



□ BRAND IDENTITY

Brand Guidelines

Logo, colour, typography and stationery standards
for Buna Aljazira Contracting Company.

What's inside

This guide sets out how the Buna identity should be used across print, digital and on-site applications. It is based on the company's existing logo and website theme.

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Building the Kingdom's foundations for 70+ years.

For more than seven decades, Buna Aljazira Contracting Company has been one of the cornerstones in laying the foundations of Saudi Arabia's infrastructure — roads, networks and utilities across the Kingdom's diverse terrains.

Time-honoured expertise, blended with continuous innovation and technological advancement, defines who we are. Our identity should always express the same qualities: **solidity, precision, heritage and ambition** — aligned with Saudi Vision 2030.

70+

Years of experience

190+

Employees

95+

Equipment units

KSA

Projects across the Kingdom

Solid

Strong, stable, built to last

Precise

Engineering clarity in every detail

Heritage

Seven decades of trust

Ambitious

Driving growth for Vision 2030

The primary logo



The Buna logo combines the **B monogram** — a solid gold block representing strength and foundations — with the bilingual wordmark in Arabic and English.

Monogram

A white “B” reversed out of a gold square. The foundation block of the identity.

Arabic wordmark — بنى

Set above the English name; never omitted in Saudi applications.

English wordmark — BUNA

Geometric capitals aligned to the Arabic baseline block.

Always from master artwork

Never re-type or redraw the logo. The artwork in this guide is a vector trace of the web logo — request original master files (AI/EPS/SVG) for print production.

Logo variations

Always choose the version with the strongest contrast. Full colour is preferred wherever possible.



Primary — full colour
White and light backgrounds



Reversed
Charcoal, dark photography



Gold background
Gold panels and accents



Monochrome black
Fax, stamps, single-colour print



Monochrome white
Embossing, engraving, dark surfaces



Monogram
App icon, favicon, social avatar

Give the logo room



The protected area around the logo equals x — half the height of the gold monogram. Keep all text, images and edges outside this zone.

MINIMUM SIZE



Print 35 mm · Digital 140 px



Absolute minimum 25 mm · 100 px



Monogram only: 8 mm · 24 px (favicon 16 px)

Below 25 mm the Arabic wordmark loses legibility — use the monogram instead.

What not to do

Consistency builds recognition. The logo must never be altered in any way.



Do not stretch or distort



Do not change the colours



Do not rotate



Do not add shadows or effects



Do not place on low-contrast backgrounds



Do not rearrange or resize parts



Do not use transparency



Do not add outlines or containers

Colour palette

Warm gold and bronze drawn from the logo and the desert landscape, grounded by charcoal and softened by sand-cream neutrals.

