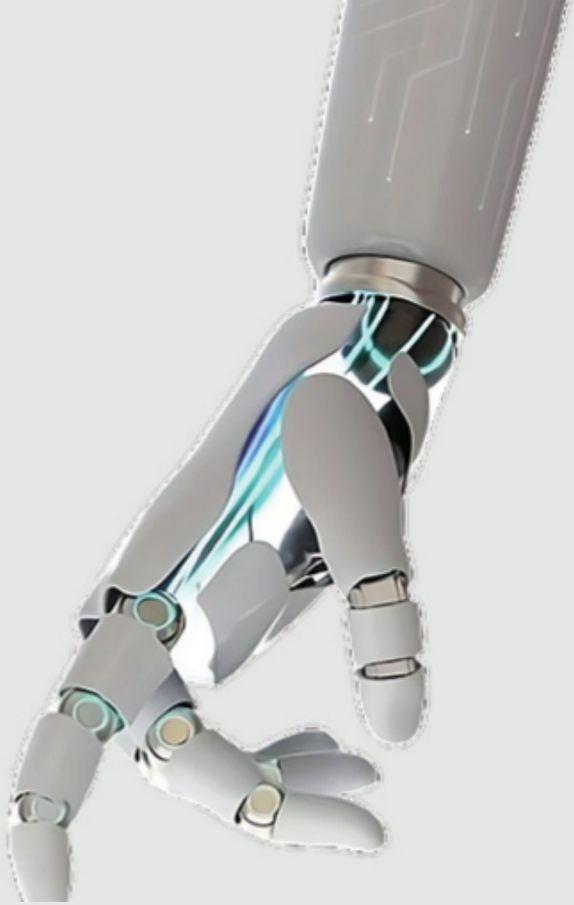
SMART HORIZON
HOME AUTOMATION



BRAND BOOK

Visual identity guidelines for digital & social media

UNLIMITED SMART HOME SCENARIOS

VERSION 1.0 · OCTOBER 2026

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Who we are

Everything in this book exists to make Smart Horizon look and sound like what it is: sophisticated, reliable and close to its customers.

MISSION

To create sophisticated, impressive and reliable automated and smart control solutions for all types of buildings.

VISION

To make Smart Horizon a well-known company for its outstanding facilities all over Egypt, and beyond.

PHILOSOPHY

Superior quality and lasting customer satisfaction are the cornerstone of everything we do.

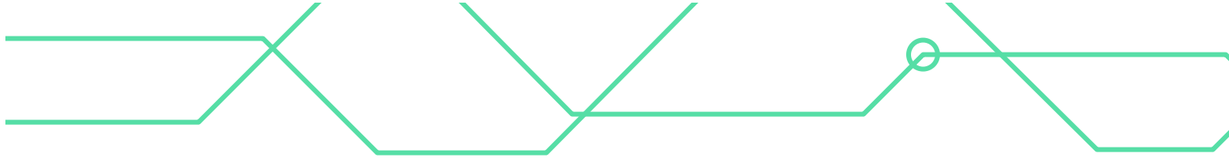
BRAND PROMISE

Every home deserves to be smarter, safer, and more convenient.

TAGLINE

UNLIMITED SMART HOME SCENARIOS

Use the promise as a closing line on hero posts. Use the tagline under the logo on covers and profile banners. Never use both together in the same layout.



Values & personality

The five values come straight from the company profile. They are the topics we keep coming back to in captions and visuals.

Innovation

We bring new ideas and technology into everyday homes.

Mastery

Deep technical skill behind every installation.

Quality

Reliable systems and materials that last.

After-sales service

We stay with the customer after the handover.

Customer satisfaction

A comfortable, effortless home is the final measure.

BRAND PERSONALITY (PROPOSED)

Innovative

Modern, forward-looking, never gimmicky

Reliable

Calm, precise and dependable

Sophisticated

Clean layouts, premium feel

Caring

Warm and human, protects the family

The logo

A wide, calm horizon line cuts through a bold wordmark. It reads as "a clear view of the future of your home".

