arrw

BRAND GUIDELINES

Ride Sharp.

The visual and verbal identity system for Egypt's first licensed ride-hailing app — built for campaigns, partners and every touchpoint.



VERSION 1.0 OCTOBER 2026 ARRW.COM

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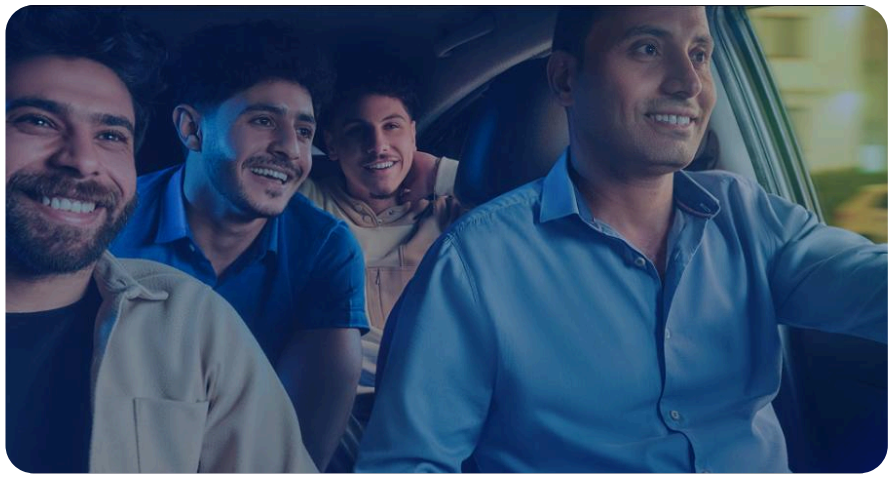
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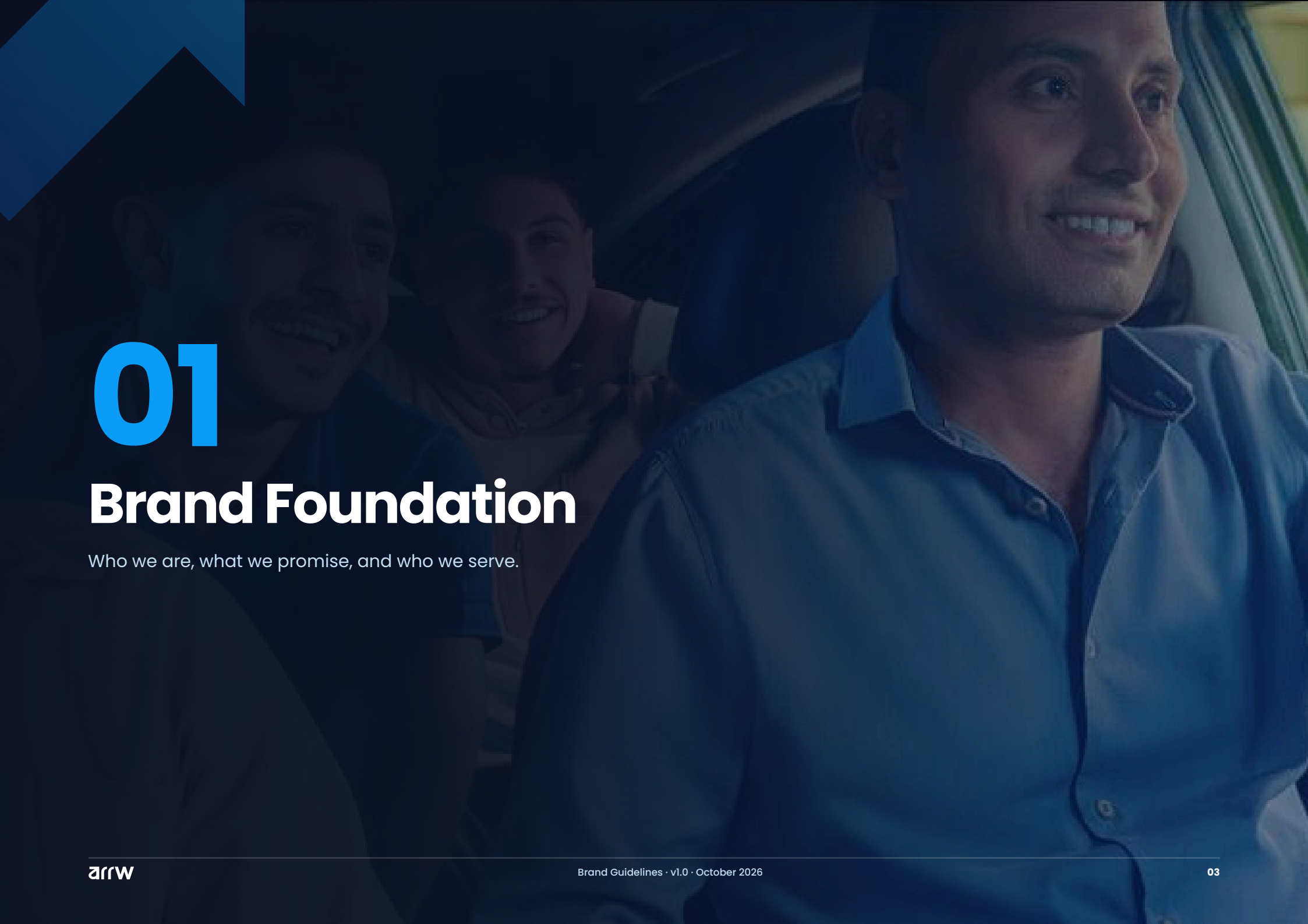
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How to use this guide

Everything a creative team needs to produce on-brand Arrw work: who the brand is, how it sounds, and the exact rules for logo, color, type, photography and layout. Sections 07–08 apply the system to real campaign formats.



01

Brand Foundation

Who we are, what we promise, and who we serve.

Brand at a glance

Arrw is an Egyptian ride-hailing app, licensed to operate and built for the way Egypt moves.

Riders book in seconds, follow their driver live and get alerts at every step — when to leave, when their stop is close, and when to get off. Drivers onboard in the app, track every pound they earn and get rewarded for great service.

