

Brand Guidelines

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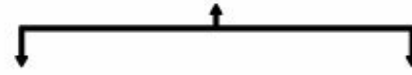
5- Logo on Backgrounds

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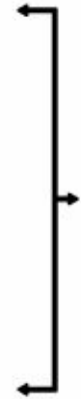


Our Logo

(Secondary Logo)



(Primary Logo)



Primary Logo

The logo features the acronym “**TSI**” prominently in bold, serif typography, with the letter **T** in a deep red color symbolizing strength and reliability, while **S** and **I** are in gray, representing professionalism and stability.



TSI

TULAY SPECIALIZED INSTALLATION

The full company name “**TULAY SPECIALIZED INSTALLATION**” is written in uppercase, with **TULAY** in the same deep red for emphasis and **SPECIALIZED INSTALLATION** in gray for balance and clarity. The color combination of red and gray conveys both energy and trust, making the logo visually striking and professional.

Secondary Logo



The secondary logo features a sleek **red** abstract shape with gray flowing curves, symbolizing speed, precision, and innovation, while maintaining brand consistency with the primary **TSI** logo.

Logo Usage

Main Logo

Master Logo : This is the primary logo, representing the official identity of the company. It will be used across all formal communications, corporate documentation, and prominent placements such as company signage and official materials.

Main Logo

The main logo consists of the letters 'TSI' in a bold, sans-serif font. The 'T' is red, and the 'SI' is grey.

TULAY SPECIALIZED INSTALLATION

Secondary logo

The secondary logo reflects TSI's dynamic and innovative visual identity. It is designed for versatile applications, including digital platforms such as social media, presentations, and marketing materials, ensuring consistent and modern brand representation across various channels.

Secondary logo



Logo Incorrect Usage

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 to the logo
- Don't place the logo on other text



Logo on Backgrounds

The primary colors and secondary colors comprise the **TSI** brand's color palette. The background's colors were chosen to accommodate all purposes.



Logo On photographs

Logo On photographs

Always place the png logo directly on the images ,you can put the logo on the images with a background for the logo when possible. Choose colorful images and backgrounds that have enough contrast with the colors of the logo to maintain the integrity of the logo.