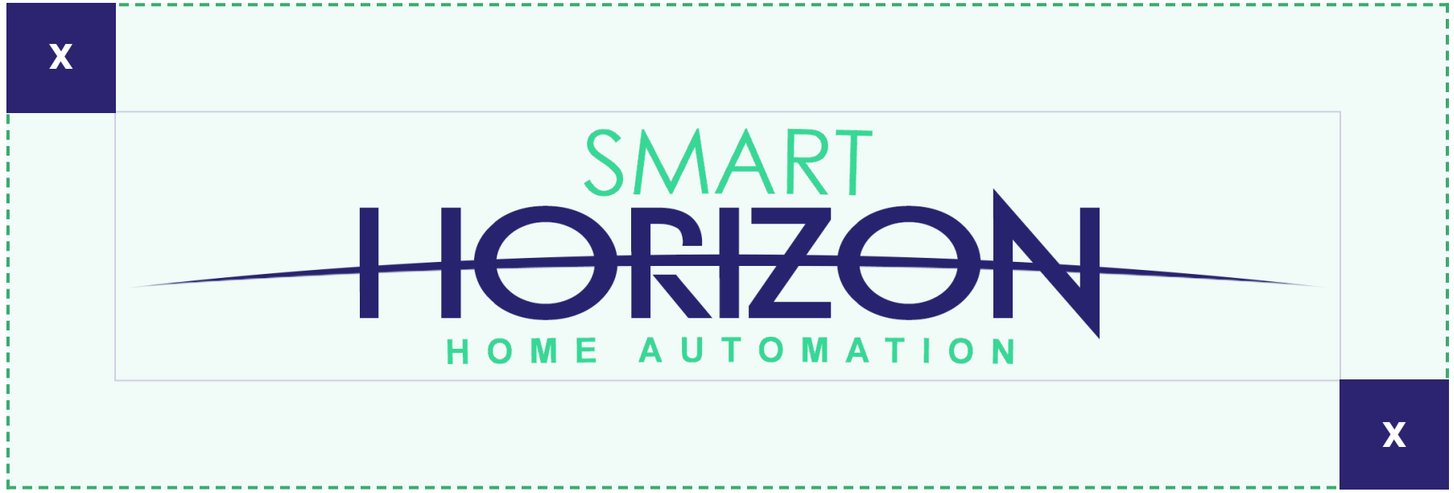


1. **SMART** — light weight, Signal Mint. The friendly, approachable half.
2. **HORIZON** — bold, Horizon Navy. The strong, trusted half.
3. **Horizon line** — the tapered arc that crosses the wordmark. Our signature.
4. **HOME AUTOMATION** — widely spaced descriptor in Signal Mint.

Always use the supplied artwork. Never retype the wordmark or redraw the horizon line.

Clear space & minimum size

Keep the logo breathing. The protected area is equal to the height of the letter H in HORIZON on all four sides.



MINIMUM SIZE

SMART HORIZON HOME AUTOMATION

Digital · 240 px wide

SMART HORIZON HOME AUTOMATION

Print · 45 mm wide

Below these sizes the light "SMART" and the spaced descriptor stop being legible. In tiny spaces (avatars, favicons) use the H mark shown in the social section.

Logo versions

Pick the version that gives the strongest contrast with the background. Four artwork files cover every case: primary, reverse, navy and white.



Primary

On white or Mist Gray. Default choice.



Reverse

On Horizon Navy and dark backgrounds.



Reverse on Indigo

On Circuit Indigo panels.



One-color navy

Single-color print, stamps, light photos.



Navy on Signal Mint

For bold campaign posts.



White on photography

Over a navy overlay of at least 70%.

Logo misuse

The logo is a signature. Protect it. These are the most common mistakes to avoid on social media.