#1
First licensed ride-hailing app in Egypt

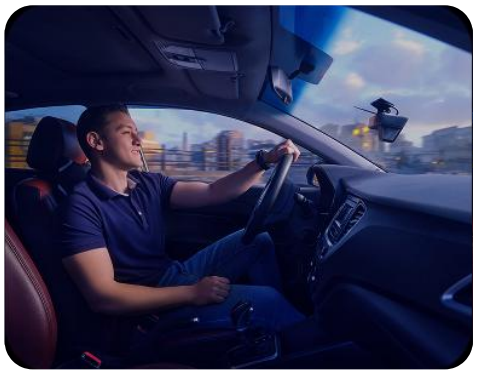
AI
Dashcams for rider and driver safety

3
Ways to pay: cash, card, e-wallet

17411
Customer support hotline







Purpose & positioning

MISSION

Help people in Egypt book and complete every ride with confidence — through a licensed service, real-time journey guidance and flexible payment.

POSITIONING

The ride-hailing app that is **licensed, local and smart**: regulatory trust plus in-ride guidance that tells you when to leave, where you are and when to get off.

PROMISE

Safe, comfortable rides at a fair price — with technology that keeps riders informed and drivers in control.

Who we talk to



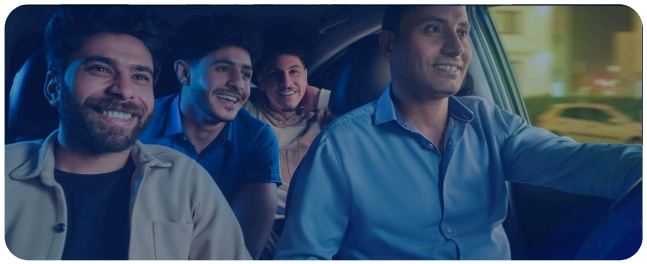
Urban riders

Commuters and everyday riders who want fast booking, live tracking and no surprises.



Drivers

People earning through the app, who value clear earnings, quick onboarding and rewards.



Groups & families

Friends and families sharing journeys and staying updated as the trip unfolds.

Personality & voice

Energetic, direct and reassuring. Short lines that move — then a practical detail that builds trust.

Energetic
Forward motion in every line. Verbs first.

Direct
Say it in as few words as possible.

Reassuring
Back every claim with a real feature.

Punchy
Rhythm of three. Contrasts that stick.

We avoid

- Corporate abstraction
- Overly formal phrasing
- Hype we can't back up
- Long, passive sentences

✓ SOUNDS LIKE ARRW

Tap. Ride. Arrive.

Book in seconds. Follow your driver live. Get an alert before your stop.

× DOESN'T SOUND LIKE ARRW

We strive to deliver an integrated ecosystem of innovative urban mobility solutions.

✓ TO DRIVERS

Earn More, Hustle Less.

Your earnings, clear as day. Bonuses for top-tier rides.

Messaging framework

BRAND LINE

Ride Sharp.

RIDER PROMISE

Tap. Ride. Arrive.

DRIVER PROMISE

Earn More, Hustle Less.

ARABIC LINE (APP)

سكة جديدة

"A new way"

Message pillars

01

Safety isn't optional

AI dashcams, verified drivers, ride with confidence.

02

Licensed. Built for Egypt.

The first licensed ride-hailing app — local and accountable.

03

Real-time guidance

Know when to leave, when you're close, when to hop off.

04

Pay your way

Cash, credit card or e-wallet — every ride.

05

Drive with us

Onboard in a snap, track every pound, get rewarded.

02

Logo

Our signature. Handle with care, use it consistently.



