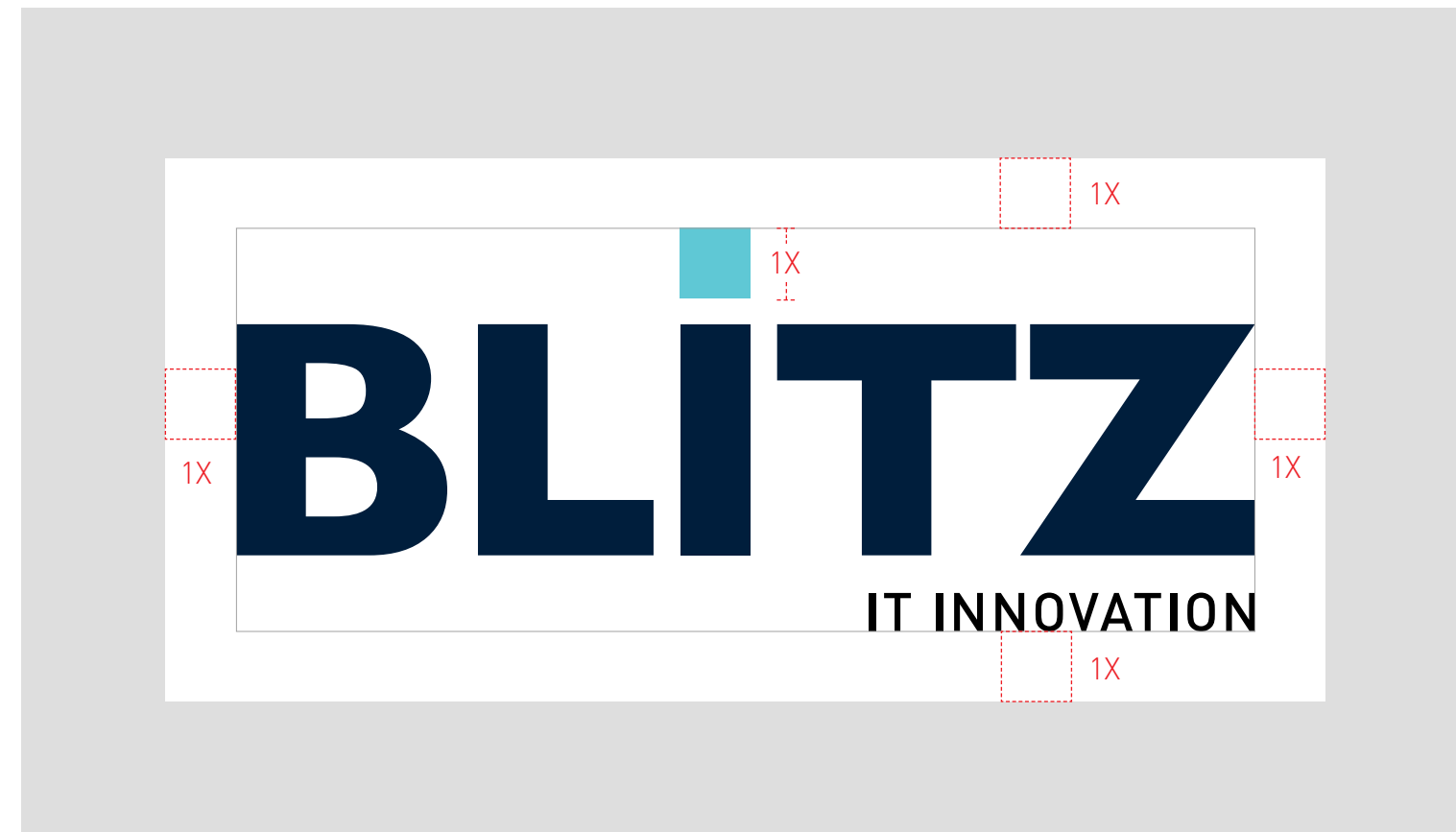




Brandmark - Color variations



Brandmark - Clear space & minimum size



# Brandmark - Incorrect use

X



Do not crop the brandmark

X



Do not frame brandmark

X



Do not distort brandmark

X



Do not rotate brandmark