Do not stretch or squash



Do not rotate or tilt



Do not recolor outside the palette



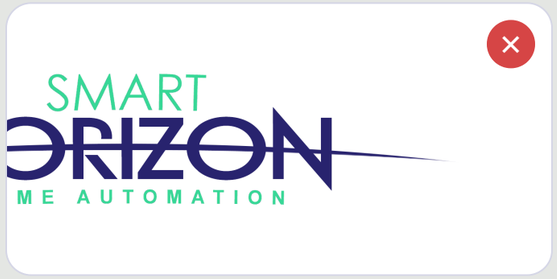
Do not add shadows or effects



Do not place on busy photography



Do not use mint on a mint background



Do not crop any part of the logo



Do not lower the opacity

Color palette

Two hero colors taken from the original logo file, supported by the circuit tones used in the company brochure.

Horizon Navy
PRIMARY

HEX #2C2470
RGB 44 · 36 · 112
CMYK 61 · 68 · 0 · 56

Logo, headlines, body text on light backgrounds.

Signal Mint
PRIMARY

HEX #38D997
RGB 56 · 217 · 151
CMYK 74 · 0 · 30 · 15

Logo accents, highlights, buttons, key words.

Circuit Indigo
SECONDARY

HEX #474486
RGB 71 · 68 · 134
CMYK 47 · 49 · 0 · 47

Panels, cards, backgrounds.

Circuit Green
SECONDARY

HEX #3AAB6E
RGB 58 · 171 · 110
CMYK 66 · 0 · 36 · 33

Circuit lines, ring frames.

Card Green
SECONDARY

HEX #62B983
RGB 98 · 185 · 131
CMYK 47 · 0 · 29 · 27

Soft cards with navy text.

Mist Gray
NEUTRAL

HEX #E4E6E3
RGB 228 · 230 · 227
CMYK 1 · 0 · 1 · 10

Default page background.

White
NEUTRAL

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

Clean space, reversed text.

Ink
NEUTRAL

HEX #15123F
RGB 21 · 18 · 63
CMYK 67 · 71 · 0 · 75

Deep text on mint and photos.

CMYK values are formula conversions for reference. Confirm them with a printed proof before any large print run. Ink is a proposed neutral added to complete the system.

Using color

Light and airy overall: the brand feels like a bright, clean smart home with navy for authority and mint for energy.

COLOR PROPORTION



Rules of thumb

- Every post needs at least one mint accent.
- Navy carries headlines and body text on light backgrounds.
- Mint is for large shapes, buttons and highlights. Never for small text on white.
- Circuit lines are decoration. Keep them thin and behind content.

WCAG CONTRAST CHECK

Aa 123	Navy on White	13.2:1	AA
Aa 123	Navy on Mist	10.5:1	AA
Aa 123	White on Navy	13.2:1	AA
Aa 123	White on Indigo	8.6:1	AA
Aa 123	Mint on Navy	7.2:1	AA
Aa 123	Navy on Mint	7.2:1	AA
Aa 123	Navy on Card Green	5.5:1	AA
Aa 123	White on Card Green	2.4:1	Fail
Aa 123	Mint on White	1.8:1	Fail
Aa 123	White on Circuit Green	2.9:1	Fail

Note: the current brochure sets white text on Card Green, which fails contrast. On social posts use navy text on Card Green or white text on Navy.

Typography

One geometric sans family, clean and friendly, matching the geometric letterforms of the logo.

LATIN · POPPINS

Aa

Poppins Bold — headlines

Poppins Medium — subheads, buttons

Poppins Regular — body text

Poppins Light — captions, notes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HIERARCHY ON A 1080 PX POST

Headline 72–96 px	**Smarter homes.**
Subhead 40–48 px	Control it all from one app
Body 32–36 px	Set lights, curtains and air conditioning scenes that run automatically.
Label 24–28 px	SOLUTION SPOTLIGHT
Caption 24 px min	01200006415 · Smart Horizon

ARABIC

Pair Poppins with **Cairo** (or Tajawal), both free on Google Fonts: Bold for headlines, Regular for body. Use the same size ladder as above and increase line height by about 15%.

Avoid the serif body font used in the current brochure. Use Poppins everywhere for a cleaner look.

