



سياق التنمية للاستشارات الهندسية
شركة مهنية محدودة المسؤولية
Siyah Altanmiyah Engineering
Consultancy. Professional L.L.C



نصمم • نطوّر • نلهم

WE DESIGN • WE DEVELOP • WE INSPIRE

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What's inside

This guide defines how the Siyaq Altanmiyah identity is applied across print, digital and corporate stationery. It is derived from the 2026 company profile.

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Designing the Kingdom's built environment.

Siyaq Altanmiyah is a leading Saudi engineering consultancy providing integrated architectural and engineering solutions — design, engineering supervision, project management, urban planning and interior design — for strategic projects across the Kingdom.

Vision

To be the leading engineering consultancy, exceeding client expectations through quality, innovation and safety.

Mission

To deliver exceptional services to the public and private sectors and contribute to sustainable architectural and engineering infrastructure.

نصمم · نطوّر · نلهم

Brand tagline — “We design · We develop · We inspire”



Excellence

التميّز

The highest standards of quality and technical precision.



Integrity

النزاهة

Honesty, transparency and accountability in all we do.



Innovation

الابتكار

New ideas and modern tools for every challenge.



Safety

السلامة

People's safety first, in design and on site.



Responsibility

المسؤولية

Efficient, sustainable and responsible use of resources.



Partnership

الشراكة

Long-term relationships built on trust.

The primary logo

The logo pairs a **square Kufic symbol** with the bilingual company name. Its geometry reflects engineering precision; its calligraphy roots the brand in Arabic heritage.

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The symbol

“سياق” built in square Kufic within a frame, with “التنمية” beneath — a monogram of the full name.

Arabic name

سياق التنمية للاستشارات الهندسية — شركة مهنية محدودة المسؤولية

English name

Siyaq Altanmiyah Engineering Consultancy. Professional L.L.C

Master artwork

Always use supplied artwork. The logo in this guide is a vector trace of the profile artwork — request original files (AI/EPS/SVG) for print.

Logo variations

Choose the version with the strongest contrast. White-on-maroon is the signature expression, as used across the company profile.



Primary — reversed

White on Siyaq Maroon (preferred)



Positive

Maroon on Cream or white



Monochrome

Black — single-colour print, fax, stamps



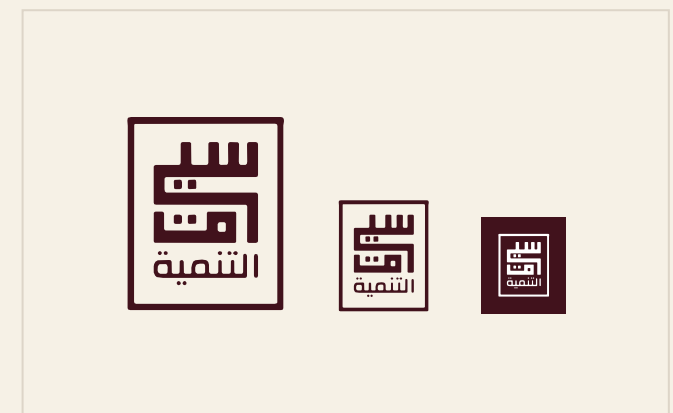
On Sage

Maroon on Sage for secondary panels



Two-colour

Sage symbol with white name — special use



Symbol only

Avatars, favicon, stamps, small spaces

Protect the logo



Keep a clear zone of **x** around the logo, where x equals half the width of the Kufic symbol frame. No text, graphic or edge may enter this area.

MINIMUM SIZE



Below 35 mm the four-line name becomes illegible — use the symbol alone.

What not to do

The logo must never be modified, recoloured or recomposed.



Do not stretch or distort



Do not change the colours



Do not rotate



Do not add shadows or effects



Do not use on low-contrast backgrounds



Do not rearrange the elements



Do not use transparency

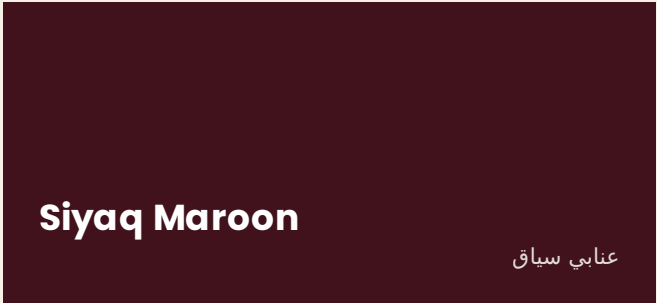


Do not place on busy images

Colour palette

A deep maroon, inspired by traditional Hijazi architecture, anchors the brand. Muted sage brings calm and modernity; cream and sand keep layouts warm and readable.