Colors

Primary Colors

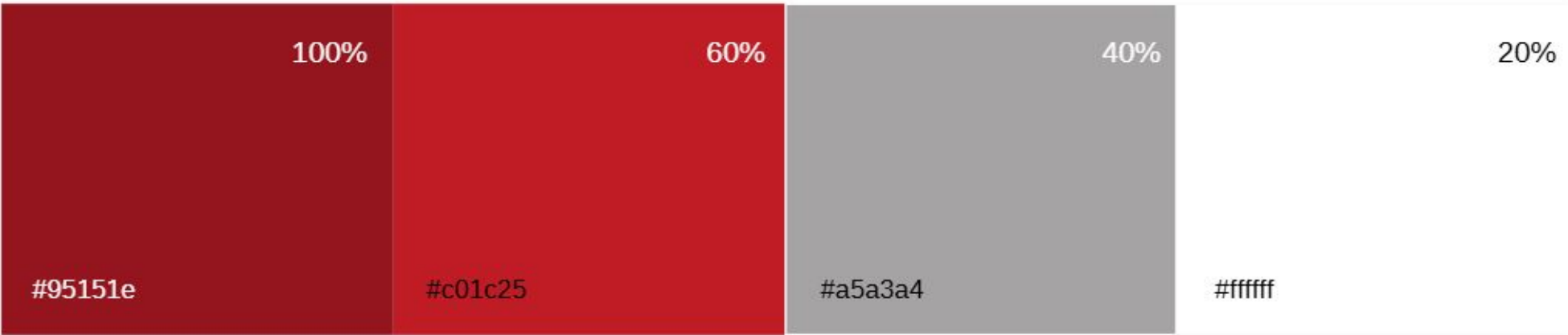
Secondary Colors

Color Palette

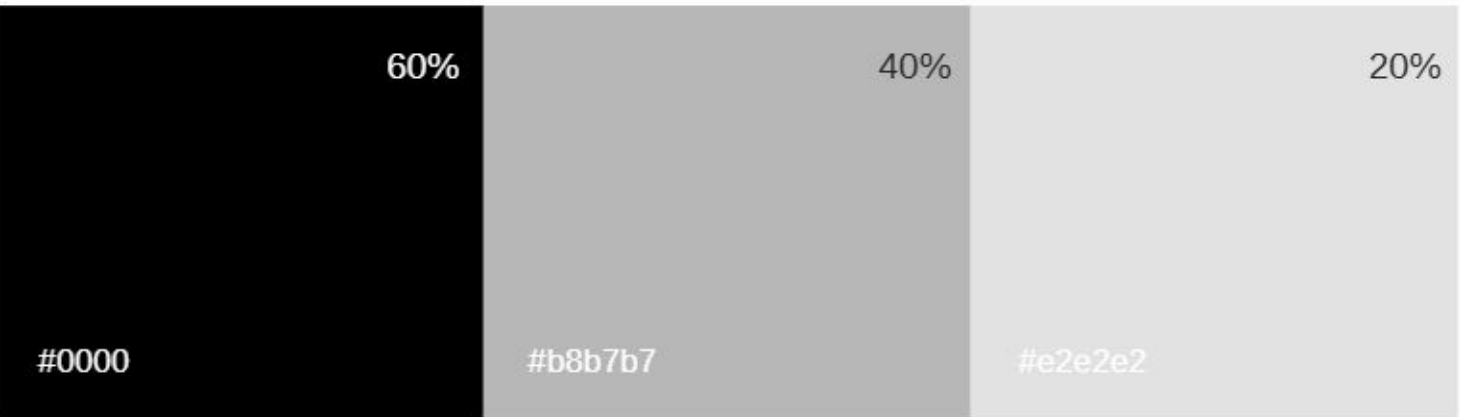
Colors are as important to our brand, as the logos themselves just as punctuation and volume set the tone for our written and verbal style. Color helps set the tone for our visual style

The chosen colors complement the project's goals and areas of interest.