Circuit lines, frames & cards

Taken from the brochure and made into a simple kit: lines that bend at 45°, circular photo frames and rounded cards.



Circuit lines



Pool & landscape

Set the mood for every outdoor area.

Circle frame + callout card

Card Green

Rounded corners (16–24 px). Dark text only.

White card

Clean surface on navy backgrounds.

Talk to us

Cards & buttons

Icons

Simple outline icons inside a mint ring, the same style used in the brochure benefits page.

Lighting

Curtains

Cameras

Smart locks

Security

AC control

Energy

Monitoring

Mobile app

Voice

Gas safety

Gate barrier

Motion

Interior

Smart home

Connected

Rules

- 24 px grid, 1.7 px rounded line, no fills
- Navy icon, Circuit Green or Mint ring
- On navy, switch the icon to white
- One icon per idea, keep the set consistent
- Ring thickness stays about 4% of the diameter



Imagery direction

Photos should feel real, warm and modern. Show life made easier, not fear.



Connected home



App in hand



Outdoor mood



Everyday access



Energy saving

DO

- Modern interiors with warm light and clean lines
- Real phone screens showing the control app
- Warm, welcoming homes and clear product close-ups
- Cool teal and navy tones that sit well with our palette
- Circular crops with a ring frame

AVOID

- Threatening imagery such as masked intruders. Show the peace of mind instead
- Blurry, low-resolution or watermarked stock
- Cluttered rooms and busy backgrounds behind text
- Over-saturated filters that fight the brand colors
- Using the brochure photos at large sizes. Request high-res originals

What we offer

Five pillars organize every solution, so social content stays clear and easy to follow.

Lighting & curtains

- Indoor lighting scenes
- External & landscape lighting
- Smart curtains & shutters
- Motion-activated lights

Cameras & security

- Cameras & surveillance
- Smart door locks
- Smart main gate barrier
- Gas leakage protection
- Security & privacy alerts

AC & energy

- HVAC smart control
- Electricity bill reduction
- Consumption monitoring
- Distortion protection

Control & scenarios

- Mobile app control
- Voice control (Alexa, Google)
- Automated routines
- Occupancy camouflage

Smart interior design

- Smart layouts & planning
- Hidden, clean installations
- Finishes that protect your design

Solution names follow the company brochure. "Cameras & surveillance" and "Smart interior design" are listed as provided by the owner. Add details as they are finalized.

Benefits & footprint

Nine customer benefits to build captions around, and four locations across Egypt.

- Money saving
- Luxury & effortless control
- Comfort lighting, indoors & out
- Convenient indoor air quality
- Security
- Privacy
- Human safety
- Electrical appliances protection
- Indoor finishes protection

FOOTPRINT IN EGYPT

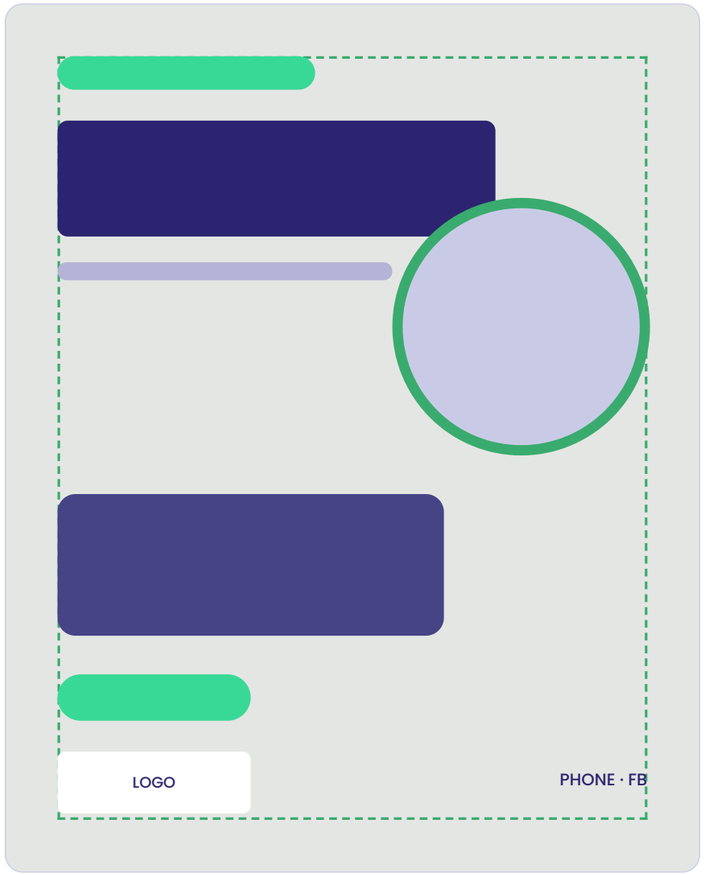
Empowering Egypt with cutting-edge solutions