PRIMARY

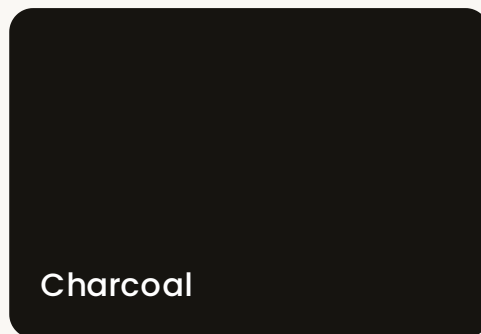


Logo · primary brand colour

HEX #C18F4C

RGB 193 143 76

CMYK 0 26 61 24

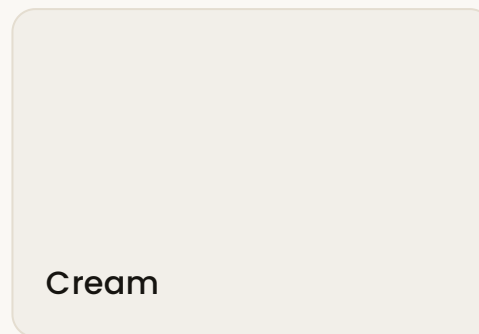


Text, dark backgrounds

HEX #161410

RGB 22 20 16

CMYK 0 9 27 91

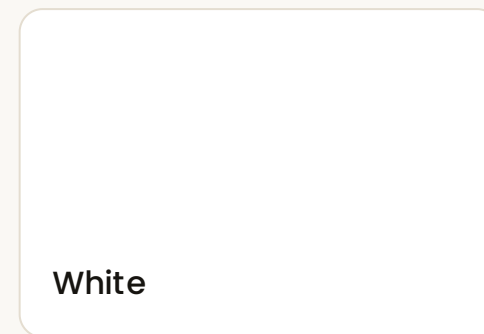


Backgrounds, paper

HEX #F2EFE9

RGB 242 239 233

CMYK 0 14 5



Backgrounds, reversed type

HEX #FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

SECONDARY



Badges, highlights

HEX #C29D59

RGB 194 157 89

CMYK 0 19 54 24



Buttons, charts

HEX #9C7B40

RGB 156 123 64

CMYK 0 21 59 39



Panels, diagrams

HEX #3F444B

RGB 63 68 75

CMYK 16 9 0 71

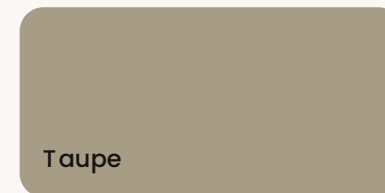


Body text

HEX #555555

RGB 85 85 85

CMYK 0 0 0 67



Captions, lines

HEX #A79C86

RGB 167 156 134

CMYK 0 7 20 35

40%

20%

20%

12%

4%

4%

Suggested balance: light neutrals dominate, charcoal anchors, gold accents. CMYK values are conversions — always proof on the chosen stock (suggested Pantone reference for Buna Gold: 75 62 C, to be confirmed by print proof).

Typography

ENGLISH · PRIMARY

Manrope

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & @ % +

Light Regular Medium SemiBold **Bold**

H1 · Manrope SemiBold · 48 pt

Buna Aljazira Contracting

Label · Manrope Bold · 9 pt · caps

OUR SPECIALTIES

Both are free Google Fonts (SIL OFL). Fallbacks: Arial / Segoe UI (English), Tahoma (Arabic). Specimens in this PDF are rendered with the closest available substitutes.

One modern geometric family for English and a clean, contemporary Arabic companion — as used on the Buna website.

ARABIC · PRIMARY

Tajawal (web: Noor)

ا ب

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

ي

٠١٢٣٤٥٦٧٨٩

عادي متوسط عريض

H2 · Manrope Medium · 28 pt · Stone

A vision that leads the journey of excellence

Body · Manrope Regular · 10 pt / 15 pt · Stone

We combine strategic planning, market expertise and client collaboration to deliver quality infrastructure.

Brand elements

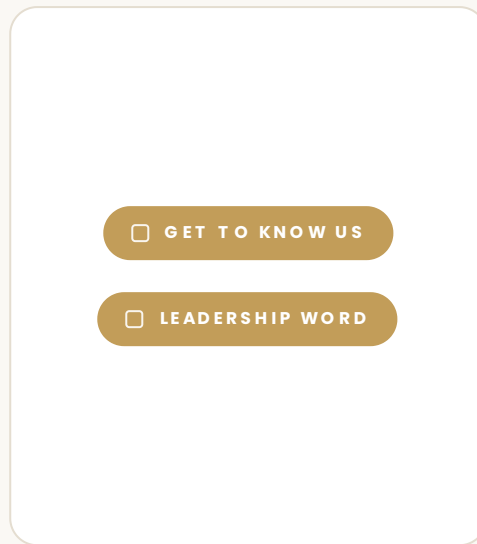
A small toolkit of shapes, taken from the logo and website, gives every item a consistent Buna look.



The B watermark

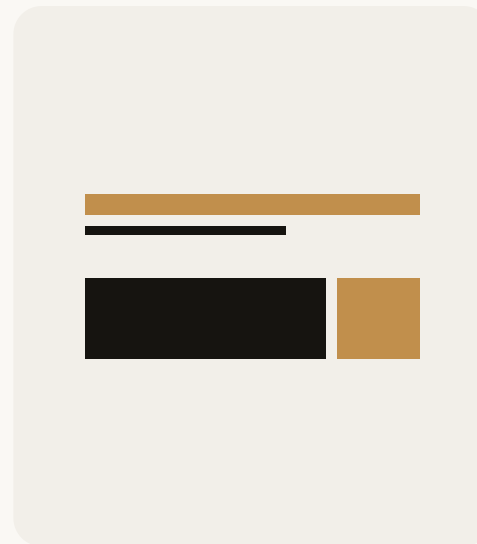
Oversized, cropped “B” at 10–25% gold on charcoal or cream.