PRIMARY



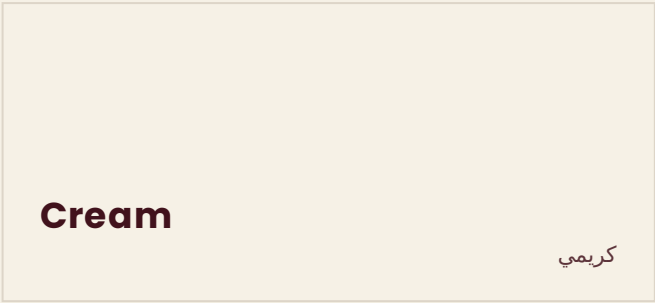
Primary · covers, dark pages, headings

HEX #41121C
RGB 65 18 28
CMYK 0 72 57 75



Accent · rules, icons, highlights

HEX #97BFB8
RGB 151 191 184
CMYK 21 0 4 25



Background · content pages

HEX #F6F1E6
RGB 246 241 230
CMYK 0 27 4

SECONDARY



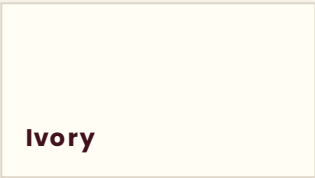
Icons, secondary accents

HEX #5E837D
RGB 94 131 125
CMYK 28 05 49



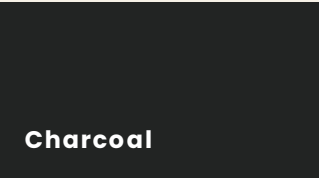
Taglines on maroon

HEX #C9B7A1
RGB 201 183 161
CMYK 09 20 21



Details, reversed shapes

HEX #FFFDF4
RGB 255 253 244
CMYK 01 4 0



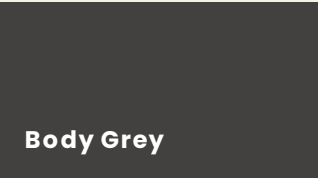
Headings on cream

HEX #222423
RGB 34 36 35
CMYK 60 3 86



Sub-headings, captions

HEX #7C7468
RGB 124 116 104
CMYK 06 16 51



Body text

HEX #43413F
RGB 67 65 63
CMYK 03 6 74



Suggested balance. CMYK values are conversions — confirm with a printed proof. Suggested Pantone references (to verify): Maroon 7421 C · Sage 5575 C.

Typography

Almarai is the brand typeface for Arabic and Latin text — a clean, modern sans with generous proportions. It is free on Google Fonts.

ALMARAI EXTRABOLD — HEADLINES

قيمنا الجوهرية

Titles · 28–40 pt · Charcoal on cream / White on maroon

ALMARAI BOLD — SUB-HEADINGS

التميّز

01 من نحن

Section titles in Maroon · eyebrow numbers in Warm Grey · 14–18 pt

ALMARAI REGULAR — BODY

نلتزم بأعلى معايير الجودة والدقة الفنية في عملنا،
ساعين إلى الإتقان والانضباط الهندسي والعناية بأدق
التفاصيل.

Body · 10–11 pt · line-height 1.6 · Body Grey · right-aligned

ALMARAI REGULAR — LEAD / INTRO

القيم التي نستند إليها في كل مشروع، من أول فكرة حتى التسليم النهائي.

Intro text · 12–13 pt · Warm Grey

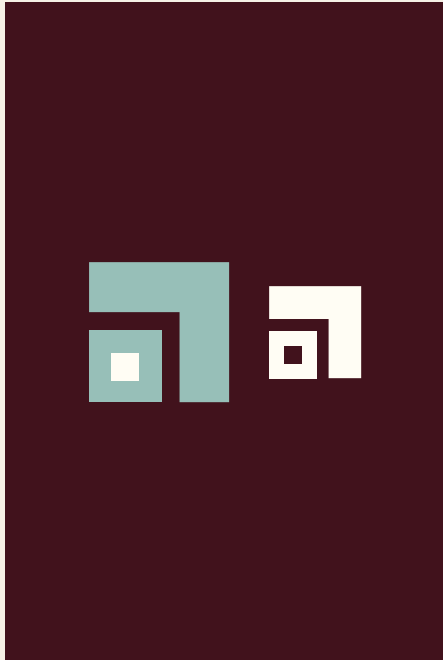
English text — Almarai also covers Latin; for English documents use Almarai Bold/Regular.

Archivo (Bold) may be used for numerals and English display text. System fallback: Tahoma / Arial.

Weights — Light 300 · Regular 400 · Bold 700 · ExtraBold 800. Arabic specimens above are reproduced directly from the company profile.