X



Do not add other elements

X



Do not change the colour of brandmark

X



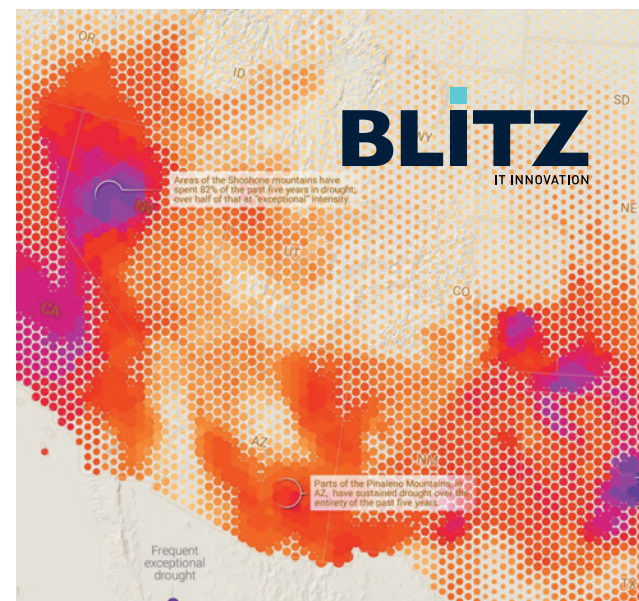
Do not apply effects to brandmark

X



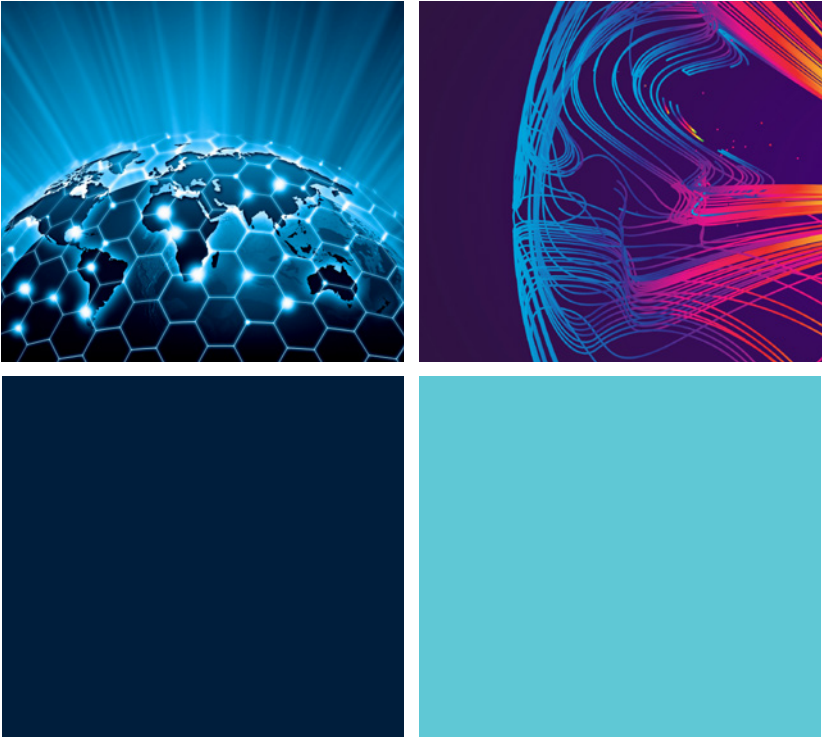
Do not place the brandmark as a read-through within text.