Photography — authentic site photography: engineers, heavy equipment, roads and networks in warm natural light. Apply a subtle warm charcoal overlay (#161410 at 40–60%) when setting white type over images.



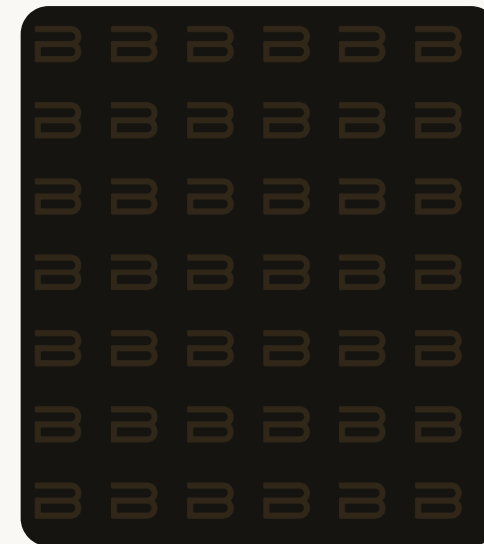
Pill labels

Rounded sand labels with a small icon introduce every section.



Gold bars

Solid gold bands and a 3:1 charcoal/gold split anchor layouts.



Monogram pattern

Repeating mark on dark packaging, folders and backs of cards.

Corners — cards and photos use soft 16–24 px rounded corners; labels are fully rounded; stationery edges remain square.

Business cards

FRONT



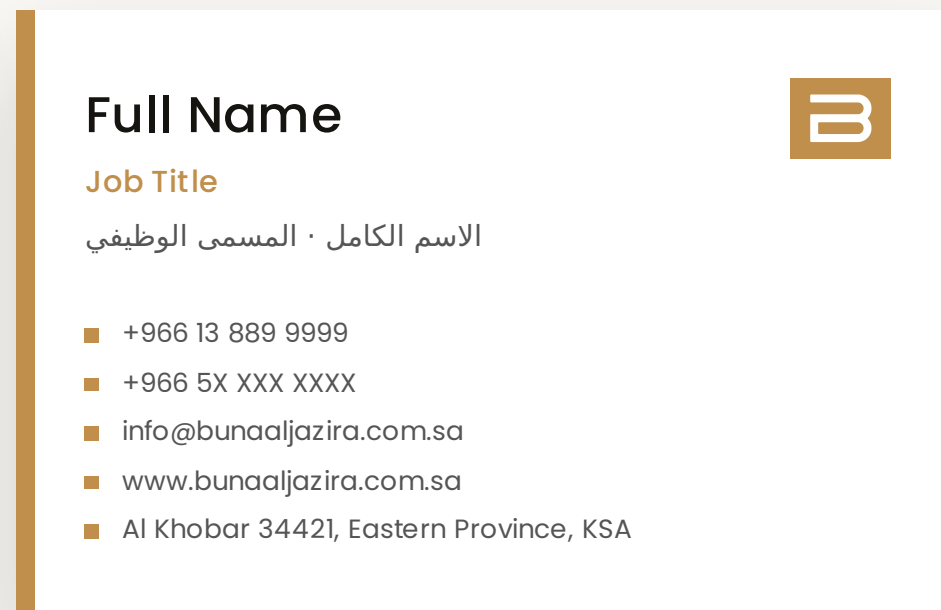
NAME

Manrope SemiBold 10 pt · Charcoal

TITLE

Manrope Medium 7.5 pt · Gold

BACK



DETAILS

Manrope Regular 7 pt · Stone

FINISH

Optional gold foil on logo, 3 mm bleed

Letterhead

A4 (210 × 297 mm), 100–120 gsm uncoated white. Logo top-left, contact details top-right, a gold rule under the header and a charcoal footer band carrying the bilingual company name and legal details.