Graphic elements

A compact toolkit, taken from the company profile, gives every layout the Siyaq look.



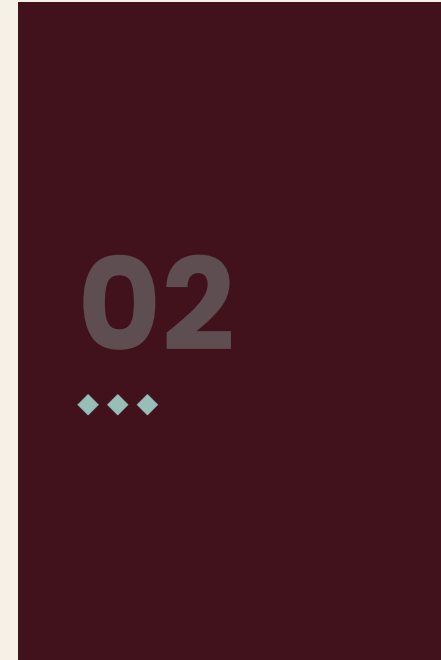
The Siyaq corner

Derived from the logo frame. Used top-left on pages, as bullets and as value icons.



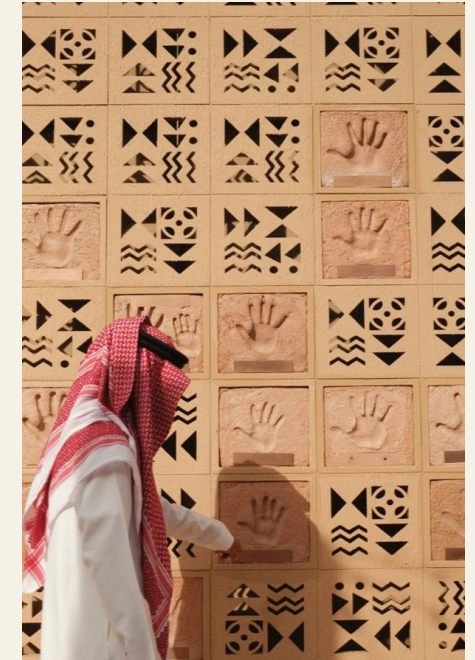
Title + sage rule

Every title carries a short sage underline, aligned to the reading edge.



Numerals & diamonds

Large translucent section numbers; sage diamonds as list bullets and footer markers.



Heritage texture

Sadu, Najdi and Hijazi motifs used as full-bleed imagery, linking design to local identity.

Layout — Arabic-first, right-aligned. Generous margins; content pages on Cream, section openers on Maroon, footer with a thin rule, page name and number.

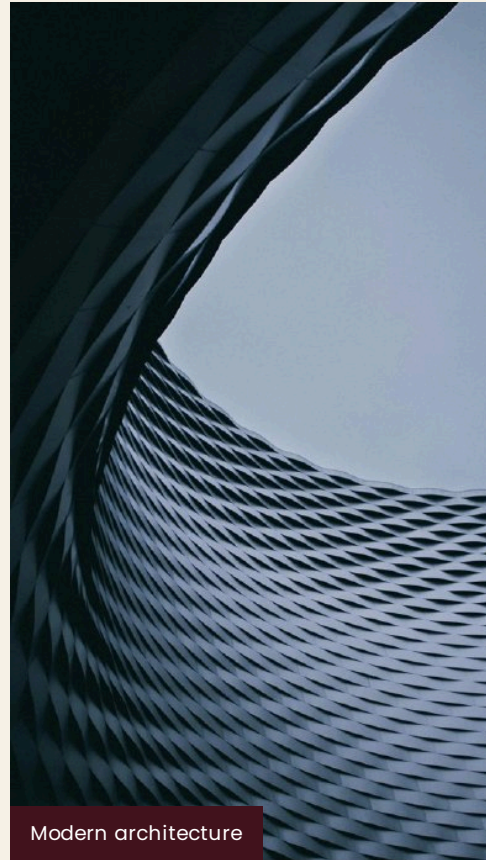
Corners — all shapes stay square and architectural; no rounded corners, gradients or drop shadows.

Photography

Architecture and heritage in equal measure: bold modern facades, precise structural detail and authentic Saudi heritage. Images are warm, textural and uncluttered.



