

LESHA CAPITAL BRAND GUIDELINES

VERSION 1.0 | 2025 ©

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1.0 VISION AND MISSION

Our brand is more than just a name or logo; it is a reflection of our core purpose, ambitions, and the principles that guide our actions.

The Vision defines where we aspire to be in the long term, serving as a compass for our strategic direction and inspiring both our people and our clients.

The Mission outlines how we aim to achieve this vision through our day-to-day actions, services, and values.

Together, the vision and mission ensure every touchpoint of the brand is aligned, consistent, and purposeful, reinforcing our identity and positioning in the market.

This section serves as a cornerstone in our brand guidelines, shaping how we communicate, operate, and make decisions.

Our Vision

To become a global leader in Shari'a-compliant investment banking, recognized for our unwavering commitment to ethical finance, innovation, and sustainable value creation.

We aspire to set new standards in Islamic financial services by offering forward-looking, tailored investment opportunities that empower our clients to achieve their financial ambitions while adhering to the highest principles of Shari'a.

Through strategic global partnerships, technological excellence, and our experienced team, we aim to create a trusted platform for responsible wealth growth, supporting the economic progress of communities and contributing to a more equitable financial future.

Our Mission

At Lesha Capital, we are committed to providing premier Shari'a-compliant investment solutions that enable our clients to grow and preserve their wealth responsibly.

Through our experienced team, global networks, and rigorous due diligence, we deliver exceptional private wealth management, asset management, investment banking advisory, private equity, and real estate investment services.

We strive to maintain alignment of interests by investing alongside our clients, ensuring trust, transparency, and shared success.

2.0 TONE OF VOICE

To project an image of expertise, trustworthiness, and stability, reinforcing the bank's position as a reliable investment partner for financial growth and security.

Applications

This tone of voice should be applied consistently across all communication channels, including:

- Website/ Mobile app content
- Marketing materials (brochures, tasers, presentations, advertisements)
- Client communications (emails, letters, reports)
- Social media posts
- Press releases, Interviews

Key Pillars

Informative: Provide clear, concise, and accurate information. Avoid jargon or overly complex language. Aim to educate and empower clients to make informed decisions.

Elevated: Maintain a professional and sophisticated tone. Demonstrate deep knowledge and understanding of the financial landscape. Speak with authority and confidence.

Sage: Offer wise counsel and guidance. Position the bank as a trusted advisor with a long-term perspective. Emphasize prudence and risk management.

Safety-Promoting: Reassure clients that their assets are secure and well-managed. Highlight the bank's robust risk management practices and commitment to regulatory compliance.

Do's and Don'ts

Category	Do	Don't
Language	Use precise and professional language. Explain financial concepts clearly. Use active voice.	Use jargon, slang, or overly casual language. Be vague or ambiguous. Use passive voice excessively.
Tone	Be confident and authoritative, but not arrogant. Be empathetic and understanding of client concerns. Be reassuring and trustworthy.	Be condescending or dismissive. Be overly aggressive or sales-oriented. Be evasive or secretive.
Content	Focus on providing valuable insights and information. Highlight the bank's expertise and capabilities. Emphasize the benefits to clients.	Make unsubstantiated claims or promises. Focus solely on the bank's achievements. Neglect to address potential risks or challenges.
Brand Personality	Project an image of stability, competence, and integrity. Be approachable and responsive to client needs.	Appear impersonal, bureaucratic, or out of touch. Be unresponsive to client inquiries or concerns.

3.0 OUR LOGO

Our identity is one of our most valuable assets.

It comprises of two components, the logo icon calligraphy and the Arabic & English wordmark, used together they form our logo.

- a. Logo icon calligraphy
- b. Arabic & English wordmark

Logo components



a.



b.

The full logo is available in two format variations:

1. Primary logo lockup
2. Secondary logo lockup

The primary logo should always be used and applied as a first choice.

The secondary logo could be used in some cases where the primary logo will not suit the application because of spatial limitations.

Logo formats

1.



2.



Clear space

To enable our logos and wordmarks to appear prominently without interference, a minimum exclusion zone has been established, we call this clear space - it is a virtual area that is to be left clear of all text and graphic elements.

Calculating clear space

The clear space area is calculated as shown, and is based on one sixth of the logo icon's height - it applies on all variations of our logo and wordmark.

The exclusion zone is indicated by the dotted border. No text or graphics may appear within this area.

Clear space

Primary logo lockup



Secondary logo lockup



Large and small sizes

Our logo, wordmark and their variants are designed to reproduce down to a 20 mm in width for the primary logo in case of screen printing and foil or down to a 15 mm in case of offset and digital printing.

And 15 mm in width for the secondary logo in case of screen printing and foil or down to a 10 mm in case of offset and digital printing.

WE DO NOT recommend reproducing our logo or wordmark smaller than these sizes.

Extreme care and consideration of materials and techniques, should always be taken when reproducing at such small sizes.

There is no maximum size.

Large and small sizes

Primary logo lockup
for screen printing and foil



LOGO WIDTH 20 mm

Primary logo lockup
for offset and digital printing



LOGO WIDTH 15 mm

Secondary logo lockup



LOGO WIDTH 15 mm



LOGO WIDTH 10 mm

The ideal placement for our logo and wordmark is on a white background. When placing them onto coloured backgrounds, care should always be taken that the correct version is used.

Placement on light or dark backgrounds

To place our logo and wordmark onto light or dark backgrounds always ensure that they are highly visible at all times, and that the colours do not clash with those of the logo.

Placement on images

When placing the logo and wordmark onto images, always ensure that they are highly visible at all times, and that the colours do not clash with those of the logo.

Ideal logo placement - White or lightly coloured backgrounds

White backgrounds



Lightly coloured backgrounds



3.6 INCORRECT LOGO USAGE

NEVER do any of the following when applying our logo or wordmark.

These rules apply to all our logo and wordmark variations.

1. DO NOT change the logo colours



1.

2. DO NOT flip the logo



2.

3. DO NOT distort, stretch or change the logo proportions



3.

4. DO NOT change the descriptor typeface



4.

5. DO NOT tilt or rotate the logo



5.

6. DO NOT adjust the weight of the logo or add an outline to it



6.

7. DO NOT place the logo without sufficient contrast



7.

8. DO NOT place the logo on busy images or patterned backgrounds



8.

3.7 LOGO COLOUR TREATMENTS

Two colour treatments have been created for our logo and wordmark.

These give flexibility of application across all our communications.

They are available in full-colour (CMYK and RGB) and single colour (Black and Reversed) variants.

Full-colour version

Available in CMYK and RGB formats



Reversed-colour version



Positive version



Negative version



Grayscale version



3.8 PRIMARY COLOUR PALETTE

Colour provides a powerful means of identification. After our logo, our core colour palette is the second most important element to identifying us.

Two core colours are used to distinguish us; together they form the core colour of the brand mark.

Always complement the core colours with white.

Please ensure these colours are specified correctly.

Please note that printing is not an exact science, so colours will look different depending on the type of paper used to print, and the finishing applied.

—
The colours on this page and throughout these guidelines are not intended to match the Pantone Color Standards. Pantone® is a registered trademark of Pantone, Inc.

Core colour palette

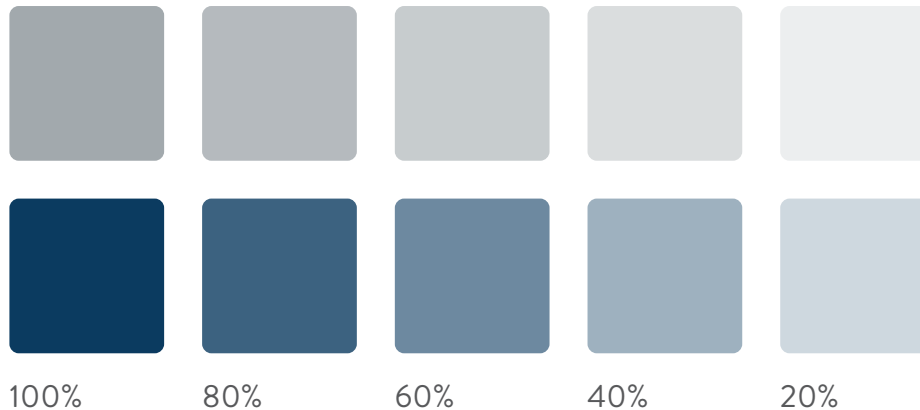
PANTONE® 429 C
A2A9AD

C : 40	R : 162
M : 27	G : 169
Y : 27	B : 173
K : 5	

PANTONE® 2955 C
003764

C : 100	R : 0
M : 76	G : 55
Y : 37	B : 100
K : 28	

Palette shades



3.9 SECONDARY COLOUR PALETTE

A secondary palette may be used to differentiate products, sub-brands or divisions.