The wordmark

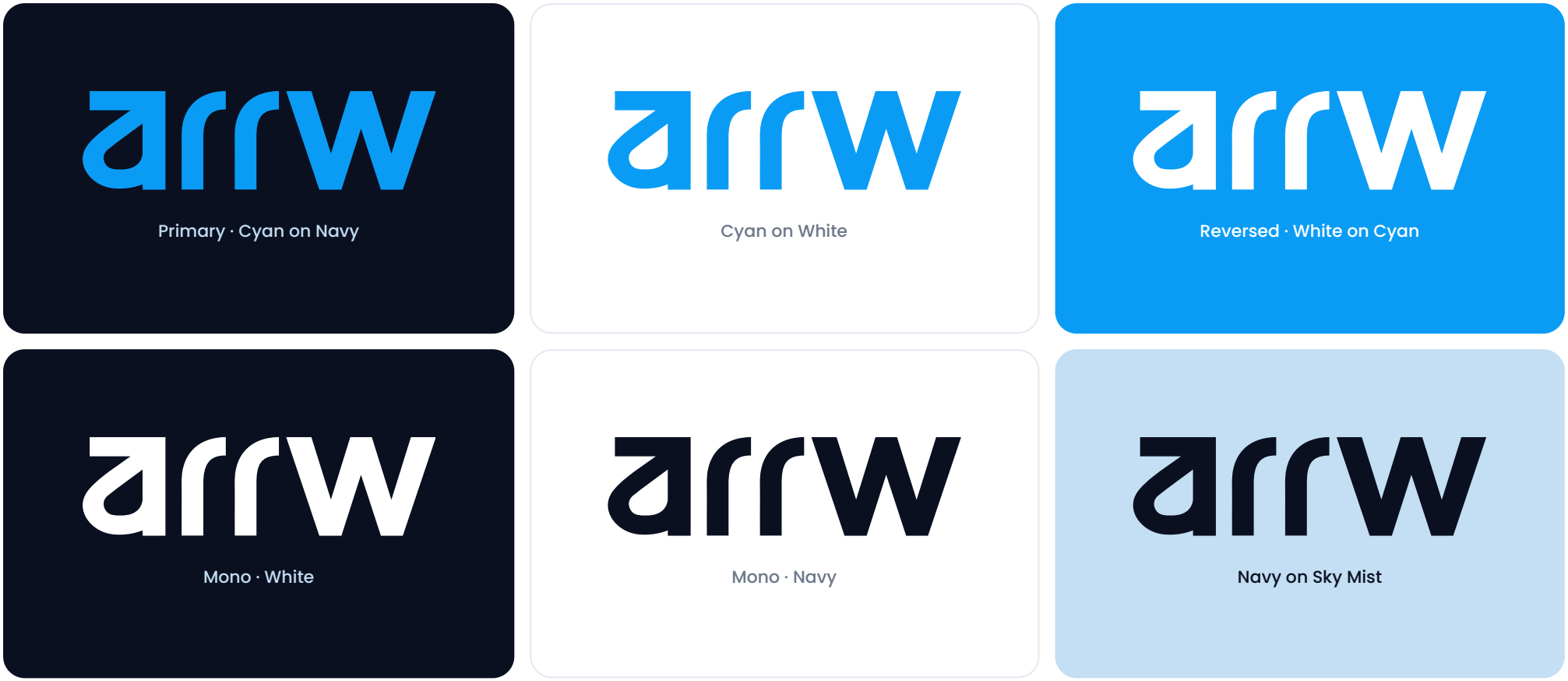


A custom lowercase wordmark: geometric, forward-leaning, sharp.

The angled terminals and the joined double-r give the mark its sense of motion — always moving forward. The wordmark is a drawn asset: never retype it in any font.

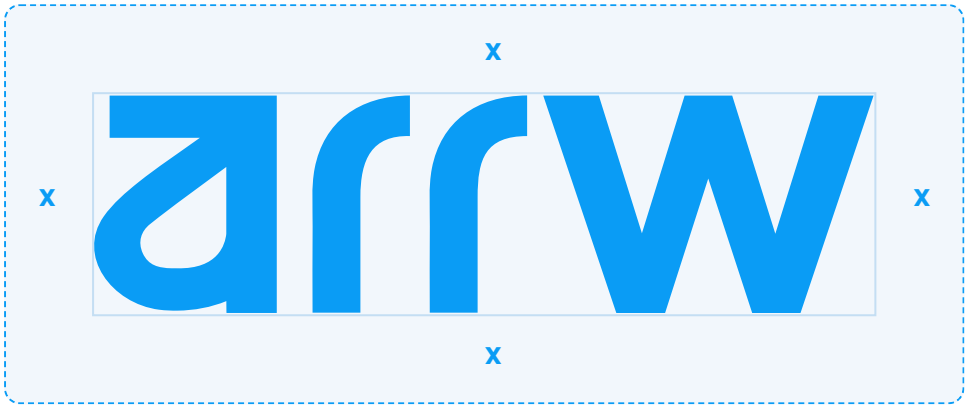
Primary color	**Arrw Cyan #0A9CF5**
Preferred background	**Midnight Navy #0A1020**
Source file	**logo.svg (vector)**

Color versions



Use the primary version whenever possible. Mono versions are for single-color print, embroidery, embossing and partner lock-ups.

Clear space & minimum size



X = the height of the letter "a". Keep this space free of text, graphics and edges on every side.

Minimum size

Print
20 mm wide

Screen
80 px wide

Symbol only
below 80 px

Placement

On layouts, place the logo in a corner — top-left or bottom-left by default — aligned to the margin grid. In campaign formats, the logo's width should be roughly 1/6 to 1/4 of the layout's short side.

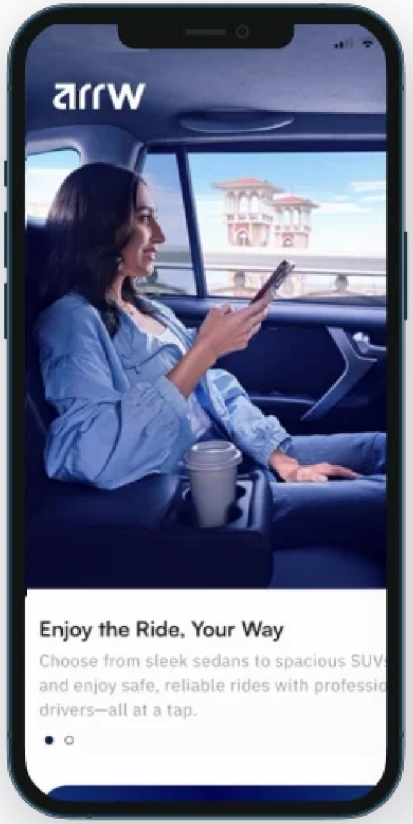
Symbol & app icon

The "a" works alone when the brand is already clear from context.

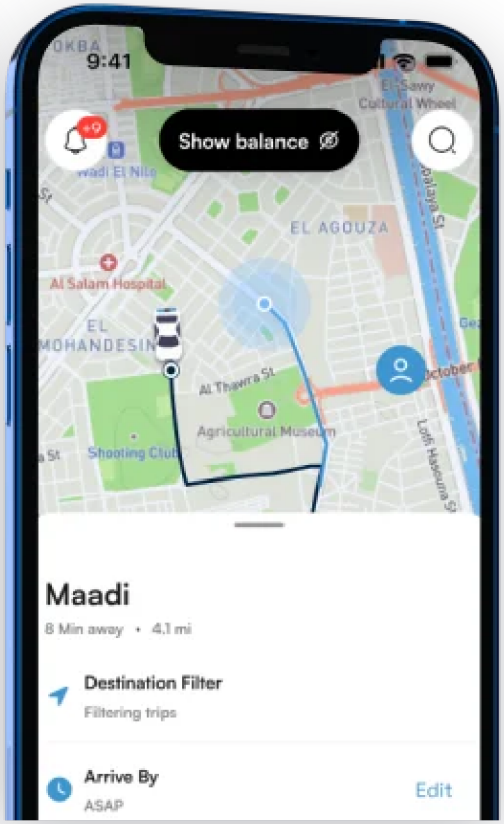
Use it for the app icon, social avatars, favicons and small UI. Below 80 px wide, the symbol replaces the full wordmark.



App icon: symbol centered, ~55% of icon height, on Navy or on the brand gradient.



Splash screen



Live map

Logo misuse



× Don't stretch or squash



× Don't rotate



× Don't recolor



× Don't add shadows or effects



× Don't retype in a font



× Don't place on busy or low-contrast photos

× Don't use low-contrast pairings



× Don't enclose in shapes or outlines

03

Color

Deep navy nights, sharp cyan light.

