BRAND GUIDE BOOK · V1.0 · 2026

ALMOHANDESON ALMOTAHEDON

المهندسون المتحدون

Contracting · Infrastructure · Electromechanical · Real Estate

00

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01

WHO WE ARE

من نحن

Almohandeson Almotahedon Co. is a Kuwait-based contracting company delivering infrastructure construction, electromechanical works and real estate investment. Built on more than 15 years of field experience, we turn drawings into finished, reliable projects.

المهندسون المتحدون شركة مقاولات في الكويت متخصصة في إنشاءات البنية التحتية والأعمال الكهروميكانيكية والاستثمار العقاري، بخبرة ميدانية تتجاوز 15 عاماً نحوّل المخططات إلى مشاريع منجزة يُعتمد عليها

15+
Years of field experience
سنوات خبرة

3
Core specialties
تخصصات رئيسية

KW
Based in Kuwait
مقرنا الكويت

BUILT RIGHT.
DELIVERED ON TIME.
TRUSTED ON EVERY SITE.

Philosophy: every project is proof of our engineering discipline

نبني بإتقان · نسلّم في الموعد ·
ثقة في كل موقع

03

BRAND PERSONALITY

شخصية العلامة

قوي
STRONG

Heavy shapes, confident type, solid presence

دقيق
PRECISE

Exact lines, measured spacing, clean details

موثوق
DEPENDABLE

Consistent at every touchpoint, no surprises

عملي
HANDS-ON

Real sites, real work, real people

عصري
MODERN

Contemporary and clean, never outdated

Every design, photo and sentence should feel like these five words.

04

VISUAL PRINCIPLES

مبادئ التصميم

01

Engineered Clarity

وضوح هندسي

Clean grids, straight lines, no clutter. If an element has no purpose, remove it.

02

Strength with Precision

قوة بدقة

Bold, heavy shapes balanced with fine technical details: blueprint lines, dimension marks, measurement ticks.

03

Real Work, Real Sites

شغل حقيقي من الموقع

Show actual execution: pipes, ducts, conduits, manholes, steel and concrete. Authentic, never stock-looking.

05

LOGO USAGE

استخدام الشعار







The rules

- Always use the full circular badge; never crop the ring or text
- Clear space = width of the star, on all sides
- Top-right in Arabic layouts, top-left in English
- Best on black or white; avoid busy photos and yellow fields
- Minimum size: [__ mm] print · [__ px] screen
- Never stretch, rotate, recolor or add shadows

06

COLOR PALETTE

الألوان

Logo Black	Logo Yellow	Amber	Steel Gray	Brushed Silver	White
أسود الشعار	أصفر الشعار	كهرماني	رمادي فولاذي	فضي معدني	أبيض
#181B21	#FFB400	#FEA200	#8A8D91	#C9CCD1	#FFFFFF

60% Black	25% Metallic	15% Yellow

Black and yellow come straight from the logo. Amber is for the outer ring and small highlights only.

06

COLOR COMBINATIONS

تركيبات الألوان

APPROVED • مسموح



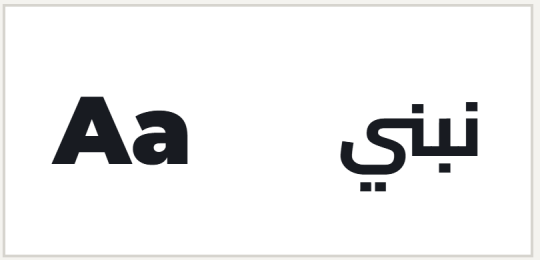
White on Black



Yellow on Black



Black on Yellow



Black on White

AVOID • ممنوع



Avoid: Yellow on White, too weak



Avoid: White on Yellow, unreadable



Avoid: long gray body text on black



Avoid: Yellow on Steel Gray

07

TYPOGRAPHY

الخطوط

MONTSERRAT · ENGLISH

Aa

Headlines and English text. ExtraBold, uppercase for titles.

للعناوين والنصوص الإنجليزية

CAIRO · ARABIC

أب

Arabic headlines and body. Bold for titles, Regular for body.

للعناوين والنصوص العربية

TYPE SCALE

Level	Size	Weight
Display	120 px	Black 900
Headline	72 px	ExtraBold 800
Title	44 px	Bold 700
Body	32 px	Regular 400
Caption	24 px	Regular 400

Max two typefaces. Never set long body text in yellow.