The colours shown on this page could be used for charts, pies, tables, brochure segmentation and to differentiate a variety of products or services.

Please ensure these colours are specified correctly.

—
The colours on this page and throughout these guidelines are not intended to match the Pantone Color Standards. Pantone® is a registered trademark of Pantone, Inc.

Secondary colour palette

PANTONE® 328 C
007167

C : 100	R : 0
M : 24	G : 113
Y : 61	B : 103
K : 17	

60%

40%

20%

Complementary secondary colour palette

PANTONE® 207 C
AB0033

C : 22	R : 171
M : 100	G : 0
Y : 67	B : 51
K : 17	

PANTONE® 159 C
D15E14

C : 15	R : 203
M : 77	G : 83
Y : 100	B : 24
K : 4	

PANTONE® 307 C
0075B0

C : 100	R : 0
M : 22	G : 117
Y : 2	B : 176
K : 18	

PANTONE® 7549 C
FFB600

C : 0	R : 255
M : 33	G : 182
Y : 100	B : 0
K : 0	

PANTONE® 268 C
592C82

C : 80	R : 90
M : 100	G : 43
Y : 15	B : 124
K : 5	

4.0 OUR TYPOGRAPHY

An english typeface have been chosen for use in all applications within our brand.

Used consistently it helps to create a powerful and instantly recognisable typographic style.

Tajawal

The modern and corporate sans-serif character forms of Tajawal have been selected to compliment our master brand in all our communications.

Tajawal is used in seven weights, ExtraLight, Light, Regular, Medium, Bold, ExtraBold and Black. They are used for body text and headings within all printed materials.

Tajawal

Tajawal ExtraLight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
%&\$£@?()

Tajawal Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
%&\$£@?()

Tajawal Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
%&\$£@?()

Tajawal Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
%&\$£@?()

Tajawal Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
%&\$£@?()

Tajawal ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
%&\$£@?()

Tajawal Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
%&\$£@?()

An Arabic typeface have been chosen for use in all applications within our brand.

Used consistently it helps to create a powerful and instantly recognisable typographic style.

Tajawal

The modern and corporate sans-serif character forms of Tajawal have been selected to compliment our master brand in all our communications.

Tajawal is used in seven weights, ExtraLight, Light, Regular, Medium, Bold, ExtraBold and Black. They are used for body text and headings within all printed materials.

Tajawal

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء { } @ # \$ % ؟ 0123456789 العلم نور والجهل ظلام	Tajawal ExtraLight
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء { } @ # \$ % ؟ 0123456789 العلم نور والجهل ظلام	Tajawal Light
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء { } @ # \$ % ؟ 0123456789 العلم نور والجهل ظلام	Tajawal Regular
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء { } @ # \$ % ؟ 0123456789 العلم نور والجهل ظلام	Tajawal Medium
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء { } @ # \$ % ؟ 0123456789 العلم نور والجهل ظلام	Tajawal Bold
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء { } @ # \$ % ؟ 0123456789 العلم نور والجهل ظلام	Tajawal ExtraBold
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء { } @ # \$ % ؟ 0123456789 العلم نور والجهل ظلام	Tajawal Black

5.0 OUR VISUAL IDENTITY

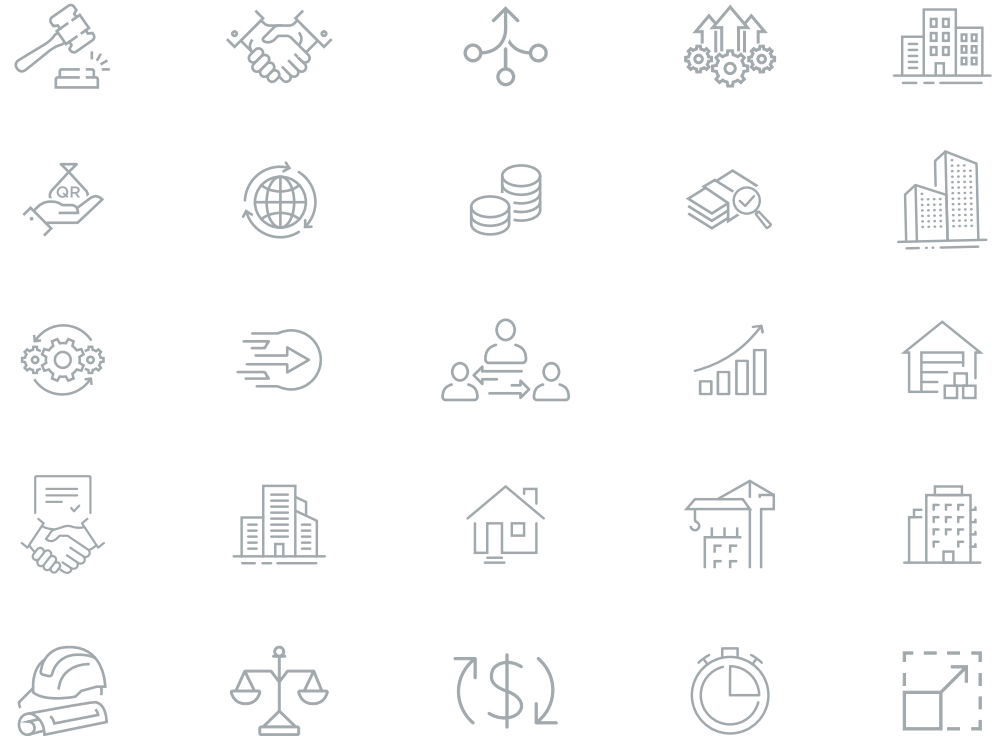
Shown opposite are a few examples to give guidance.

We chose icons in an outline style to complement our visual language in expressing modernity, dynamism and continuity.

The lines are thin, curved and friendly to make sure the icons' overall feel is light, dynamic and easy to understand.

Please refer to the icon examples on this page.

Iconography style



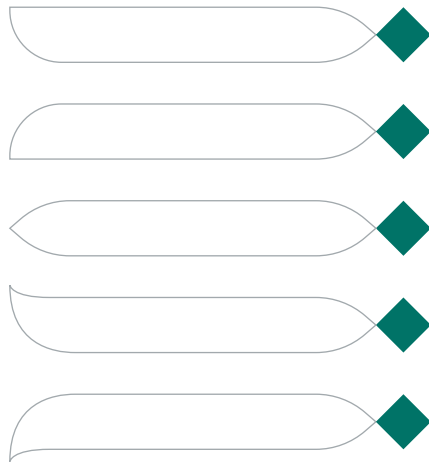
Social media icons



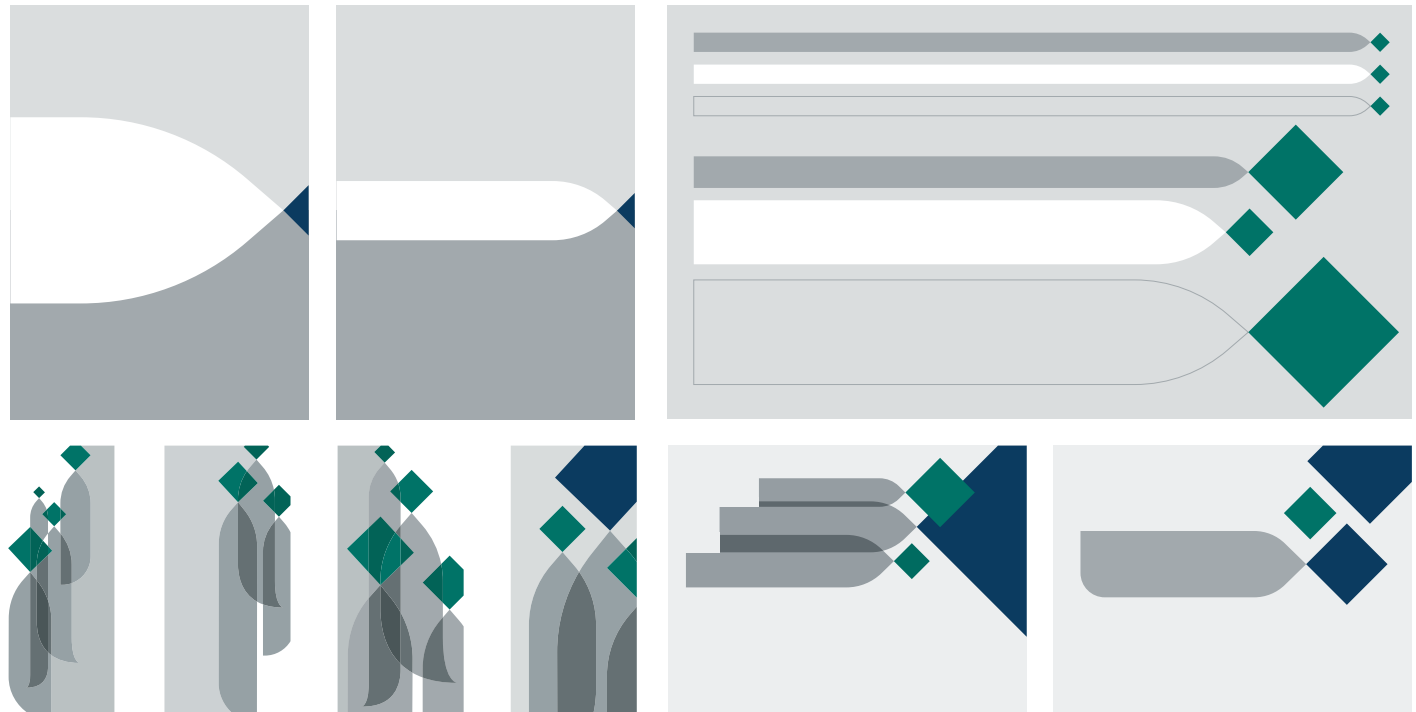
A variety of graphic elements' compositions was created using the sunbul and rhombus shapes from our logo's arabic calligraphy.

