BRAND GUIDE BOOK · v1.0

ARRW

Ride Sharp.

دليل الهوية البصرية



Egypt's first licensed ride-hailing app · Prepared by Al-Muhandisoon Al-Muttahidoon

CONTENTS

What’s inside

01 Brand

Story
Mission & values
Voice & tone
Taglines

02 Identity

Logo
Clear space & sizes
Logo misuse
Color · Typography

03 In use

Icons & imagery
App & social
Vehicle branding
Stationery

Who we are

Arrw is Egypt’s first licensed ride-hailing app — built so every rider arrives safely, comfortably, and at a fair price.

Licensed
Officially licensed and built for Egypt.

AI dashcams
Smart cameras in every ride for real safety.

Comfort + fair price
Premium rides at affordable pricing.

What we stand for

MISSION

Make every trip in Egypt safe, reliable and fairly priced — for riders and drivers alike.

VISION

[To become Egypt's most trusted way to move — confirm with client]

Safety first
Never optional.

Trust
Licensed, transparent.

Fairness
Clear prices and earnings.

Sharpness
Fast, smart, precise.

How Arrw sounds

Confident · Clear · Warm · Local

Short sentences. Direct verbs. We reassure without over-promising, and speak like a smart Egyptian friend — never like a corporation.

SAY

"Your driver is 2 minutes away."
"Ride with confidence."

AVOID

"We are the best app ever!!!"
Jargon, slang overload, ALL CAPS.

Ride Sharp.

Your Ride, Your Rules.

[اقتراح عربي: اركب بثقة — يُعتمد من العميل]

02 — LOGO

Logo versions

[Primary logo — upload]

Primary

Default on all communications.

[Reversed]

Reversed

On dark backgrounds.

[App icon]

Icon

App, favicon, avatars.

02 — CLEAR SPACE & MINIMUM SIZE

Give the logo room



Clear space = X

X = height of the logo's letter "A". Keep this space free on all four sides.

Minimum size

Digital: [__] px wide
Print: [__] mm wide

02 — LOGO MISUSE

Never do this

- ✕ Stretch or distort
- ✕ Recolor outside palette
- ✕ Rotate or tilt
- ✕ Add shadows or effects
- ✕ Place on busy photos
- ✕ Rearrange elements

02 — COLOR PALETTE

Our colors

Arrw Orange

HEX #FF5B1F
RGB 255 91 31
Primary accent

Night Road

HEX #0E1621
RGB 14 22 33
Primary dark

Daylight

HEX #F5F3EE
RGB 245 243 238
Backgrounds

Signal Blue

HEX #2E5BFF
RGB 46 91 255
Links, info

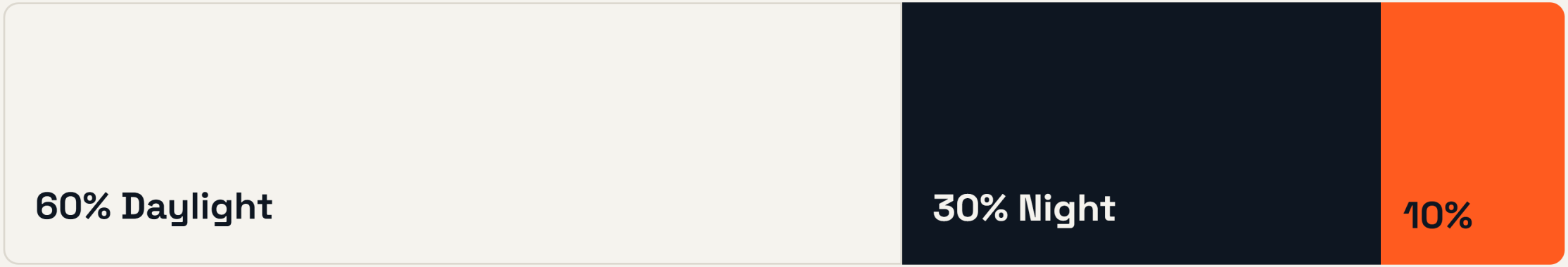
Asphalt

HEX #5B6573
RGB 91 101 115
Secondary text

[Proposed values — replace with Arrw's official HEX codes]

02 — COLOR BALANCE

60 · 30 · 10



Orange is the signal: buttons, key numbers and calls to action. Use it sparingly so it always stands out.

02 — TYPOGRAPHY

Typefaces

Aa

Space Grotesk

Headlines · Bold / Medium

Aa

Inter

Body & UI · Regular / SemiBold

أب

Cairo

All Arabic text

[Replace if Arrw already uses licensed brand fonts]

03 — ICONS & IMAGERY

Visual language

Icons

Line style, 2px stroke,
rounded ends
24px grid · Night Road or Orange
One icon = one idea

Photography

Real Egyptian streets and people
Natural light, calm and safe mood
No staged stock smiles

The arrow

A forward arrow is our graphic device — use it to show direction, progress and "arriving".

03 — APPLICATIONS

The brand in use

Mobile app

Daylight screens, Orange primary buttons, Night Road text. Icon on orange.

Social media

Bold headline + one photo + arrow device. Logo bottom corner, always.

Vehicle branding

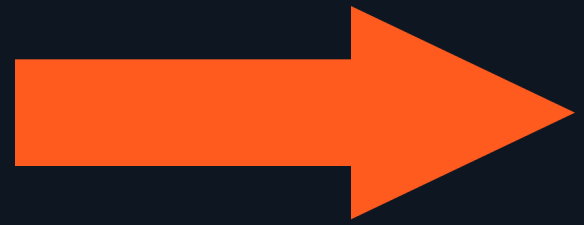
Window decal with logo and "Licensed" badge. Dashcam notice inside.

Stationery

Business card, letterhead, email signature: info@Arrw.com · 17411

THANK YOU

Ride Sharp.



Brand questions: info@Arrw.com · Hotline 17411 · arrw.com