08

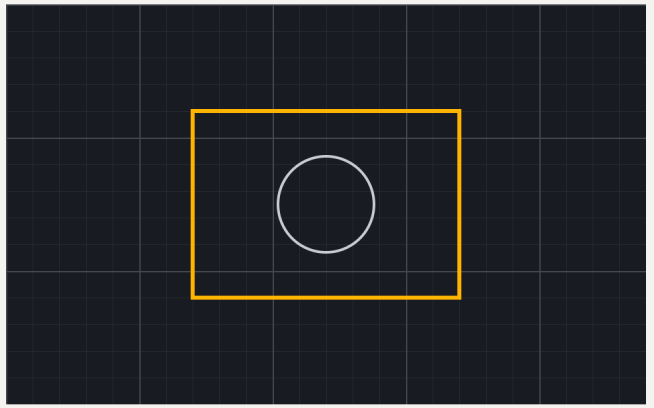
GRAPHIC DEVICES

العناصر الجرافيكية



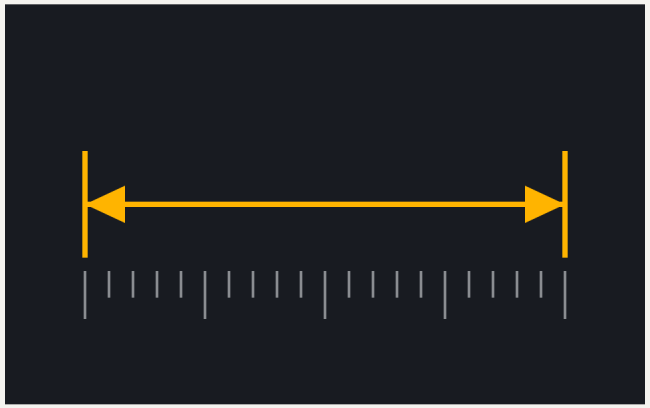
Hazard Stripe شريط التحذير

Accent only: edges, dividers, corners. Never as a full background.



Blueprint Grid شبكة المخطط

Subtle backgrounds behind titles. Never over faces or key photos.



Dimension Lines خطوط الأبعاد

Frame headlines and key numbers to add technical precision.

09

PHOTOGRAPHY

التصوير

✓ DO — افعل

- Real sites in Kuwait: ducts, manholes, MEP networks
- Workers in full PPE, safety always visible
- Golden hour outdoors, clean industrial light indoors
- Strong lines, symmetry and depth
- Metallic textures emphasized

⚠ DON'T — لا تفعل

- Messy or unsafe scenes
- Generic stock smiles
- Cartoon or plastic 3D renders
- Heavy filters or off-palette color casts
- Low-resolution or blurry shots

Use our own project photos first: Police Station, Municipality Building, Girls Secondary School.

10

TONE OF VOICE

نبرة الكلام

Clear واضح · **Confident واثق** · **Technical, simply said فني ببساطة** · **Bilingual بلغتين**

Say this	قل هذا	Avoid
Delivered on schedule, handed over clean	سلّمنا في الموعد بموقع نظيف	We are the best company ever!!!
Tested and certified fire-fighting network	شبكة إطفاء مختبرة ومعتمدة	Amazing, unbelievable quality
More than 15 years of field experience	خبرة ميدانية تتجاوز 15 عاماً	Decades of experience
Infrastructure and electromechanical works	بنية تحتية وأعمال كهروميكانيكية	We do anything you want

Facts and results beat adjectives. Short sentences. No exaggeration.

11

APPLICATIONS

التطبيقات



Social post بوست سوشيال



Business card كارت شخصي



Site signboard لوحة الموقع

12

AI PROMPT KIT

برومبتات الذكاء الاصطناعي

1 **Paste the master prompt first**

حط البرومبت الرئيسي في الأول

2 **Add your task: post, photo, flyer**

اكتب المطلوب: بوست، صورة، فلاير

3 **Check the result against this guide**

راجع النتيجة على الدليل ده

MASTER PROMPT · SHORT VERSION

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You are a senior brand designer for Almohandeson Almotahedon Co. (المهندسون المتحدون), a Kuwait-based contracting company (infrastructure, electromechanical, real estate). Colors from the logo: Black #181B21 (60%), Steel #8A8D91 and Silver #C9CCD1 (25%), Yellow #FFB400 with Amber #FEA200 (15%). Fonts: Montserrat (English), Cairo (Arabic). Personality: Strong, Precise, Dependable, Hands-on, Modern. Photos: real Kuwait sites, workers in full PPE, golden-hour light. Restate the rules that apply, then deliver.
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ALMOHANDESON ALMOTAHEDON

المهندسون المتحدون

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