A master template of a selection of the graphic elements is shown below to be used when needed to complement our visual language in print, digital and environment space usage.

Please refer to the examples on this page to select the ideal set depending on the design and purpose.



Graphic elements as visual language



Graphic elements a container

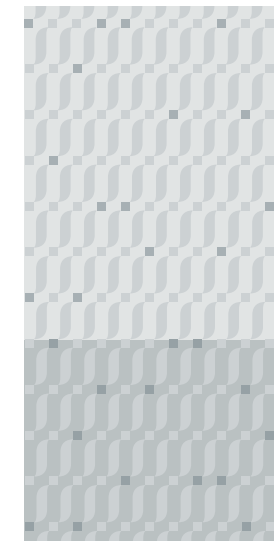
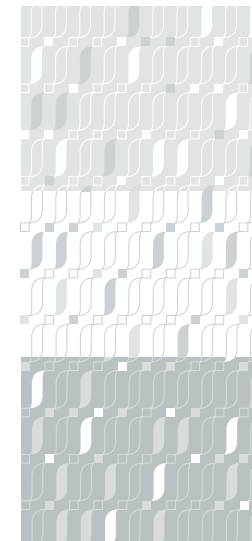
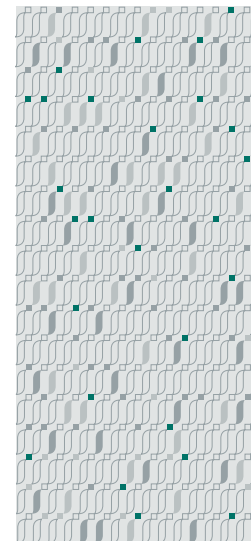
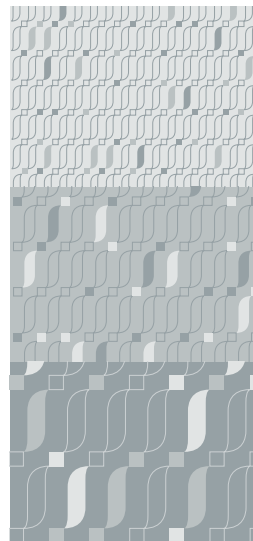
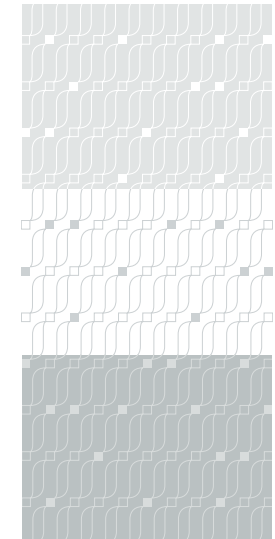
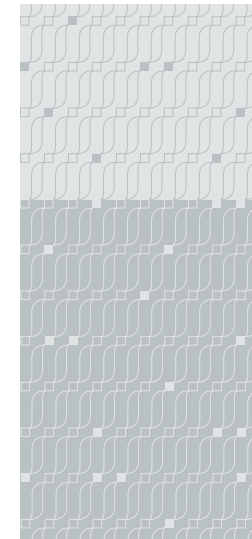
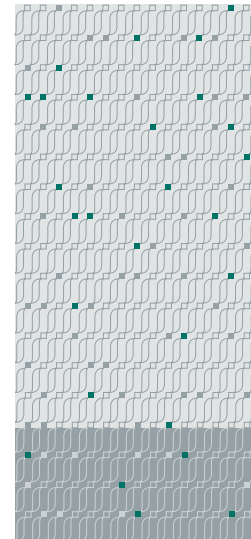
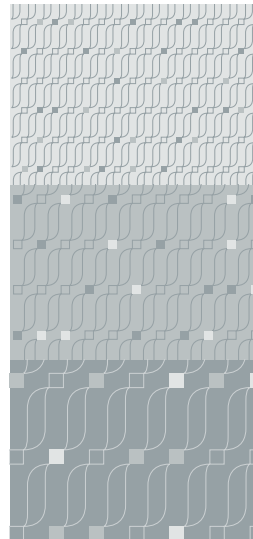
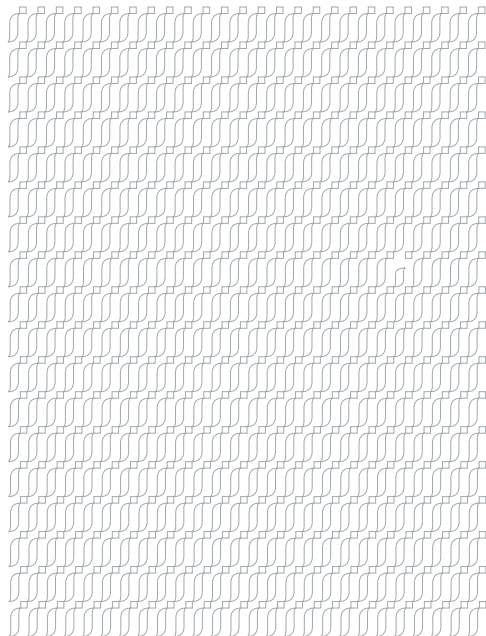


A pattern template was designed to complement our visual language in print, digital and environment space usage.

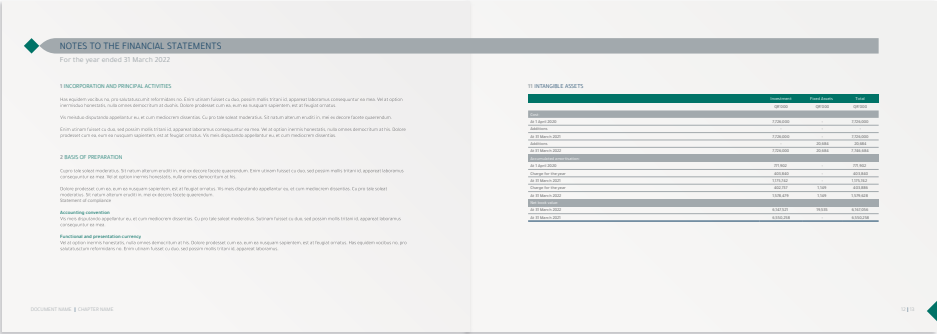
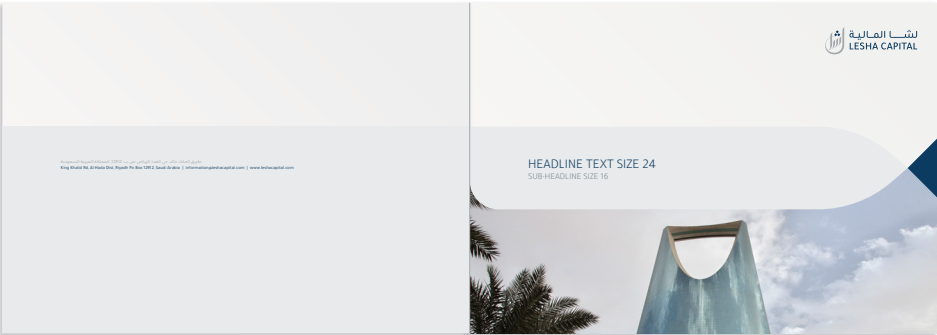
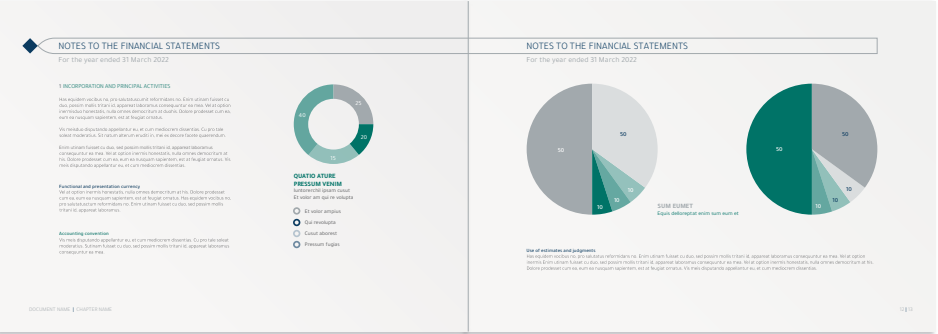
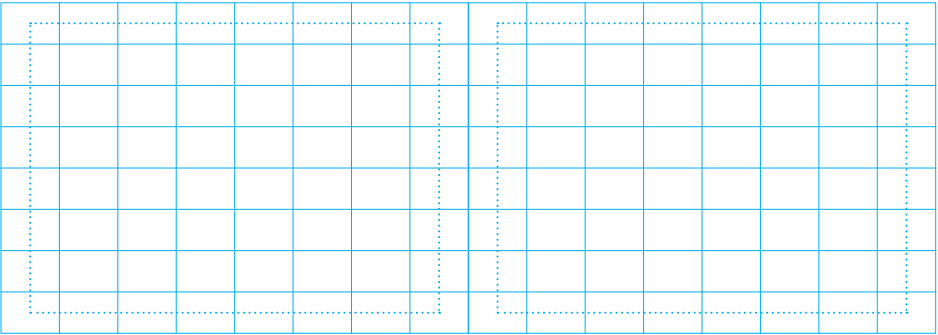
A variation of options can be created from the master pattern template shown below.