- Alexandria
- El Beheira
- Cairo
- Sharm El Sheikh

Head office: Damanhur, El Beheira.
Mention locations in local-area posts and offers.

Layout & formats

One layout logic for every post, so the feed looks like one brand at a glance.



Post anatomy

- Safe margin 80 px (1080 canvas)
- Label chip, mint
- Headline, navy, max 2 lines
- Circular photo with ring
- Info card, max 25 words
- Call-to-action button
- Logo bottom-left, 260 px wide min 240
- Contact line bottom-right

Export

PNG, sRGB, 72 dpi.

Text never smaller than 28 px.

FORMATS

Instagram feed	1080 × 1350 (4:5)	Main format for posts
Instagram / FB square	1080 × 1080 (1:1)	Quick tips, quotes
Stories & Reels cover	1080 × 1920 (9:16)	Keep 250 px free at top, 340 px at bottom
Facebook link post	1200 × 630	Articles and offers
Facebook cover	1640 × 624	Keep content in the center 1235 px
Profile picture	1080 × 1080	Use the H mark, circular crop

Consistency

Same margins, same logo spot, same type sizes on every post.

One idea

One message and one call-to-action per post. Less text, more air.

Readable

Check contrast on a phone screen before publishing.

Profile picture & cover

Small spaces use the H mark taken from the logo. Large banners use the full logo with the tagline.



