



BRAND GUIDELINES



ABOUT

Shadow Fleet is a leading Saudi company dedicated to delivering professional fleet management and logistics solutions tailored to the evolving needs of businesses across the Kingdom. With a strong commitment to reliability, efficiency, and innovation, we provide seamless transportation and fleet services that optimize operations and improve productivity. Our experienced team leverages modern technology and industry best practices to ensure safe, timely, and cost-effective solutions. At Shadow Fleet, we strive to build long-term partnerships by consistently exceeding client expectations through exceptional service and operational excellence.



LOGO VARIATION

Primary Logo



Icon Mark



LOGO VARIATIONS



شركة أسطول الظل

- للمعدات الثقيلة والخدمات اللوجستية -

7054581405 : ٢٠٢٥

SHADOW FLEET

HEAVY EQUIPMENT & LOGISTICS SERVICES



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LOGO INCORRECT USAGE

- ▶ Don't introduce new colors
- ▶ Don't stretch or distort the logo
- ▶ Don't Do any effect on the logo
- ▶ Don't rotate the mark
- ▶ Don't introduce any strokes on the logo
- ▶ Don't place the on other text



COLOR PALETTE

Red

#ed0014

RGB 237, 0, 20

CMYK 1, 100, 100, 0

Yellow

#ffcb05

RGB 255, 203, 5

CMYK 0, 20, 100, 0

Black

#000000

RGB 0, 0, 0

CMYK 75, 68, 67, 90

White

#fffefe

RGB 255, 254, 254

CMYK 0, 0, 0, 0

TYPOGRAPHY

عائلة الخط العربي

(IBM Plex Sans Arabic)

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و
ي ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠ - () ! ? * | / \ | = + , ; > <

حرفية خالدة بدقة وإتقان

(Bold)	خط عربي: تاجوال ثقيل
(Medium)	خط عربي: تاجوال متوسط
(Regular)	خط عربي: تاجوال عادي
(Light)	خط عربي: تاجوال خفيف

Note: Poppins font is used for english headline and highlights to create a premium and elegant look.

Montserrat Font Family

ENGLISH FONTS

Montesart Regular

Montesart Medium

Montesart SemiBold

Montesart Bold

Note: Montserrat Font is used for english headline and highlights to create a premium and elegant look.

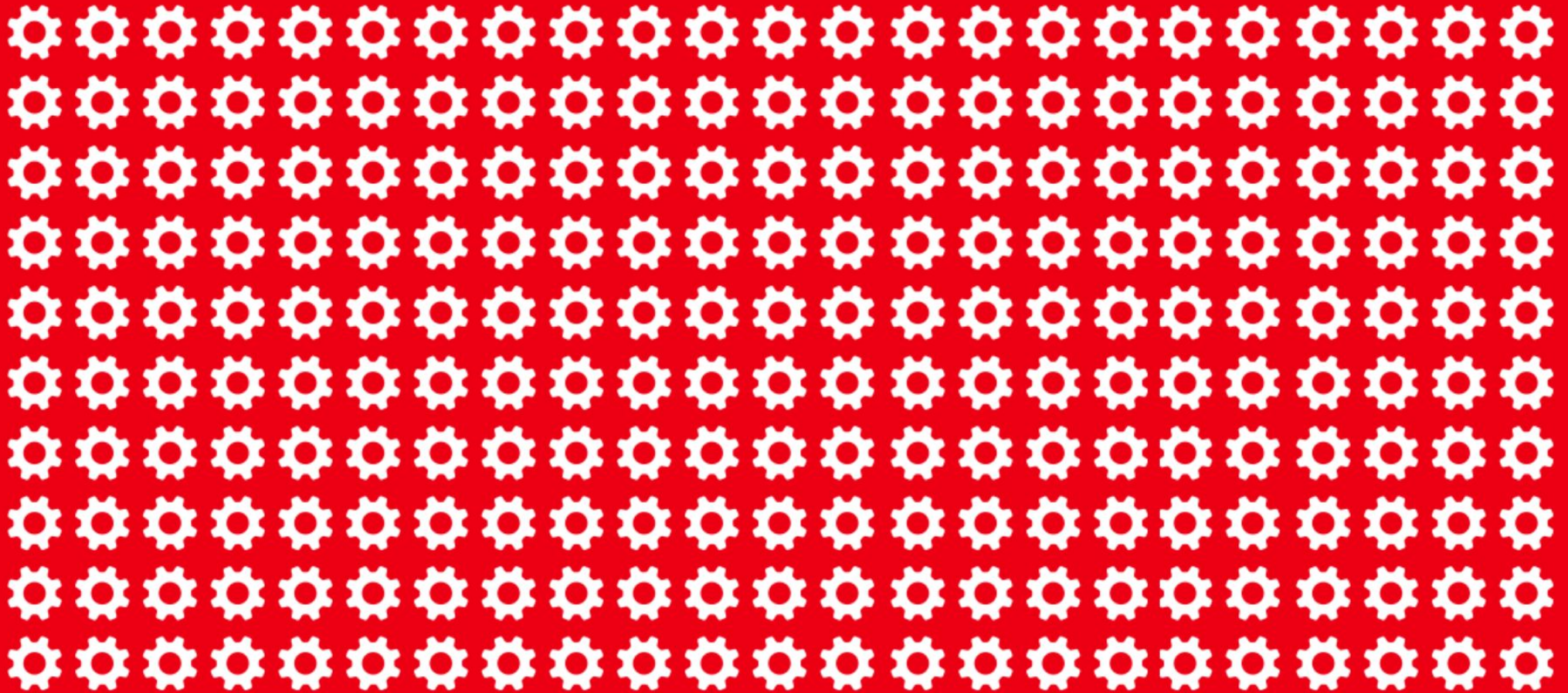
Aa

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

0 1 2 3 4 5 6 7 8 9 10 @ # !

BRAND PATTERN





To: [Recipient Name]
[Recipient Company]
[Address] (us)
Official C

Subject: Official Correspondence
[Recipient Name]

[illegible]

incerely,

[Authorized Representative]
[Company Name]
[Company Title]

 +91 44 500551381

المجلس الأعلى للمعاهد العليا





شركة أسطول الظل

للمعدات الثقيلة والخدمات اللوجستية

☎ : 7054581405 : ٥٥٠٥ : ٥٥٠٥

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HEAVY EQUIPMENT & LOGISTICS SERVICES

☎ Mobile : +966 50 555 5381

📍 Address : King Salman District,
Riyadh, Saudi Arabia



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م. سالم بن صالح الفايز

الرئيس التنفيذي

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