They should only be used when necessary and not extensively.

Please refer to the pattern examples on this page.

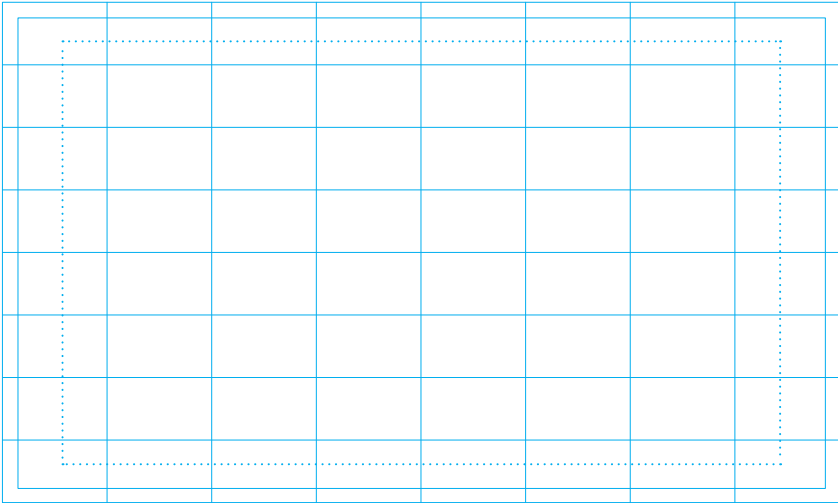


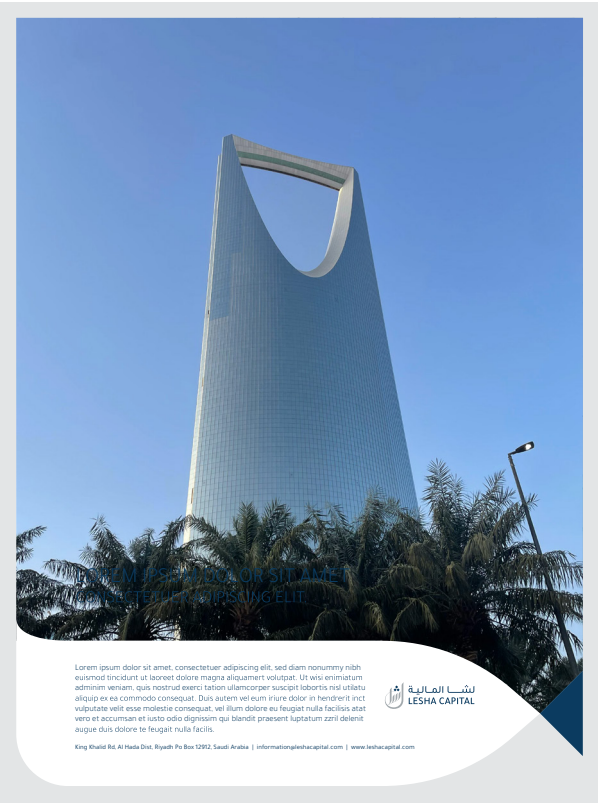
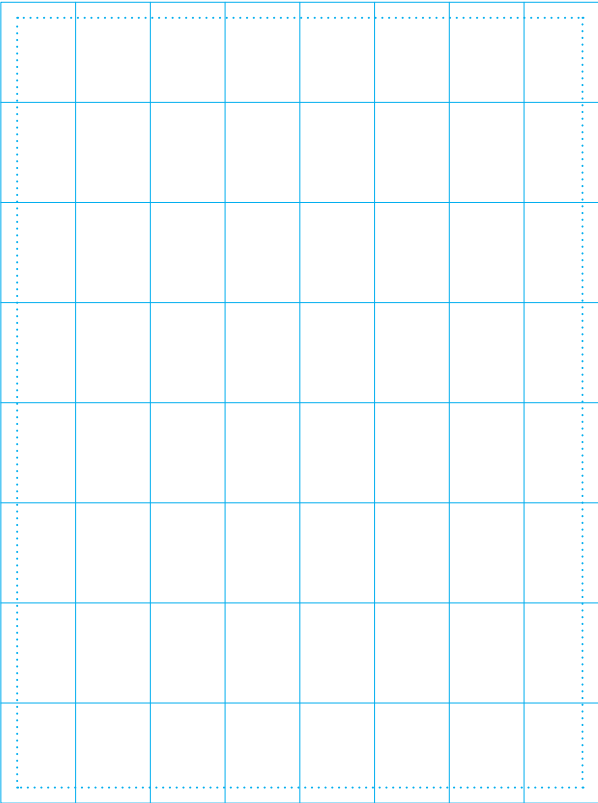
Brochure grid



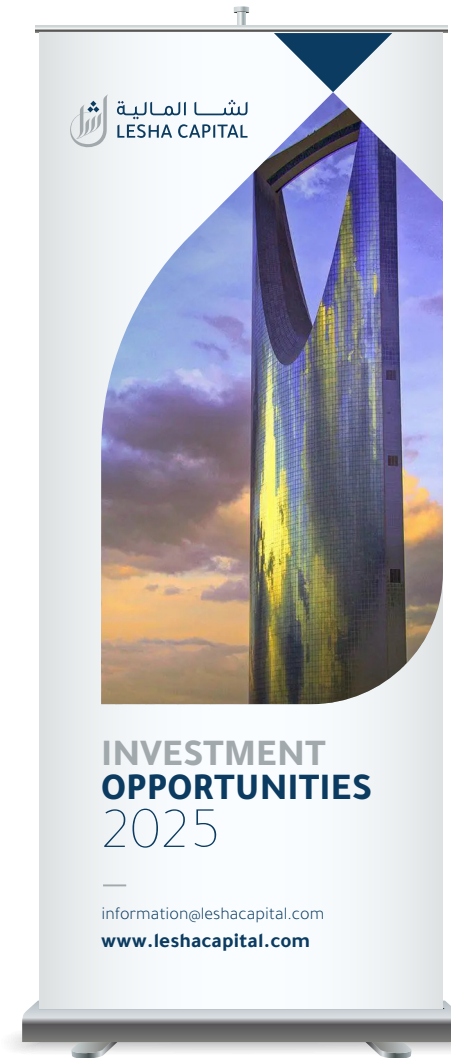
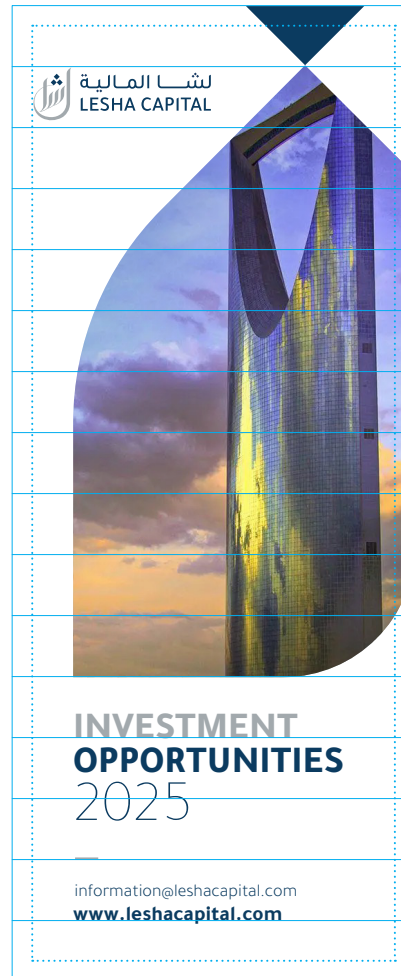
[illegible]