# Brandmark - On photographic backgrounds



# Brandmark - Color palette

## Primary Color



Pantone: 000 C

Pantone: 000 C

## Secondary Colors



Pantone: 000 C

Pantone: 000 C

Pantone: 000 C

# Brandmark - Typography – Latin primary



**DIN Bold**  
**Headlines/Titles**

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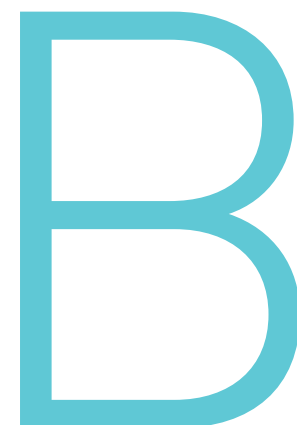
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890



**DIN Medium**  
**Body copy**

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abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

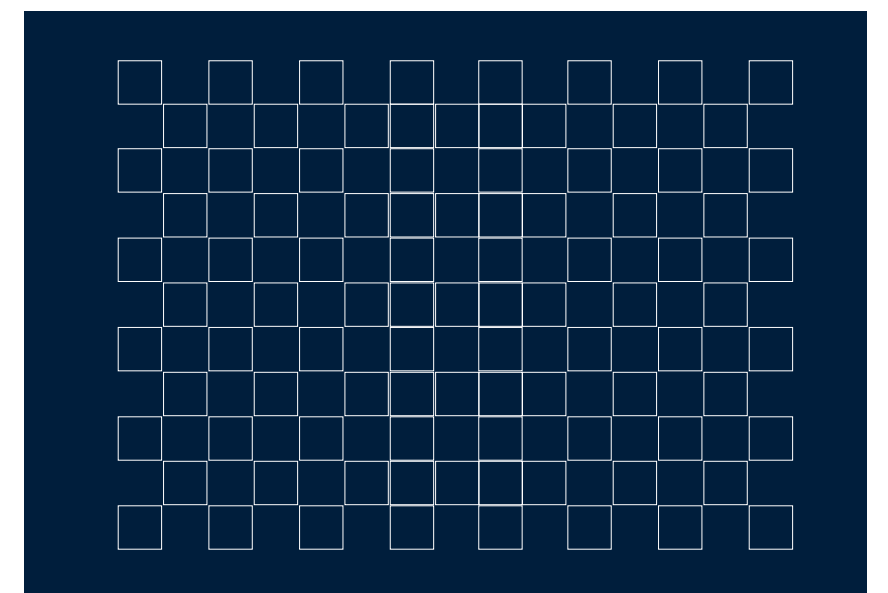
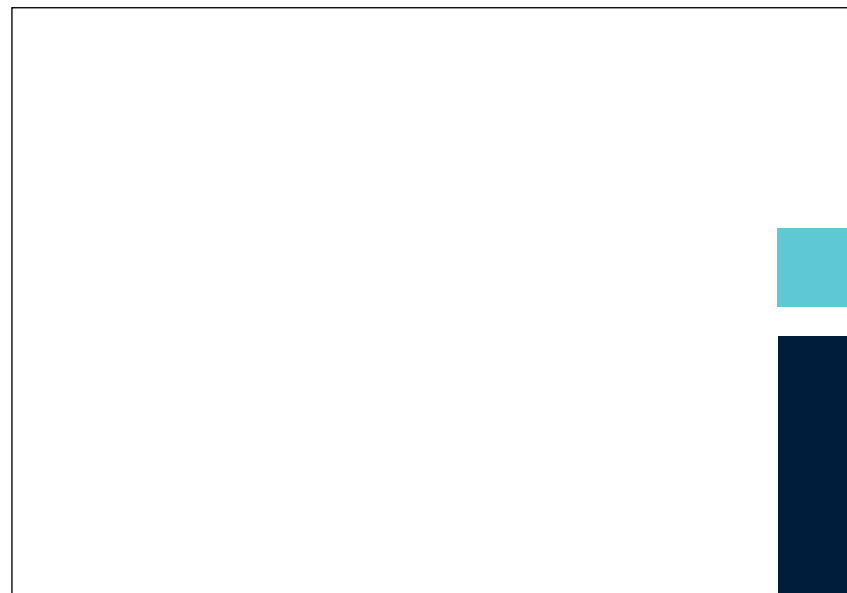