Brand palette

Arrw Cyan

Primary brand color. Logo, CTAs, highlights, the arrow.

HEX	#0A9CF5
RGB	10 156 245
CMYK	96 36 0 4

Midnight Navy

Our foundation. Backgrounds, headlines, depth.

HEX	#0A1020
RGB	10 16 32
CMYK	69 50 0 87

Sky Mist

Soft backgrounds, cards, secondary surfaces.

HEX	#C4DEF3
RGB	196 222 243
CMYK	19 9 0 5

White

Breathing space and text on dark.

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0

Colors from Brandfetch's record for arrw.com. CMYK values are converted approximations — confirm with a press proof before print production.

Proportion & contrast

Color balance

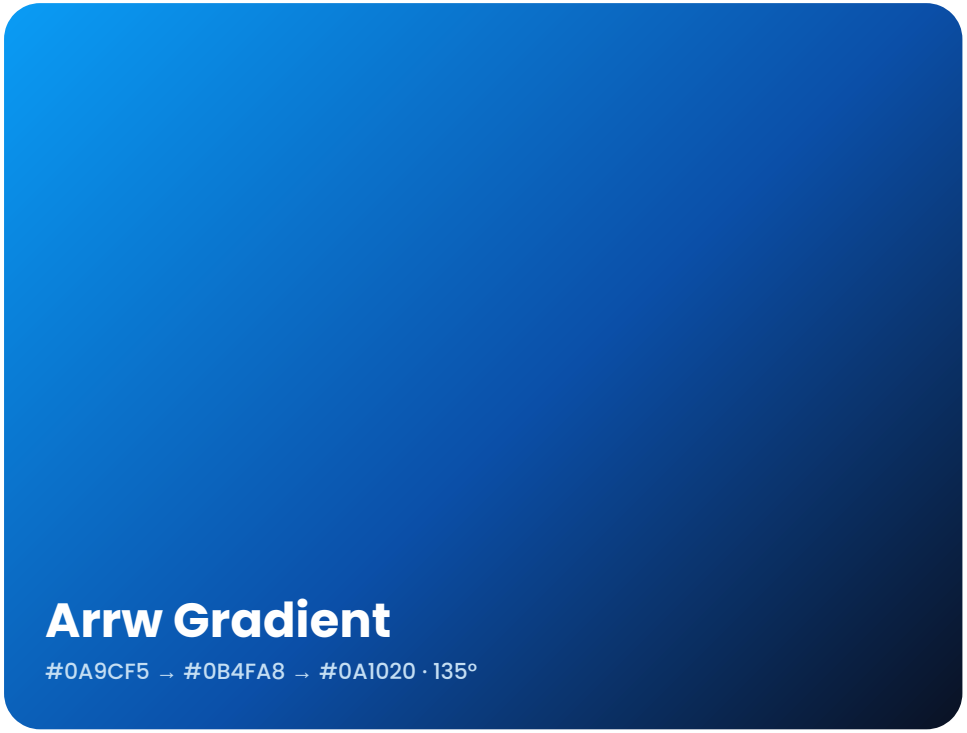


Campaigns lead with Navy for a premium, cinematic feel. Cyan is the accent — it should always pop, never flood.

Accessible pairings (WCAG 2.1)

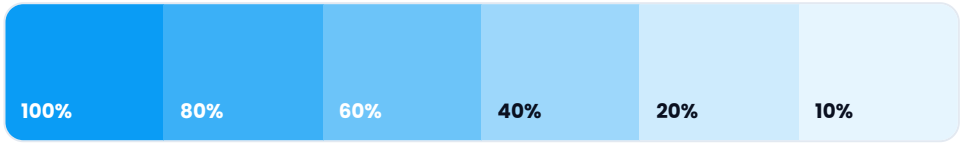
Aa White on Navy — 19.0:1 · AAA · all text	**Aa** Cyan on Navy — 6.4:1 · AA · all text	**Aa** Sky on Navy — 13.6:1 · AAA · all text	**Aa** Navy on White — 19.0:1 · AAA · all text
Aa Navy on Sky — 13.6:1 · AAA · all text	**Aa** Navy on Cyan — 6.4:1 · AA · all text	**Aa** Cyan on White — 3.0:1 · Avoid for text	**Aa** White on Cyan — 3.0:1 · Avoid for text

Gradient & tints

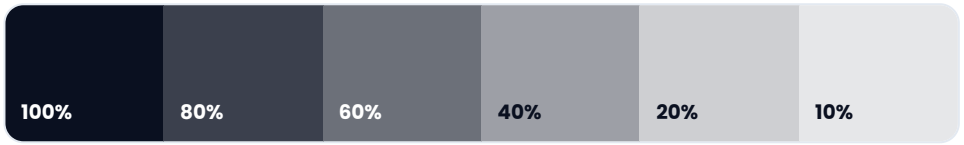


Taken from the app's splash screen. Use for the arrow graphic, app icon backgrounds and hero panels — never behind body text.

Cyan tints



Navy tints



Tints are for UI states, charts and backgrounds only.

Typeface

Aa

Poppins

A geometric sans-serif with round, open shapes that balance the sharp angles of the wordmark. Free on Google Fonts, in nine weights from Thin to Black.

Light Regular **Medium** **Bold**

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 &?!

Arabic campaigns

Brandfetch lists no Arabic typeface. We recommend **Cairo** or **Tajawal** (Google Fonts) — both geometric and visually compatible with Poppins. Match weights across scripts.

Type hierarchy

Display ExtraBold · 72/68 · -2%	**Ride Sharp.**
Headline Bold · 36/40	**Tap. Ride. Arrive.**
Subhead SemiBold · 20/28	**Safety isn't optional — ride with confidence.**
Body Regular · 14/22	Book in seconds, follow your driver live and get an alert before your stop. Pay with cash, card or e-wallet.
Label / CTA SemiBold · 12 · caps +12%	**Download the app** CALL 17411

The forward arrow



One bold diagonal arrow, always pointing up and to the right.

Lifted from the app's splash screen, the arrow says "arrive" and "forward" without words. Use it as a large cropped shape running off the edge of a layout, or as a framing device for photography.