Primary



Secondary



Typography

Primary Typeface

Secondary Typeface

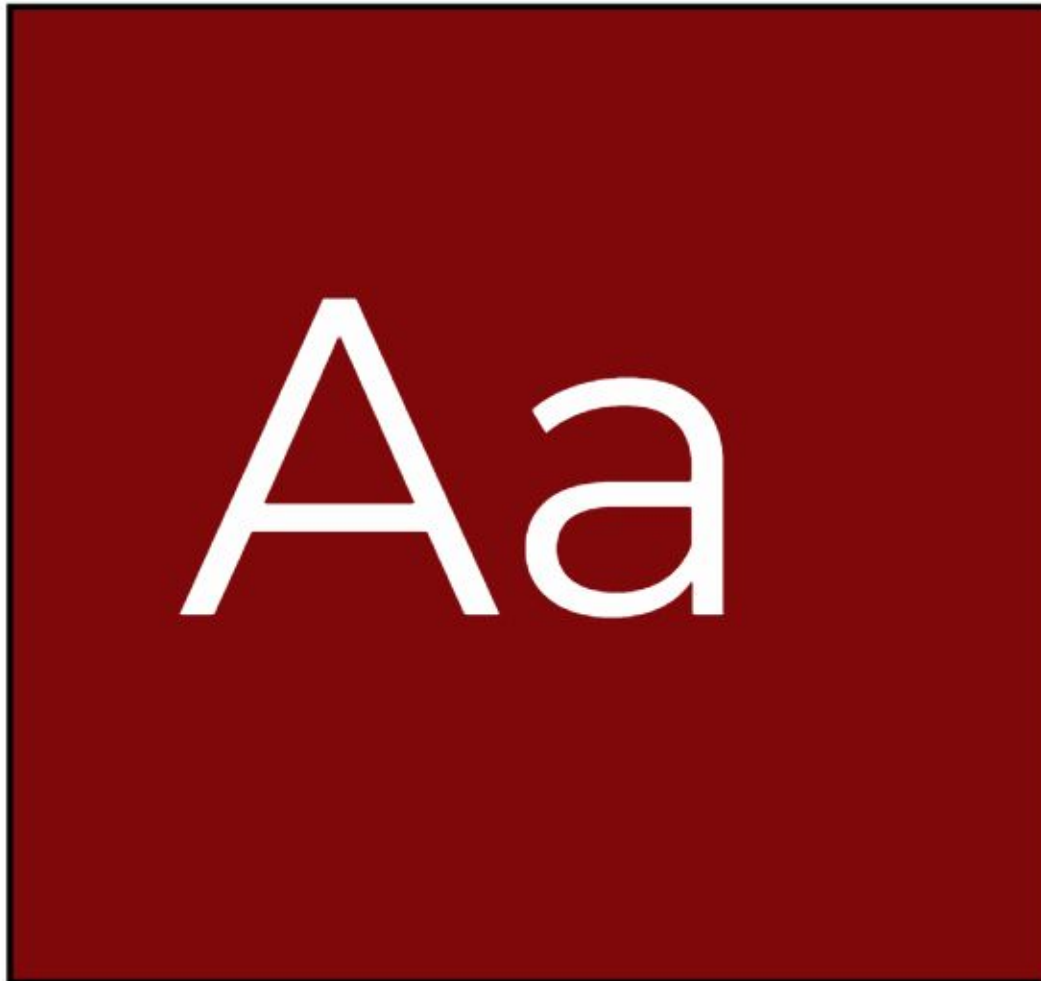
Primary Typeface



ROBOTO (Primary Typeface)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Secondary Typeface



MONTSERRAT (Primary Typeface)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

YZ

abcdefghijklmnopqrstuvwxyz

123456789

Business Collaterals

1- Business Cards

2- Letterhead

3- Folder

4- Invoice

5- Payment Voucher

6- Receipt

BUSINESS CARD

MAZIN KHAYAT
CHIEF EXECUTIVE OFFICER

 +966 50 761 7667

 hello@tulayinstallation.com

 Jeddah, Saudi Arabia



www.tulayinstallation.com





**TSI**
TULAY SPECIALIZED INSTALLATION

Invoice No: #12345
Due Date: 12 Oct, 2023
Invoice Date: 15 Oct, 2023

INVOICE TO:
MARCELINE ANDERSON
Managing Director, Liceria & Co.

Phone: +123-456-7890
Email: hello@reallygreatsite.com
Address: 123 Anywhere St., Any City

PAYMENT METHOD
Account No: +123-456-7890
Account Name: Marceline Anderson
Branch Name: TSI

DESCRIPTION	PRICE	QTY	SUBTOTAL
Invoice Description		1	
Invoice Description		1	
Invoice Description		1	
Invoice Description		1	

Sub-total :
Discount :
tax (10%) :

Total :

TERMS AND CONDITIONS
Please send payment within 30 days of receiving this invoice. There will be 10% interest charge per month on late invoice.

ROSA MARIA AGUADO
COMPANY CEO

hello@reallygreatsite.com

+123-456-7890

**TSI**
TULAY SPECIALIZED INSTALLATION

سند قبض
Receipt Voucher

Received By
Name
Address
VAT No.
Email
CR No.

المستلم
الاسم
العنوان
الرقم الضريبي
بريد الإلكتروني
السجل التجاري

Received From
Name
Address
VAT No.
CR No.

استلمنا من
الاسم
العنوان
الرقم الضريبي
السجل التجاري

No.
Date
Created By

رقم
تاريخ
تم الإنشاء بواسطة

Invoice No.
Invoice Balance
Remaining Amount

رقم الفاتورة
رصيد الفاتورة
المبلغ المتبقي

Bank Transfer

000.00

حوالة بنكية

Received Amount

000.00

مبلغ المستلم

hello@reallygreatsite.com

+123-456-7890

**TSI**
TULAY SPECIALIZED INSTALLATION

سند قبض
Receipt Voucher

COMPANY NAME
CR NO
INFO

No.
Date

RV-00010
2025-07-04

رقم
تاريخ

Amount

SR/ريال
Hala/ليرة

استلمنا من

Received From

Invoice No.

Invoice Balance (SAR)

رقم الفاتورة
رصيد الفاتورة (ر.س.)

The sum of

مبلغاً وقدره

Bank Transfer

حوالة بنكية

Ref No.

رقم المرجع

Remaining Amount (SAR)

المبلغ المتبقي (ر.س.)

Accountant

المحاسب

Reciever Sign
Received By

المستلم
المتلقي

1/1



DONE BY :
WEB_*
NEXUS TECH