Avatar · navy

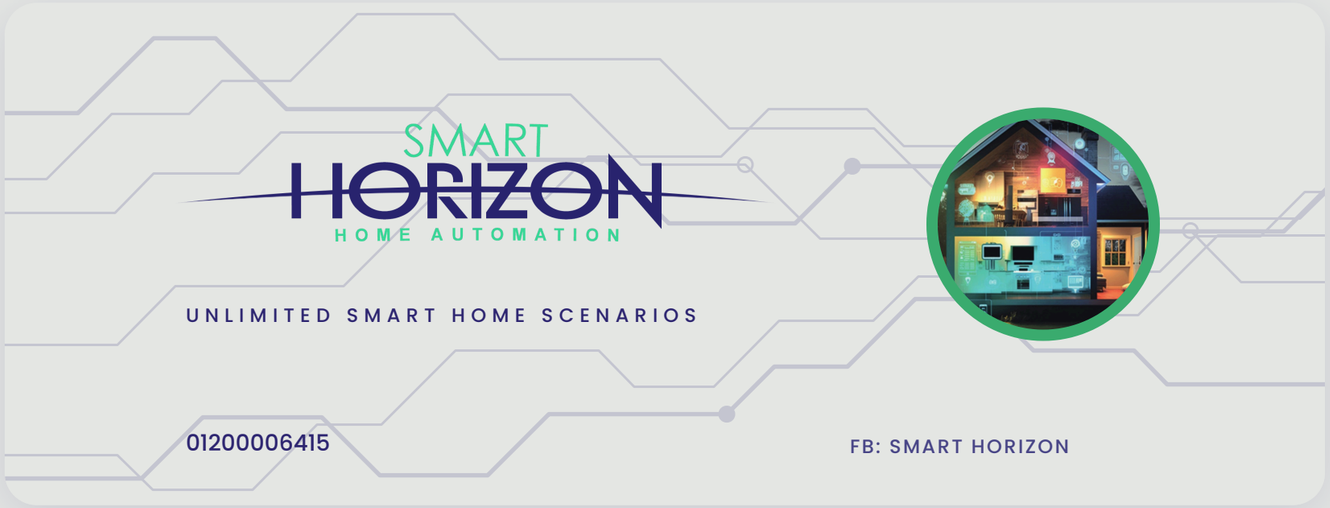


Avatar · mint



At real size

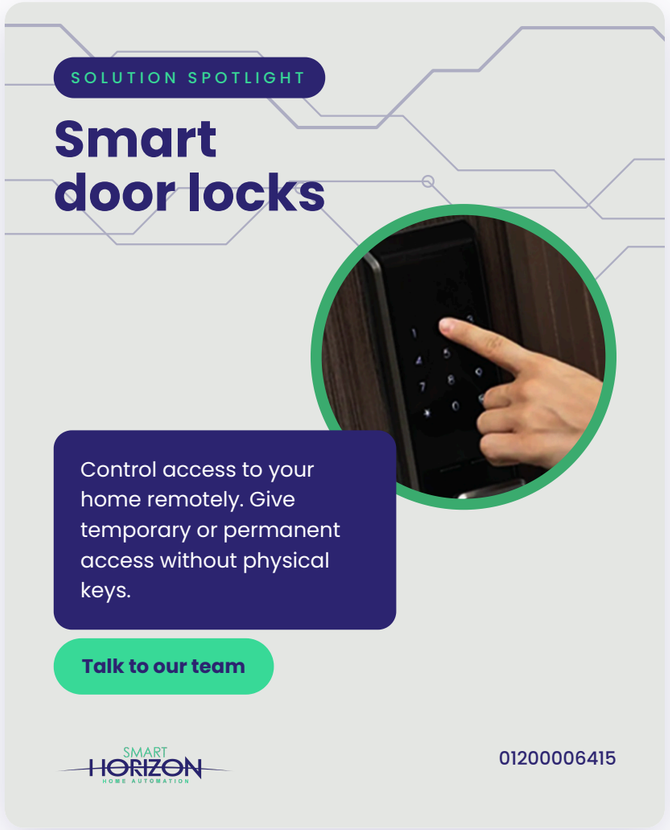
The H mark is cropped directly from the logo: the first letter of HORIZON crossed by the horizon line. It is only for avatars, favicons and tiny spaces. Keep the full circle filled with solid navy or mint, and the mark centered with generous margin.



Facebook cover (1640 × 624). The mobile app crops the sides, so keep logo and tagline inside the center safe area. Update the photo circle to promote the current offer or project.