Do
Crop it off the edge. Scale it big. Use the gradient or solid Cyan.

Do
Use transparency (15–30%) over navy for texture.

Don't
Point it down or left. Don't use more than one per layout.

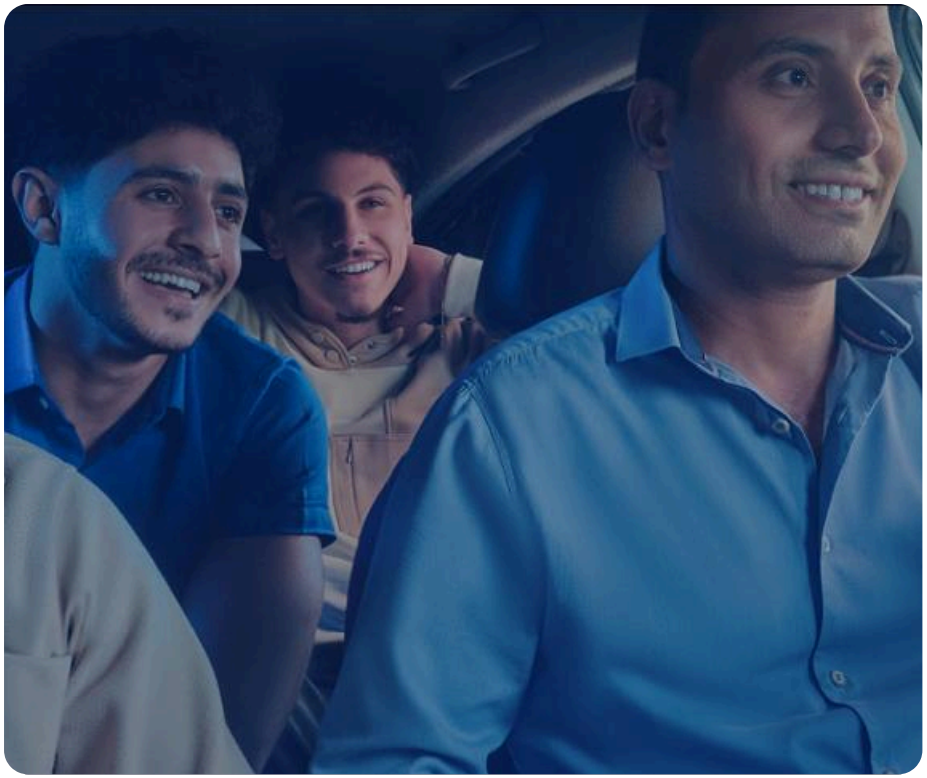
Don't
Place it over faces or the logo.

06

Photography

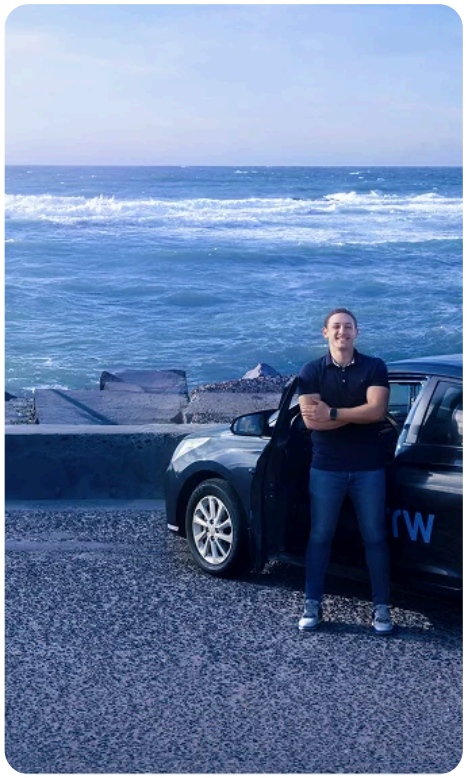
Cinematic, cool-toned, real people on real journeys.

Photography style









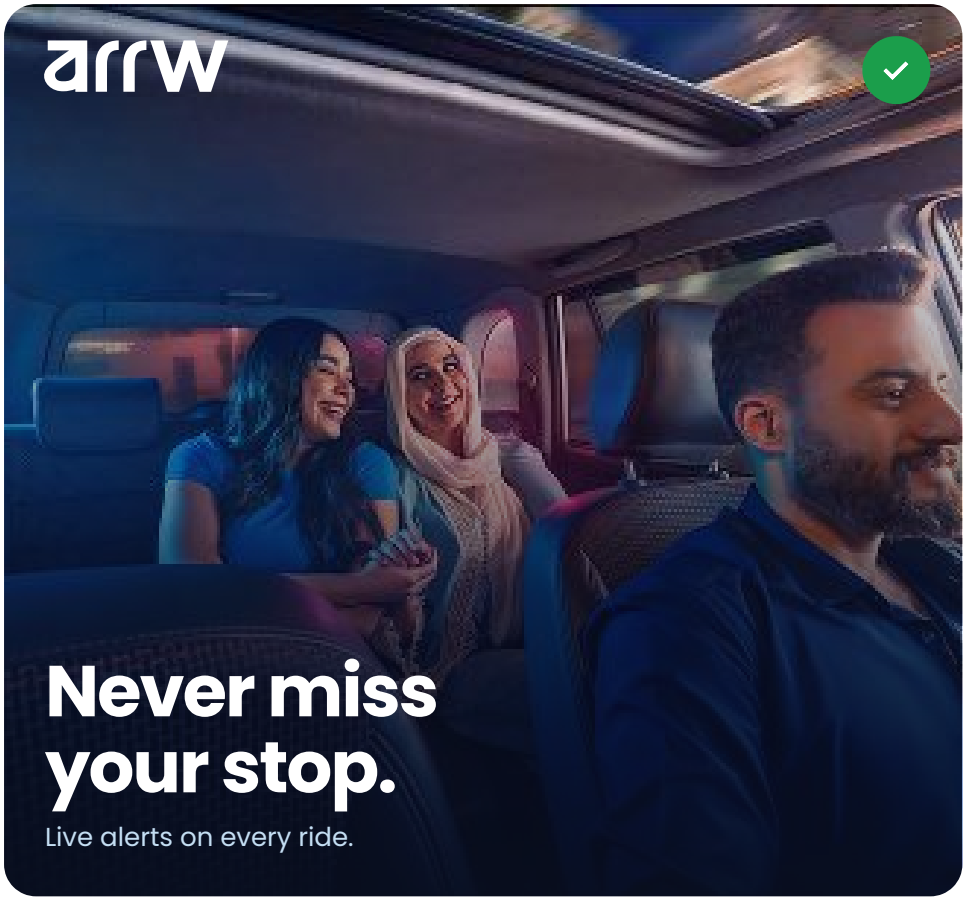
Cool blue grade
Deep navy shadows, cyan highlights. Warm skin tones kept natural.