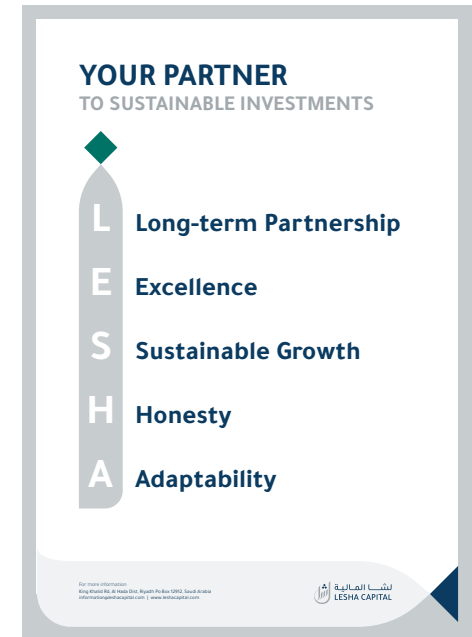
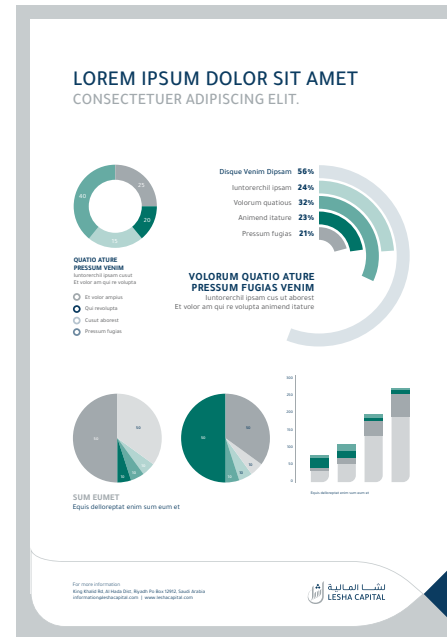
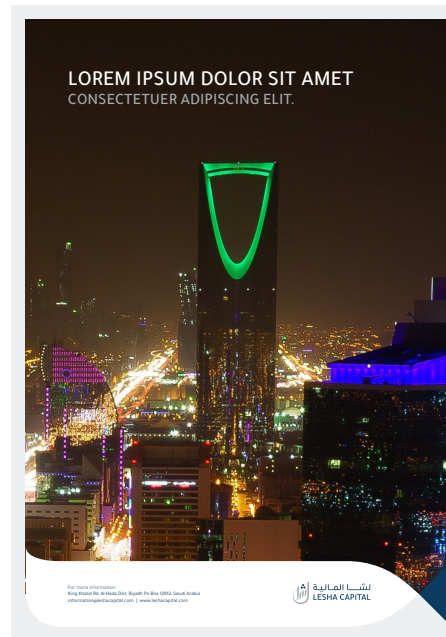
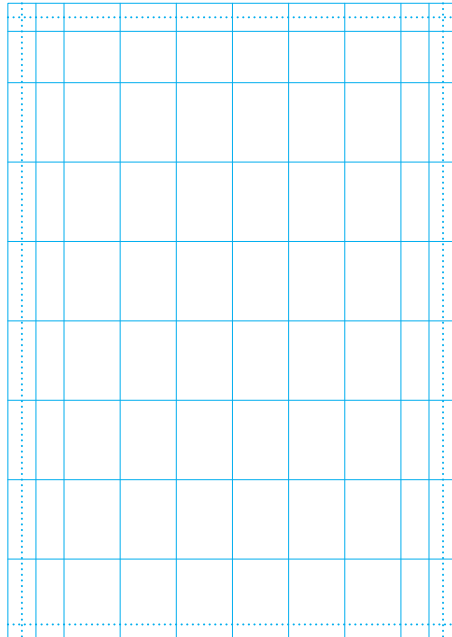
5.7 TEMPLATE GRID PRESS





5.9 TEMPLATE GRID ROLLUPS



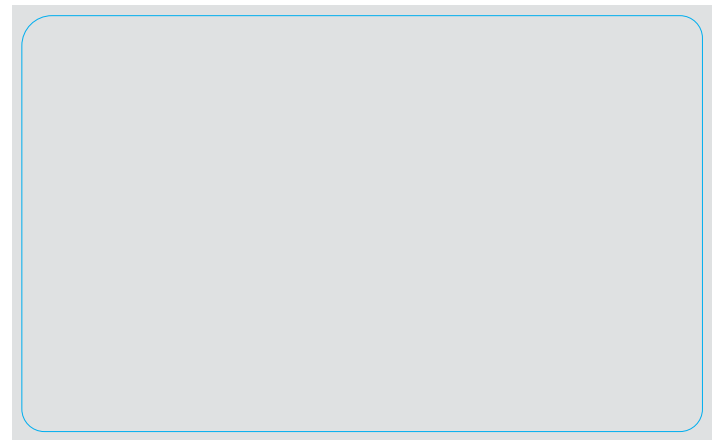


6.1 BUSINESS CARD

The business card shown opposite, demonstrates the recommended graphic style and typography that should be applied to all our stationery.

It shows the placement of our logo, the typography and colour usage; and when combined with a single paper stock it will produce a powerful and visually consistent piece of printed or digital stationery.

Card size: W 90 mm X H 55 mm



6.2 A4 LETTERHEAD

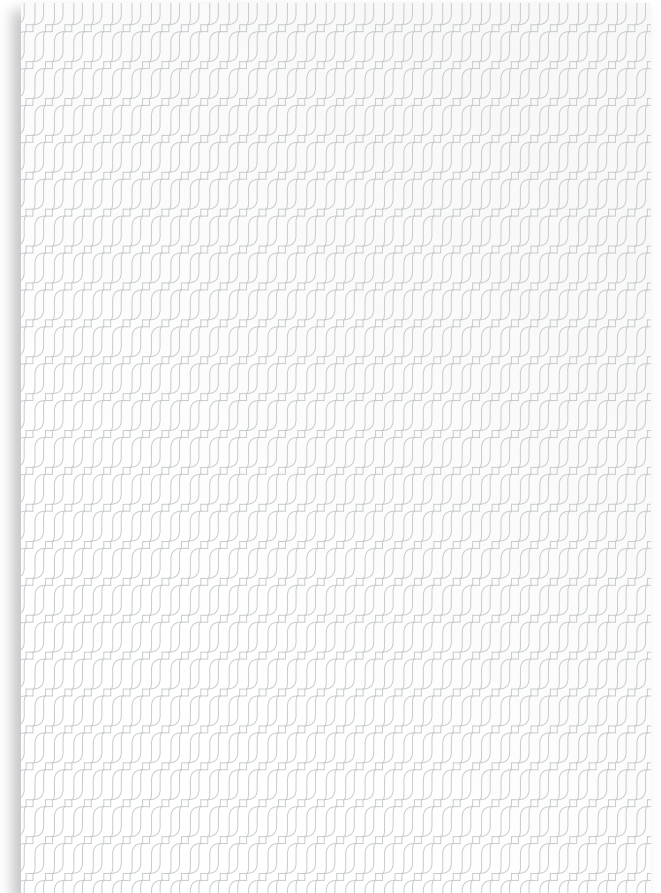
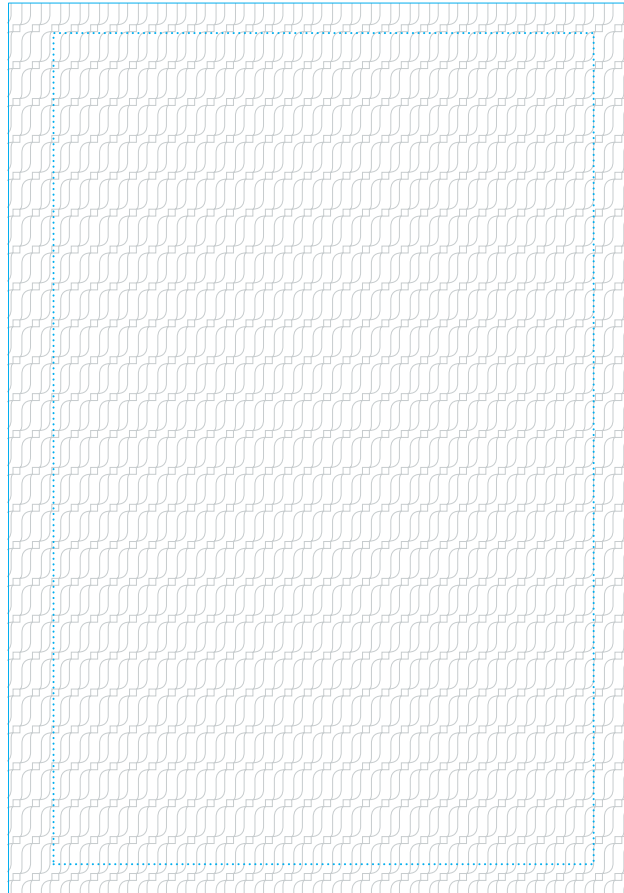
The letterhead shown opposite, demonstrates the recommended graphic style and typography that should be applied to all our stationery.