**DIN Light**  
**Body copy**

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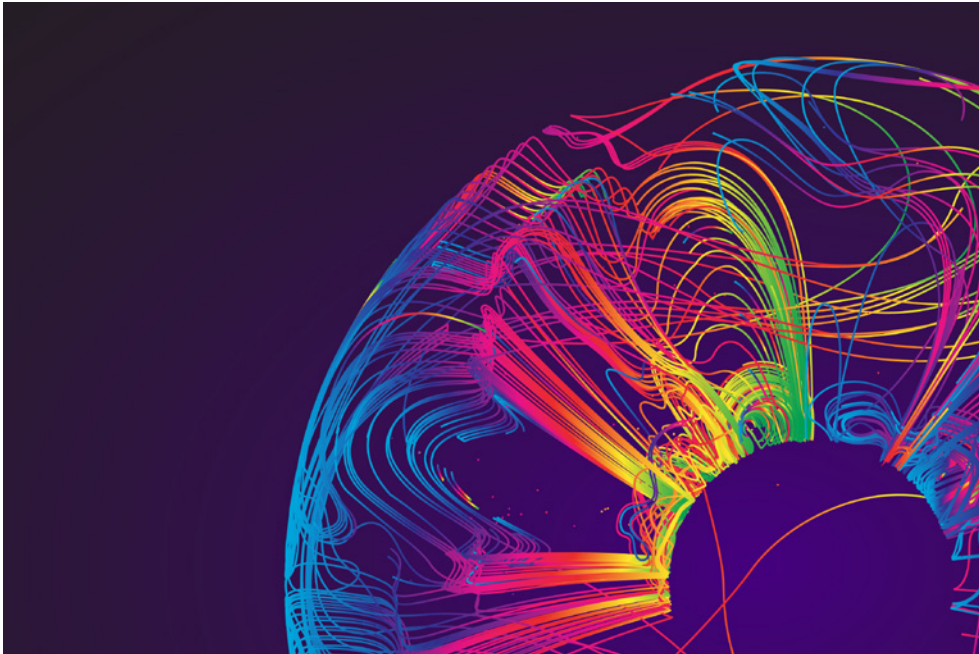
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

# Brandmark - Graphic device



# Brandmark - Photography style

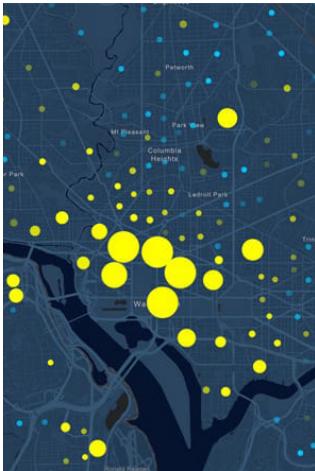
Confident



Dedicated



Achievement



Growth



Strength

Future



Sharing

Visionary



Applications - Stationery



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IT INNOVATION

**Naser Mohd Abdulla**  
CEO

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www.blitz.ae





**Date**  
29th December  
2018

**Address**  
P.O. Box 12345  
Building Name  
Street Name  
City, Country Name

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**Date**  
29th December  
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**Address**  
P.O. Box 12345  
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City, Country Name

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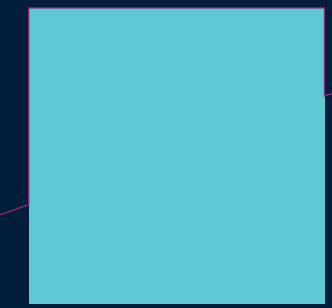
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Thank you