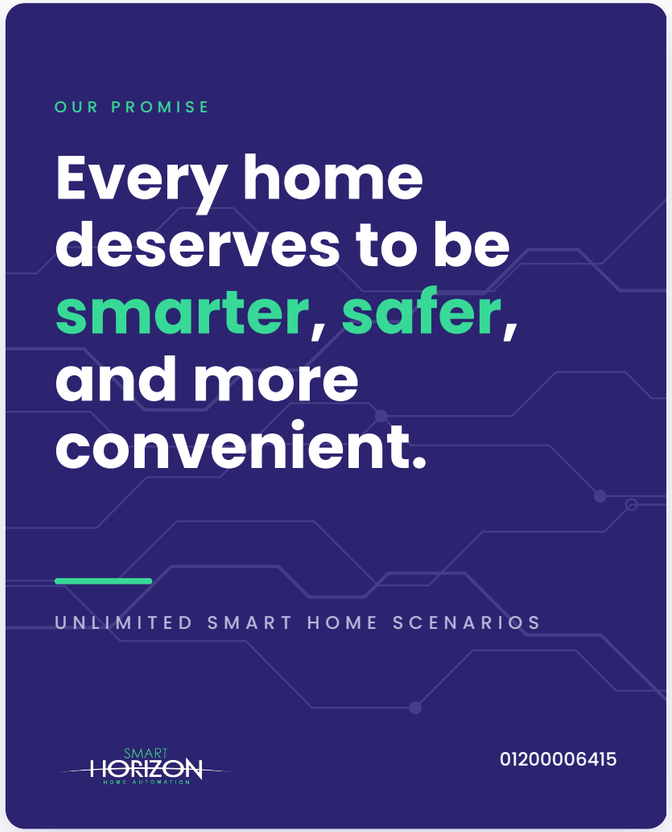
Post templates 1 / 2

Three ready-to-reuse layouts for the 4:5 feed post. Swap the photo, headline and body, keep everything else.