It shows the placement of our logo, the typography and colour usage; and when combined with a single paper stock it will produce a powerful and visually consistent piece of printed or digital stationery.



The continuation sheet shown opposite, demonstrates the recommended graphic style and typography that should be applied to all our stationery.

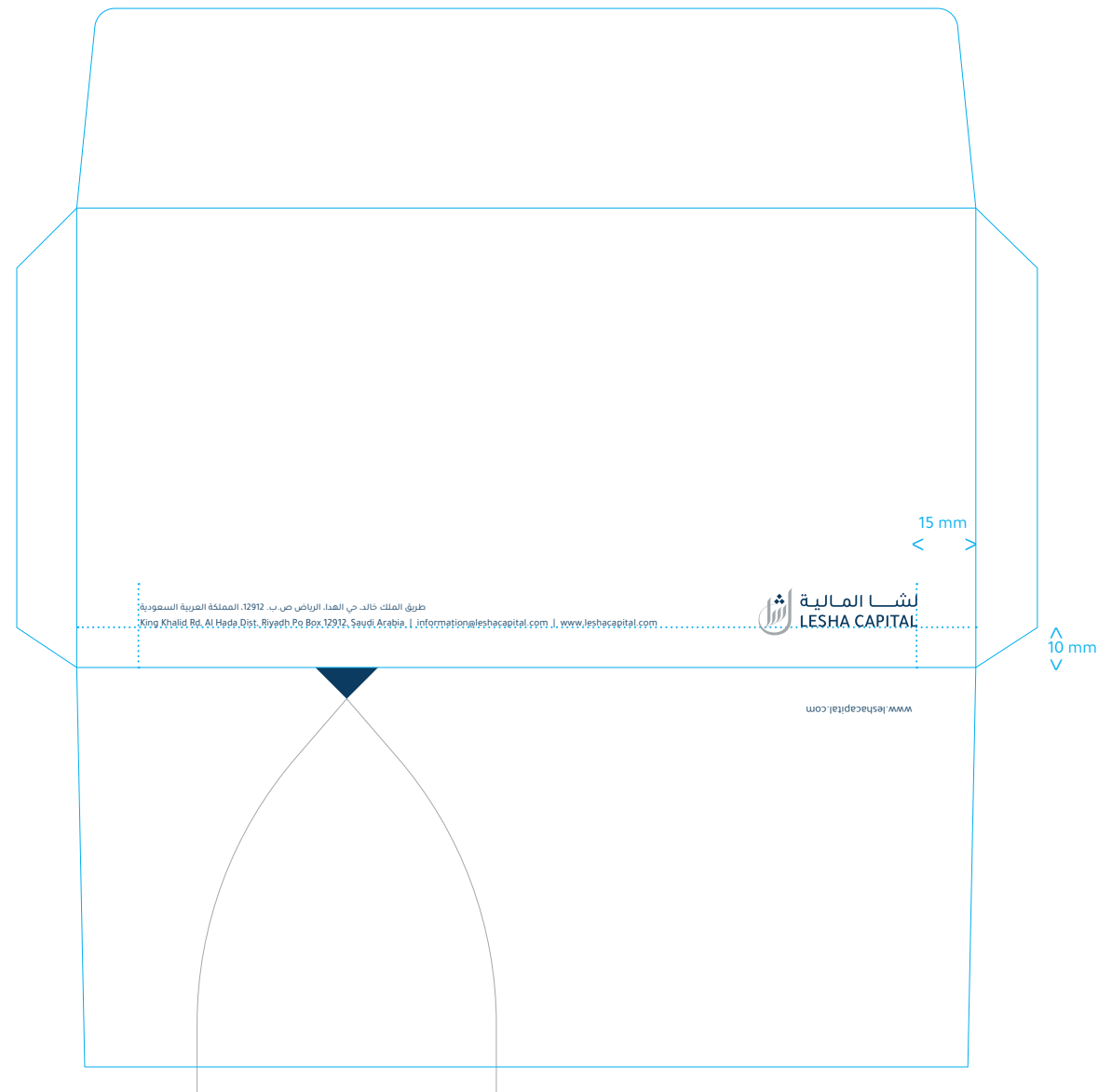
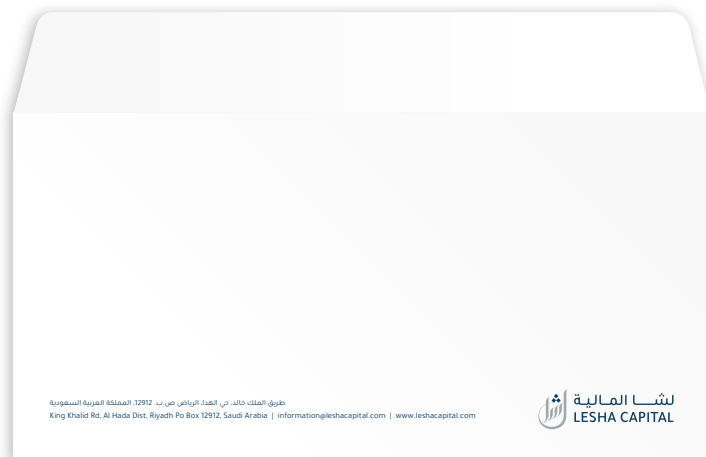
It shows the placement of our logo, the typography and colour usage; and when combined with a single paper stock it will produce a powerful and visually consistent piece of printed or digital stationery.



6.4 DL ENVELOPE

The DL envelope shown opposite, demonstrates the recommended graphic style and typography that should be applied to all our stationery.

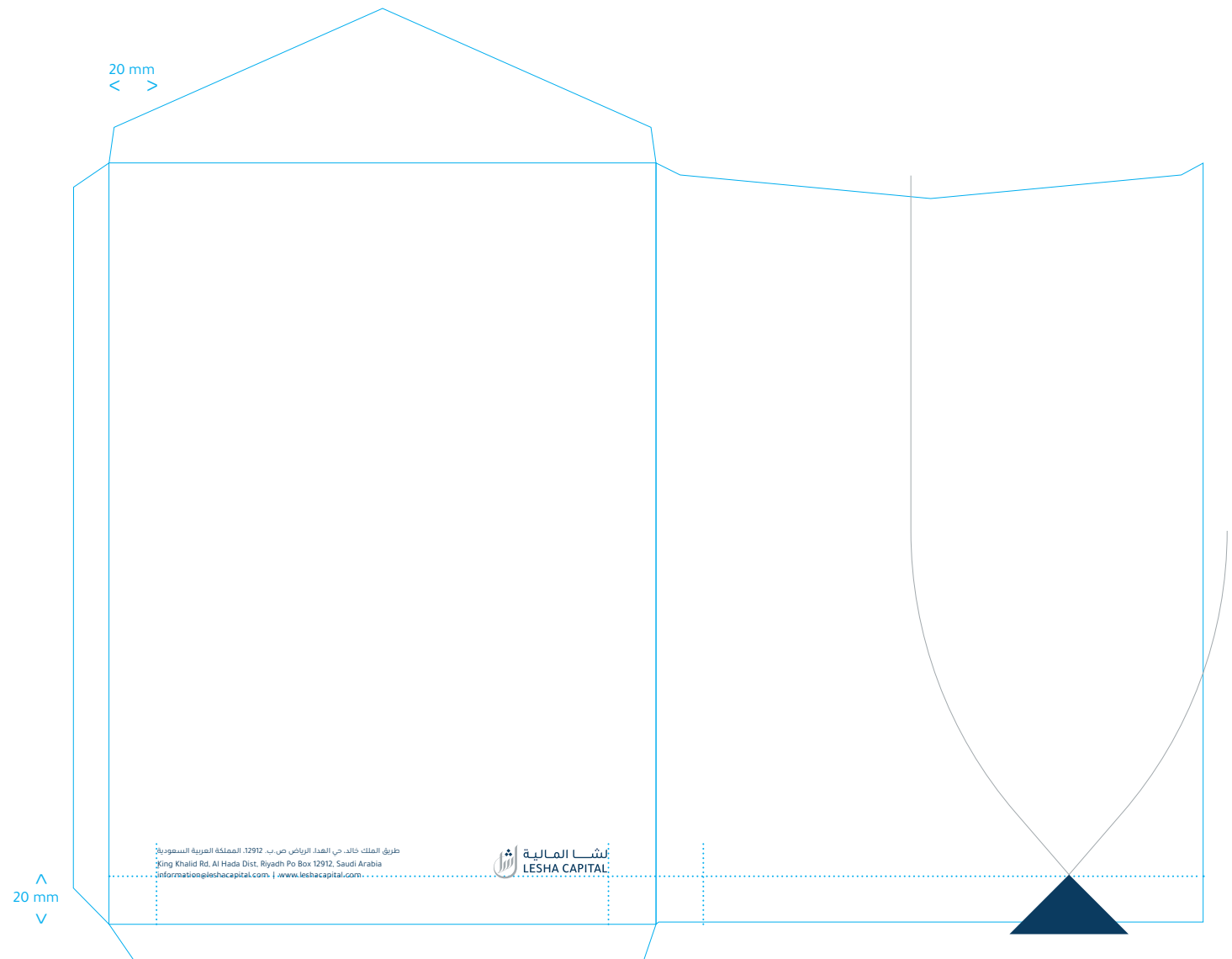
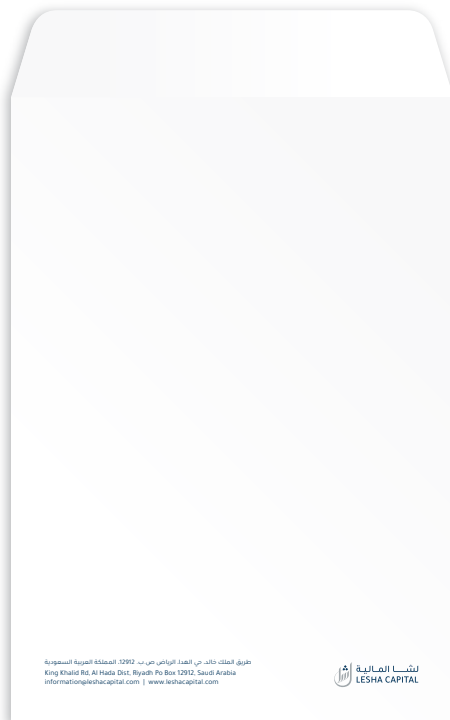
It shows the placement of our logo, the typography and colour usage; and when combined with a single paper stock it will produce a powerful and visually consistent piece of printed or digital stationery.