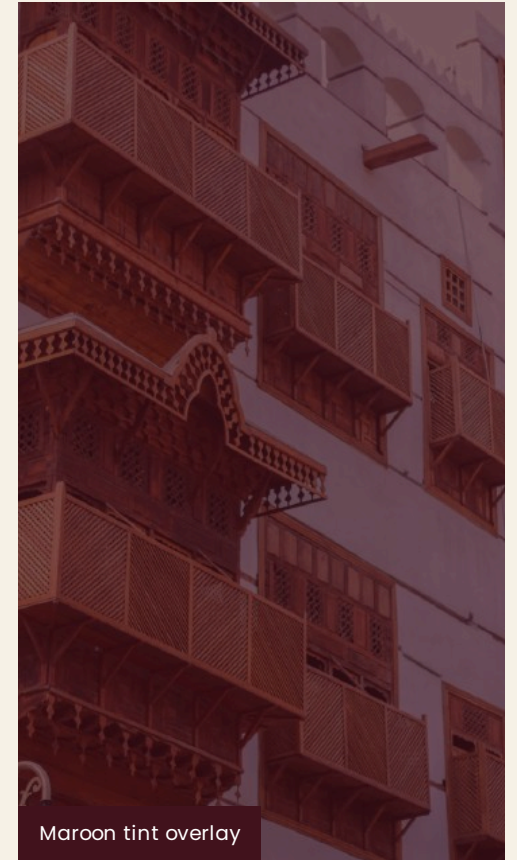
Heritage & people



Modern architecture



Facade detail



Maroon tint overlay

Do — real projects and site work, strong geometry, natural light, cultural context. A maroon overlay (20–40%) may harmonise images with the palette.

Don't — cluttered stock scenes, heavy filters, saturated colour casts or low-resolution images. Images shown are reproduced from the company profile.

Business cards

FRONT



NAME

Almarai Bold 10 pt · Maroon

TITLE

Almarai Regular 8 pt · Deep Sage

BACK



DETAILS

Almarai Regular 7 pt · Body Grey

BLEED

3 mm · safe margin 4 mm

Letterhead

A4 (210 × 297 mm), 100–120 gsm white or cream uncoated. Arabic-first: logo top-left and the Siyaq corner top-right, a thin sage rule under the header, text right-aligned, and a maroon footer band carrying contact details.

MARGINS

20 mm sides · 45 mm top · 30 mm bottom

BODY TEXT

Almarai Regular 11 pt / 1.6 · Body Grey

RULE

Sage · 0.75 mm

WATERMARK

Kufic symbol at 5% maroon

ENGLISH LETTERS

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

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التاريخ: 2026 / 09 / 30

الرقم: SA/2026/000

السادة / اسم الجهة المحترمين
المملكة العربية السعودية

الموضوع: عنوان الخطاب



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Envelopes

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

DL — FRONT

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السادة / اسم الجهة
العنوان
المدينة، الرمز البريدي

Siyah Altanmiyah Engineering Consultancy - 3510 Hira Street, Al Marwah District, Jeddah, Saudi Arabia

DL — BACK



نصمم • نطور • نلهم

Presentation folder

A4 folder (220 × 310 mm), 350 gsm with inner pocket and card slits. Maroon cover with white logo, sage corner and tagline; Cream interior.

FRONT COVER

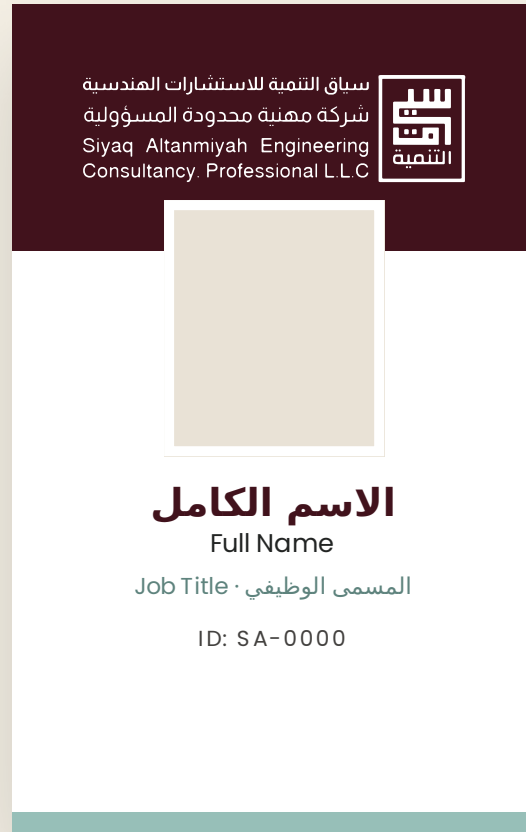


INSIDE POCKET



ID card & email signature

EMPLOYEE ID · 54 × 86 MM



EMAIL SIGNATURE · HTML, 600 PX MAX



FONT

Tahoma / Arial (email-safe fallback for Almarai)

LOGO

PNG @2x hosted on the company server

DO NOT

add quotes, backgrounds, extra colours or animated images

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