MARGINS

20 mm left/right · 45 mm top · 30 mm bottom

BODY TEXT

Manrope Regular 10 pt / 15 pt · Charcoal

RULE

Buna Gold · 1 mm

WATERMARK

“B” at 7% gold, bottom-right

ARABIC LETTERS

Mirror the layout: logo top-right, text right-aligned



+966 13 889 9999
info@bunadjazira.com.sa
www.bunadjazira.com.sa

Ref: BAJ/2026/000

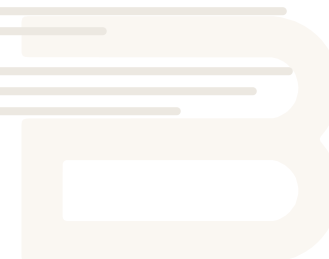
Date: 30 September 2026

To: Recipient Name
Company Name
City, Kingdom of Saudi Arabia

Subject: Letter subject line

[Placeholder for letter body text]

Since re ly,
Full Name
Job Title



Buna Aljazira Contracting Company

شركة بنى الجزيرة للمقاولات

Prince Turki Bin Abdulaziz Road, AlKhobar 34421 Eastern Province, KS A · C.R. XXXXXXXXXX · VAT XXXXXXXXXX

Envelopes

DL (220 × 110 mm) for letters, C4 for A4 documents. Front white with the logo and return address; back flap in charcoal.

DL — FRONT



DL — BACK



Presentation folder

A4 folder (220 × 310 mm), 350 gsm with inner pocket and business-card slit. Charcoal cover with gold logo and watermark; cream interior.