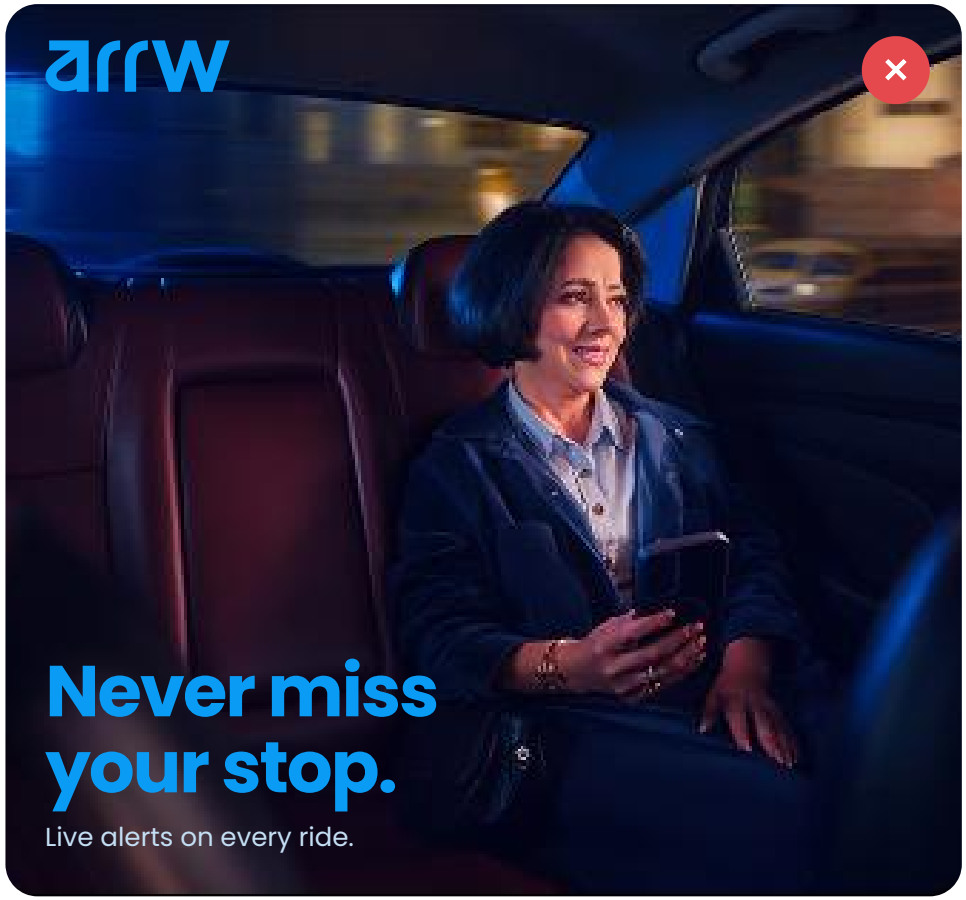
Real Egypt
Recognizable local streets, the Corniche, the Citadel, real riders.

Inside the ride
Car interiors, windows, motion — the journey, not the destination.

Genuine moments
Relaxed, confident people. Never stiff or posed at camera.

Text on photography





Always add a Navy gradient overlay (0 → 90%) behind copy on photos. Keep faces clear of text. Without the overlay, Cyan and light text lose legibility.