6.5 A4 ENVELOPE

The A4 envelope shown opposite, demonstrates the recommended graphic style and typography that should be applied to all our stationery.

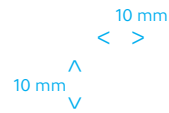
It shows the placement of our logo, the typography and colour usage; and when combined with a single paper stock it will produce a powerful and visually consistent piece of printed or digital stationery.



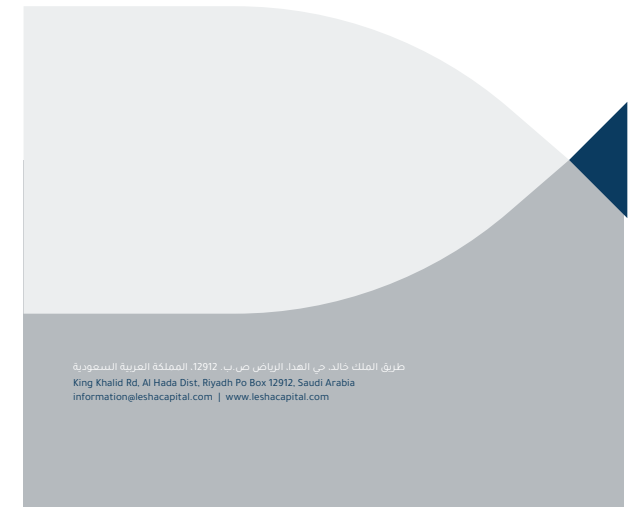
6.6 COMPLIMENTS CARD

The compliments card shown opposite, demonstrates the recommended graphic style and typography that should be applied to all our stationery.

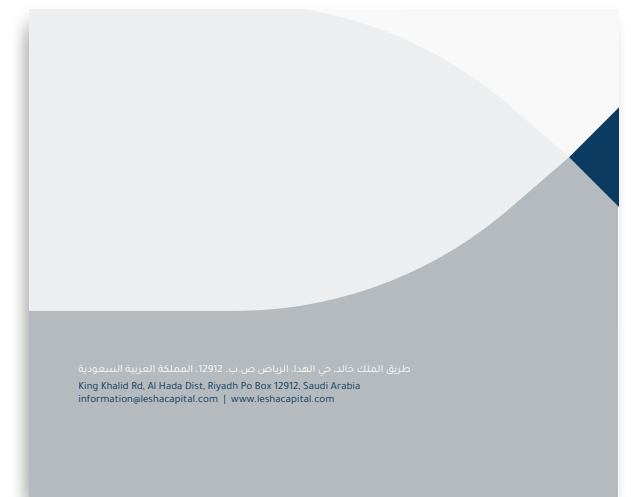
It shows the placement of our logo, the typography and colour usage; and when combined with a single paper stock it will produce a powerful and visually consistent piece of printed or digital stationery.



With Compliments



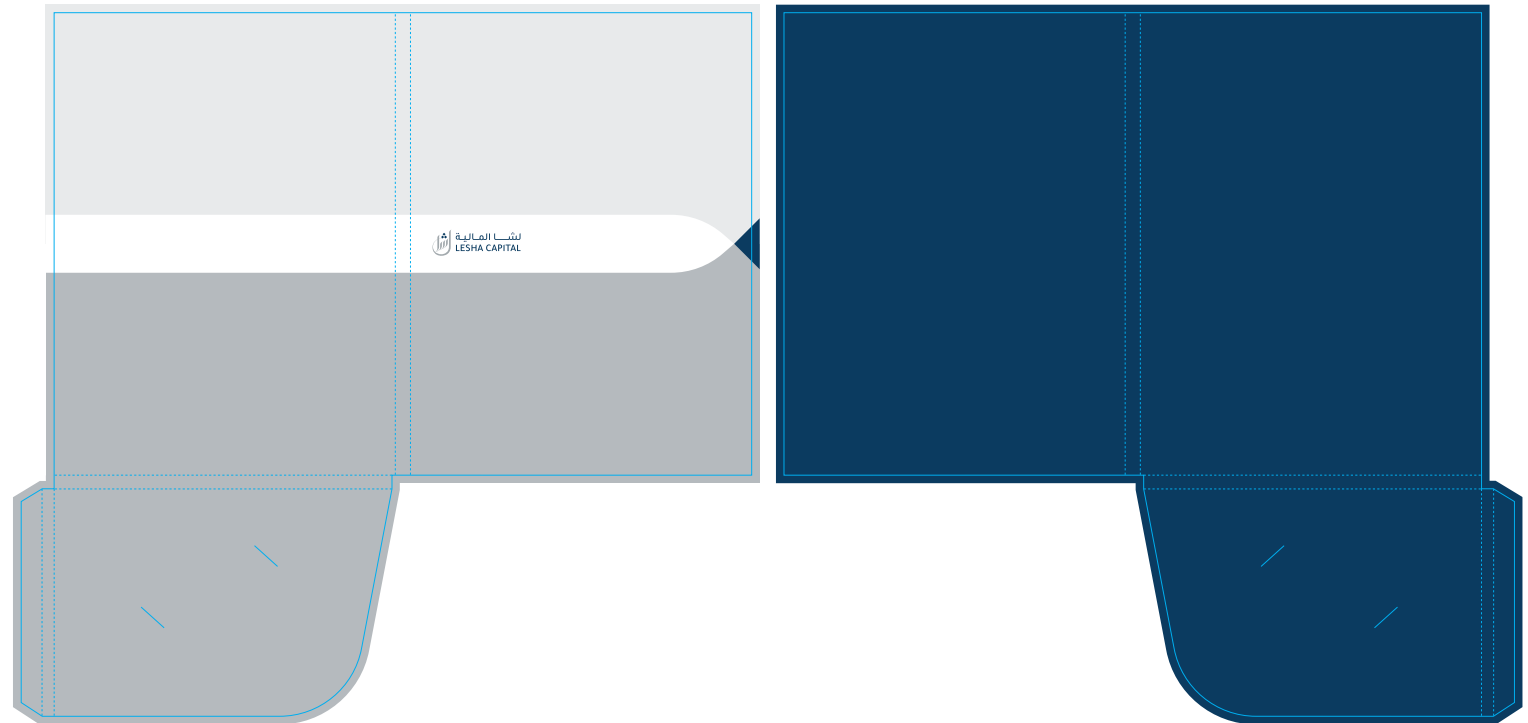
With Compliments



6.7 A4 POCKET FOLDER

The A4 pocket folder shown opposite, demonstrates the recommended graphic style and typography that should be applied to all our stationery.