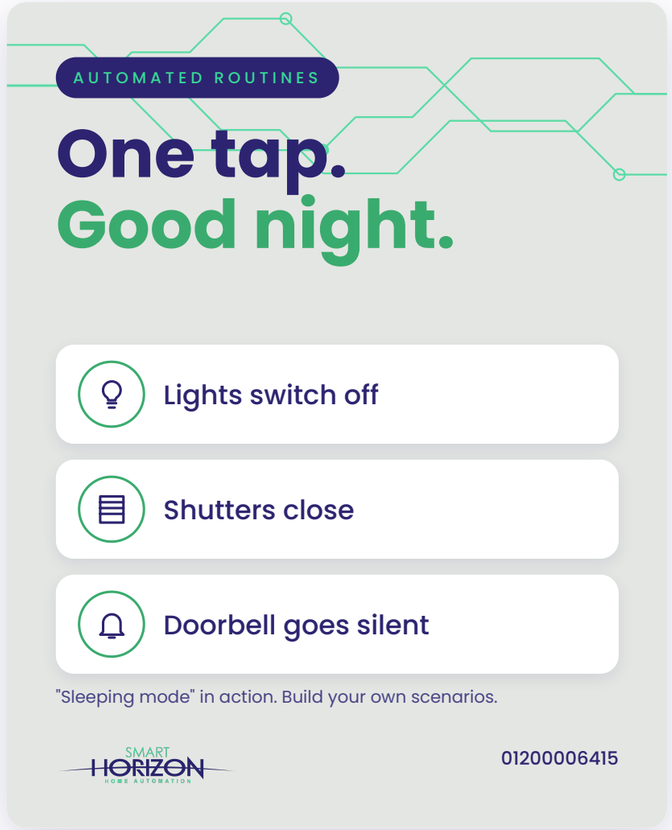
A · Solution spotlight

Photo circle + info card



B · Brand promise

Navy, big headline

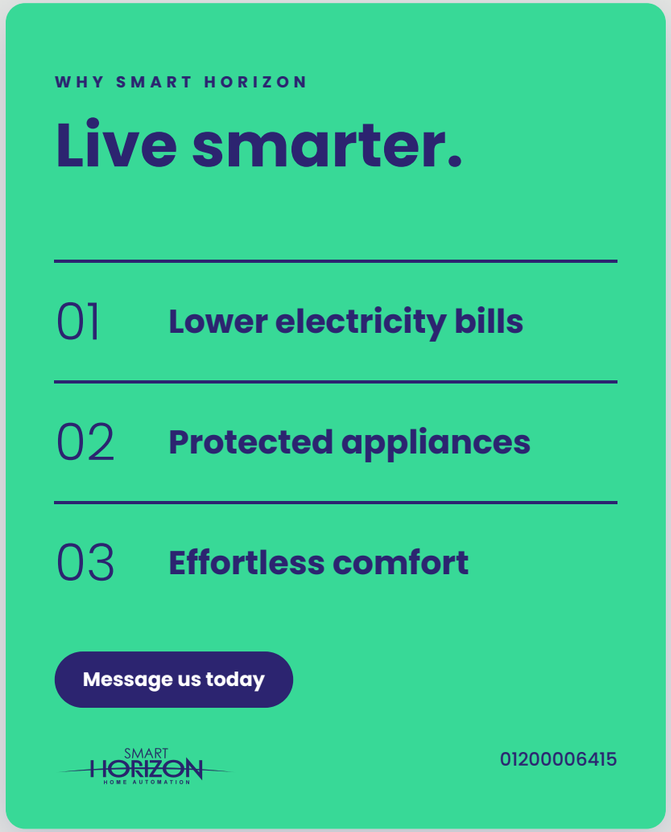


C · Scenario

Routines in 3 steps

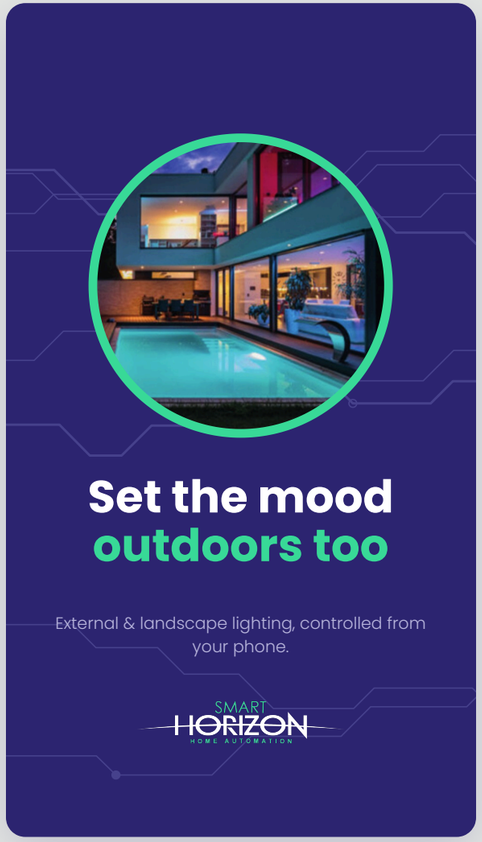
Post templates 2 / 2

Benefit post, story and Facebook link post. The same ingredients in different formats.



D · Benefits

Mint, numbered list



E · Story / Reel cover

9:16, centered photo



F · Facebook link post

1200 × 630

Carousels

Slide 1: headline + photo circle. Slides 2–5: one idea per slide, same margins. Last slide: logo, phone number and call-to-action.

How we sound

Friendly experts. The words should feel as clear and calm as the design.

Clear

Short sentences. Explain the benefit, not the gadget.

Warm

Talk like a helpful neighbour who happens to be an expert.

Confident

We know our craft. No exaggeration, no fake numbers.

Local

Speak to Egyptian homes. Arabic first, English where it fits.

CONTENT PILLARS

Solution spotlight	One product per post
Scenarios	"Sleeping mode", "Leaving home"
Tips & savings	Energy and comfort advice
Projects	Before / after, real installs
Trust	Reviews, after-sales service

HASHTAGS

#SmartHorizon #SmartHome #HomeAutomation

#بيت_ذكي #سمارت_هورايزن #أتمتة_المنازل

SAMPLE CAPTIONS

English

Goodnight, handled. With one tap, lights switch off, shutters close and the doorbell goes silent. Create your own smart home scenarios with Smart Horizon.

بالعربي

بلمسة واحدة بيتك بيجهز للنوم: الإضاءة تطفي، الستائر تقفل، وجرس الباب يسكت. صمّم سيناريوهاتك الذكية مع سمارت هورايزن.

Do: one idea per post, one call-to-action, at most 5 hashtags.
Don't: unproven percentages, fear-based wording, emoji overload.

SMART HORIZON
HOME AUTOMATION

Every home deserves to be smarter, safer, and more convenient.

UNLIMITED SMART HOME SCENARIOS

GET IN TOUCH

01200006415

Facebook: SMART HORIZON

البحيرة - دمنهور - ش عبد السلام الشاذلي خلف النادي
ناصية شركة كونتكت - بجوار اعلانات مبروك فتحي

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