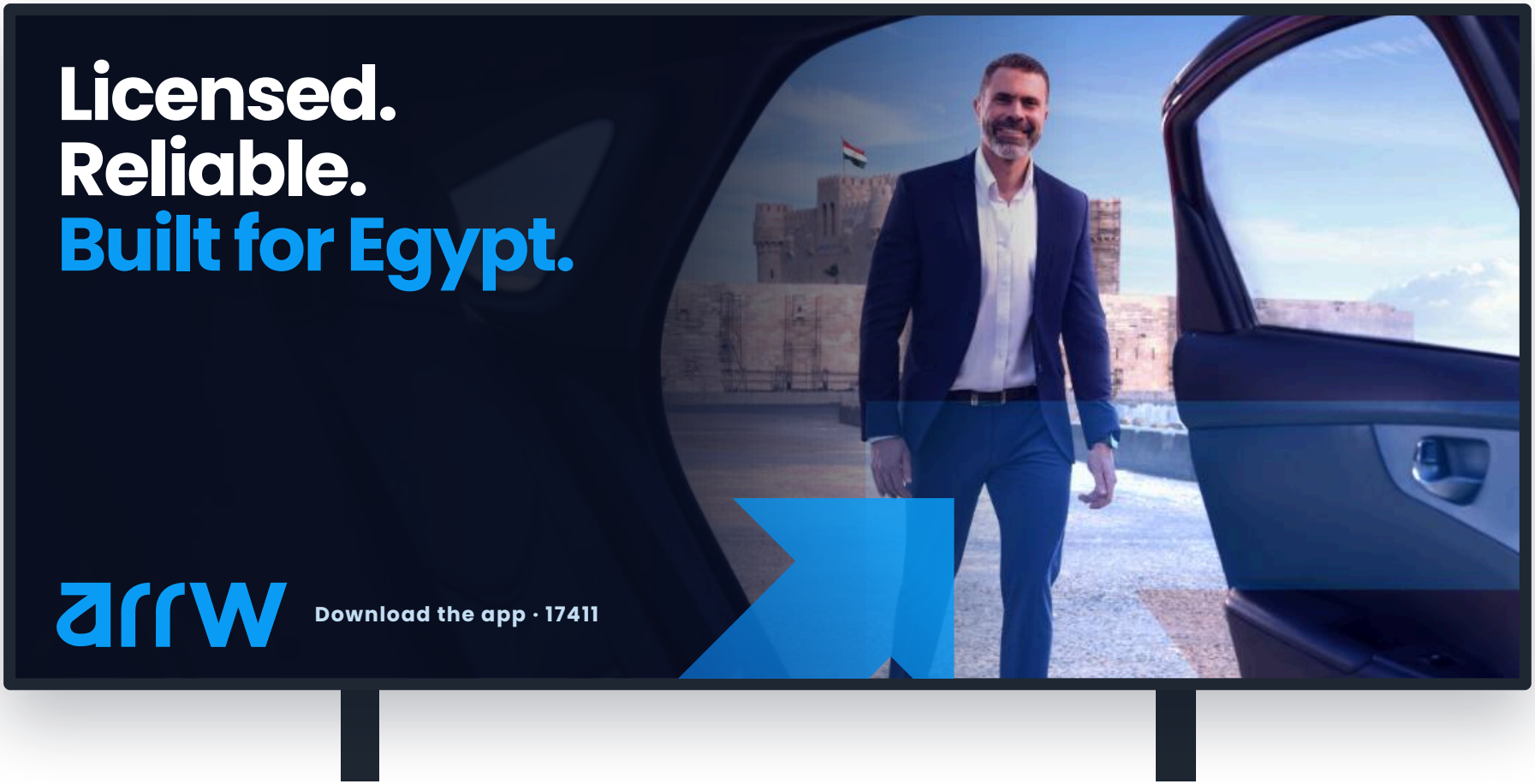
07

Campaign Applications

The system in action across outdoor, social and digital.

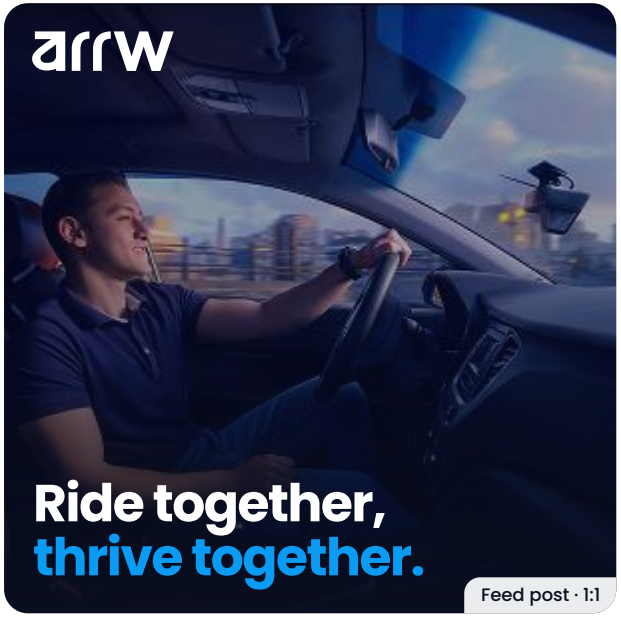


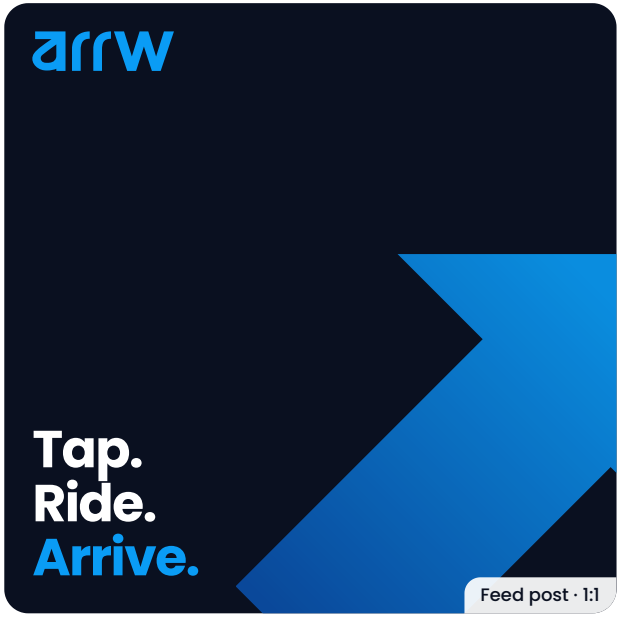
Outdoor billboard · 48-sheet



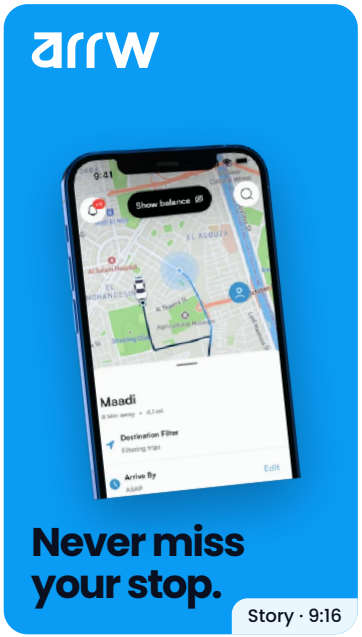
Layout: headline left on Navy gradient · person right · arrow crossing the edge · logo + CTA bottom-left. Max 7 words of headline for outdoor.