OUTSIDE — SPINE & FRONT

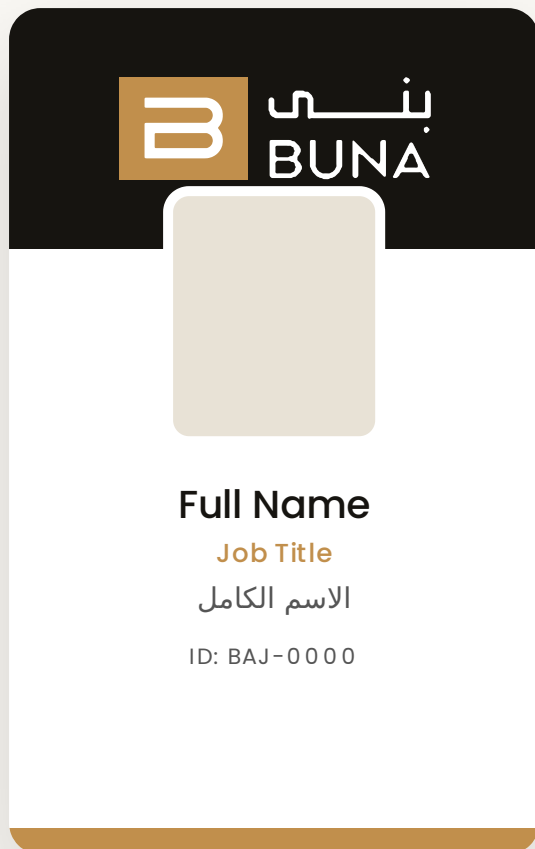


INSIDE — POCKET

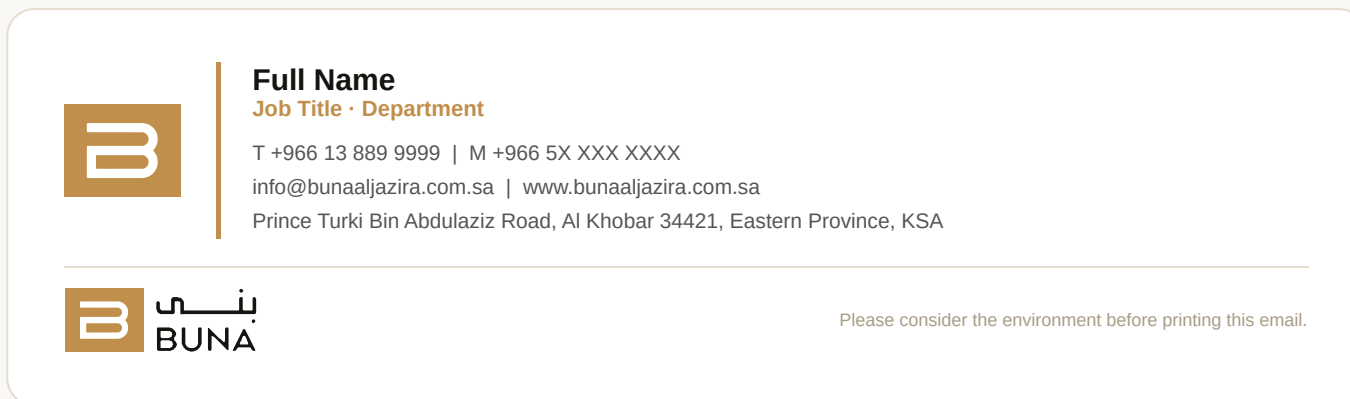


ID card & email signature

EMPLOYEE ID · 54 × 86 MM (CR80 PORTRAIT)



EMAIL SIGNATURE · HTML, 600 PX MAX WIDTH



FONT

Arial / Segoe UI (email-safe fallback for Manrope)

LOGO

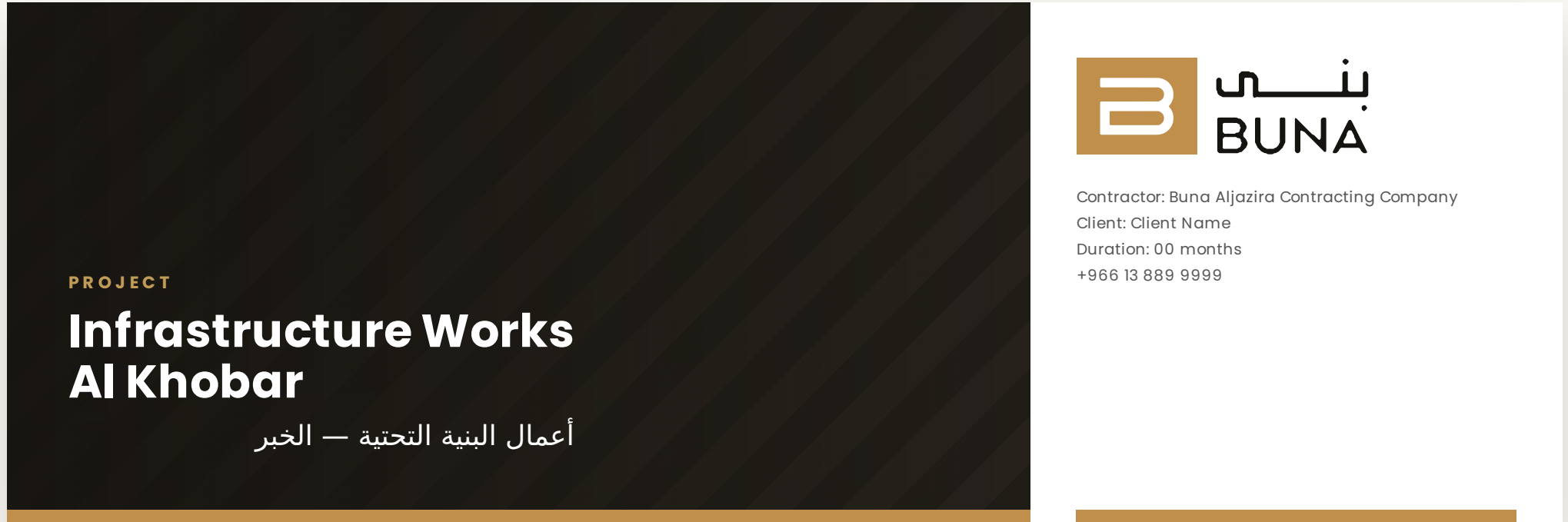
PNG @2x, hosted on company server

DO NOT

add quotes, images, backgrounds or extra colours

Site hoarding & signage

Construction-site hoardings and project boards: 3:1 split of charcoal image panel and white information panel, finished with a gold base band. Bilingual always.



RATIO

Image 70% · Info 30%

MATERIAL

Printed PVC / Dibond, UV-resistant inks

SAFETY

Use high-visibility yellow only for mandatory safety signs, never as a brand colour

VISION 2030

Place the official logo per its own guidelines



Buna Aljazira Contracting Company

Prince Turki Bin Abdulaziz Road, Al Khobar 34421, Eastern Province, KSA

+966 13 889 9999 · info@bunaaljazira.com.sa · www.bunaaljazira.com.sa