Social media

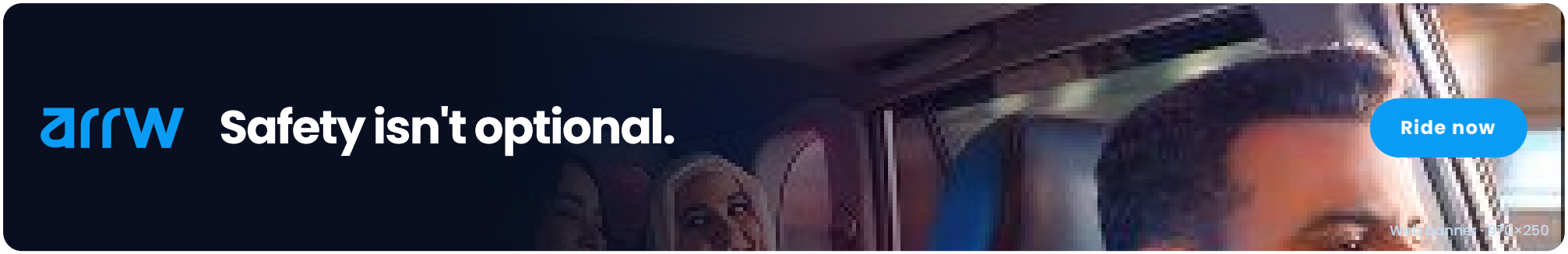


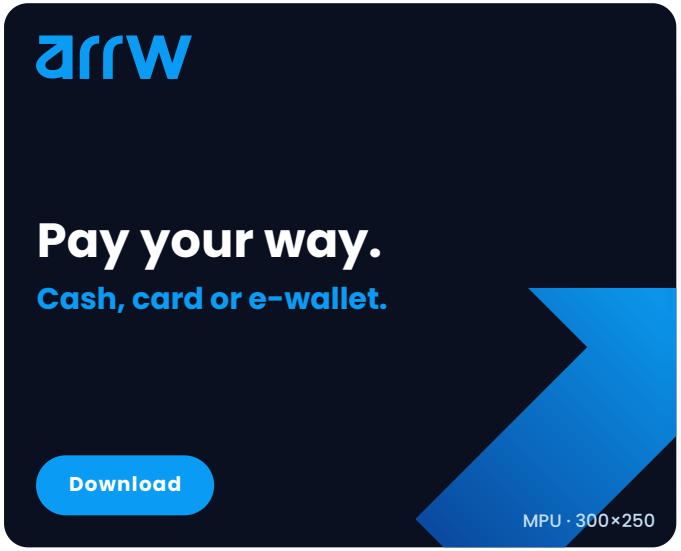






Digital & stationery





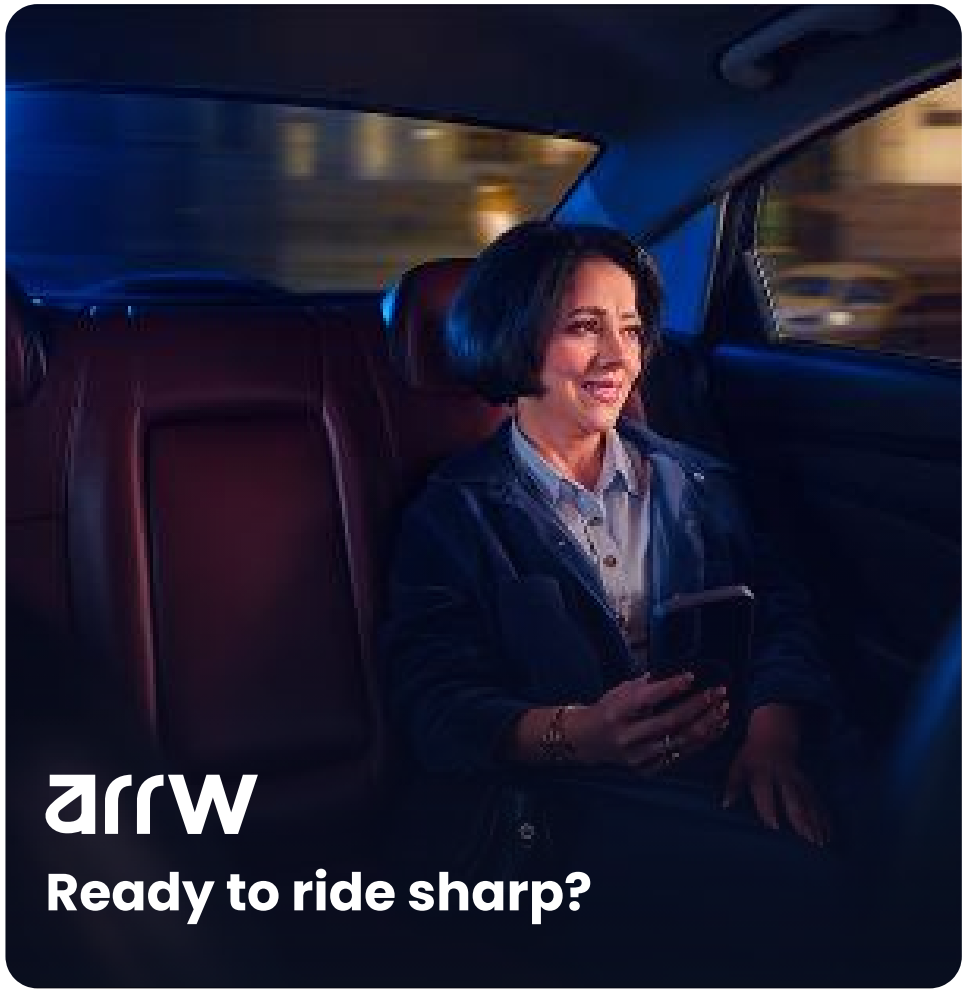




Business card · 85×55 mm

Before anything goes live

- [ ] Logo is the original vector file, with clear space respected
- [ ] Navy leads; Cyan is the accent, never the flood
- [ ] Headline in Poppins Bold/ExtraBold, 7 words max for outdoor
- [ ] Copy is direct and energetic — verbs first
- [ ] Photo is cool-toned, real, local and shows the journey
- [ ] Navy gradient overlay behind any copy on photography
- [ ] One arrow per layout, pointing up-right
- [ ] Clear CTA: download the app, or call 17411
- [ ] Text contrast meets WCAG AA (see page 16)
- [ ] Arabic versions use Cairo or Tajawal, weights matched



Ride Sharp.

17411 info@arrw.com arrw.com

Brand assets, colors, typeface and brand voice sourced from Brandfetch's record for arrw.com and from arrw.com. Photography © Arrw. Clear-space, sizing, proportions, Arabic typeface, graphic-element rules and campaign layouts are design recommendations built on that foundation, pending Arrw approval.