It shows the placement of our logo, the typography and colour usage; and when combined with a single paper stock it will produce a powerful and visually consistent piece of printed or digital stationery.

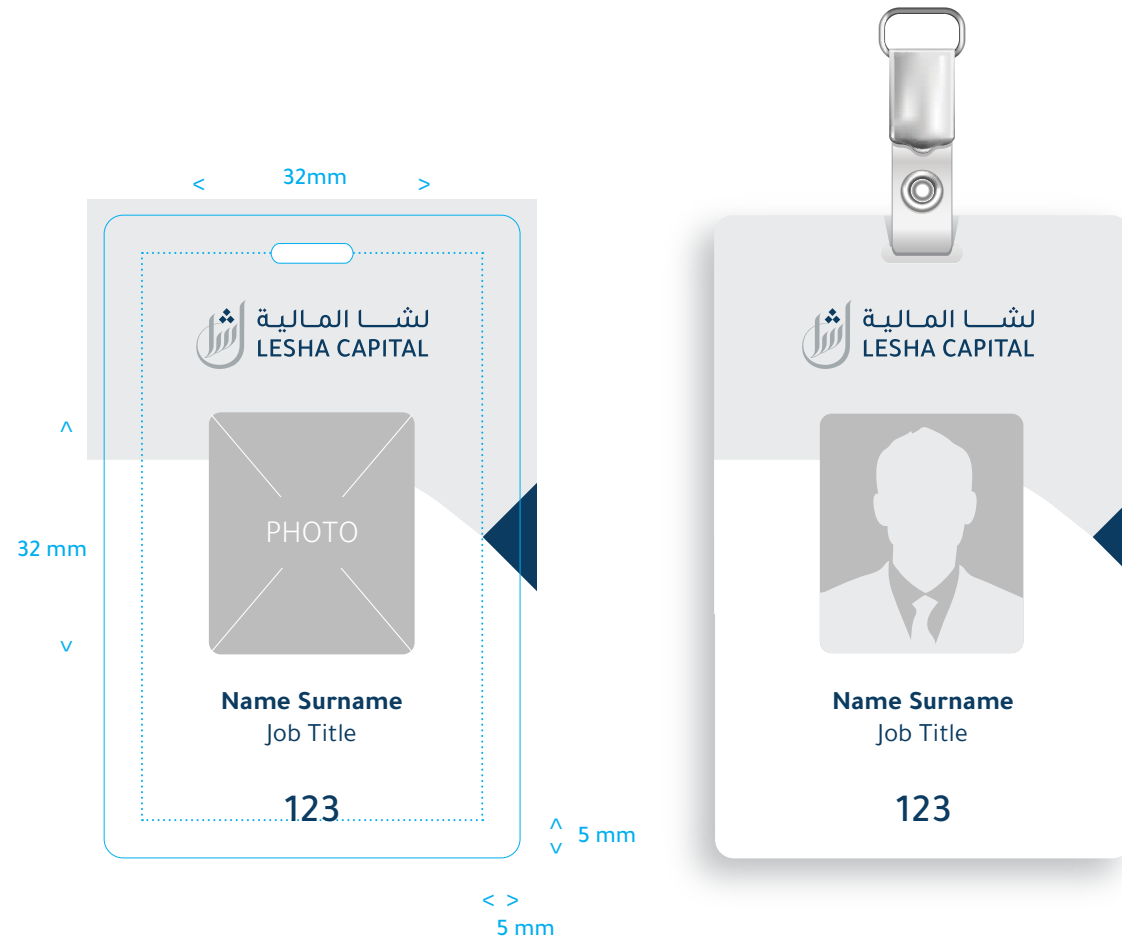


6.8 ID BADGES

The ID badge card shown opposite, demonstrates the recommended graphic style and typography that should be applied to all our stationery.

It shows the placement of our logo, the typography and colour usage; and when combined with a single paper stock it will produce a powerful and visually consistent piece of printed or digital stationery.

Card size: W 85 mm X H 55 mm

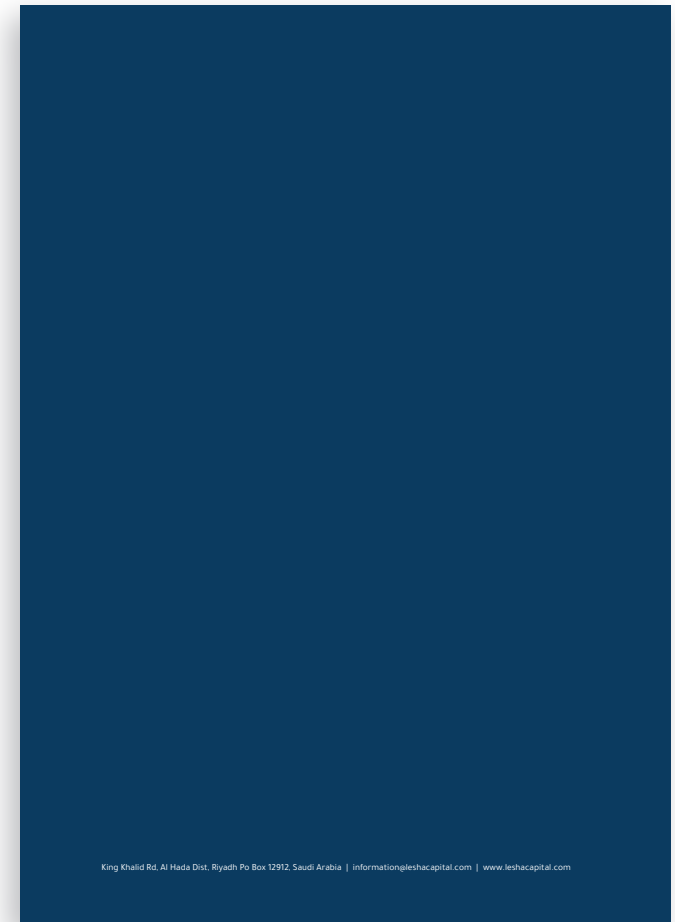


The note pad shown opposite, demonstrates the recommended graphic style and typography that should be applied to all our stationery.

It shows the placement of our logo, the typography and colour usage; and when combined with a single paper stock it will produce a powerful and visually consistent piece of printed or digital stationery.



Front



Back



Presentation Title

Presentation Sub-Title

Content

1. Section Title	01
2. Section Title	02
3. Section Title	03
• Sub-section Title	01
• Sub-section Title	02
• Sub-section Title	03
4. Section Title	04

Section Title

Section Sub-heading

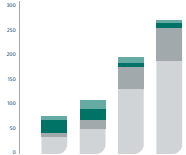


Page Title

Page Sub-heading

Regular running text regular running text regular running text regular running text
running text regular running text regular running text regular running text regular running text

- Bullet point sentence bullet point sentence bullet point sentence
- Bullet point sentence bullet point sentence bullet point
- Bullet point sentence bullet point sentence
- Bullet point sentence



Equis delectat enim cum eum et

 04

Thank you

King Khalid Rd. Al Hada Dist. Riyadh Po Box 12912, Saudi Arabia | information@leshacapital.com | www.leshacapital.com

Dear Name,

Text of the email text of the email text of the email text of the email text of the email text of the email text of the email text of the email text of the email text of the email text of the email text of the email text of the email text of the email text of the email text of the email text of the email.

Best regards,

Name Surname

Job Title



PO Box | 12912, Riyadh, Saudi Arabia |

D | +974 4455 6677 |

M | +974 5566 7788 |

u.user@leshacapital.com

www.leshacapital.com



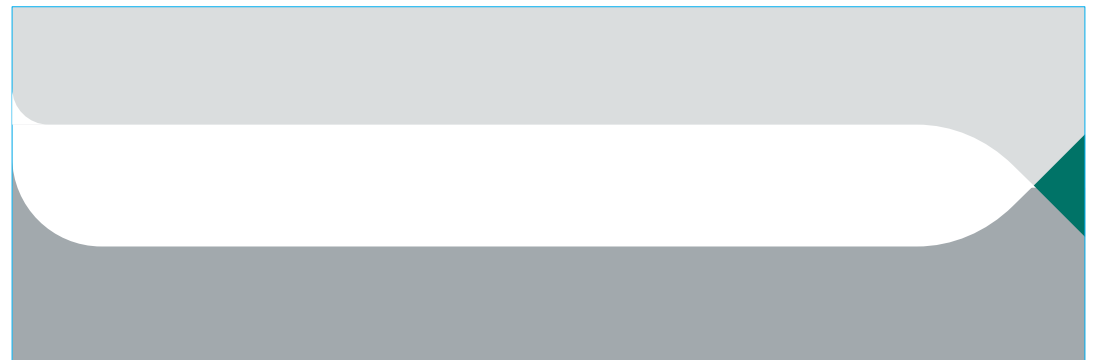
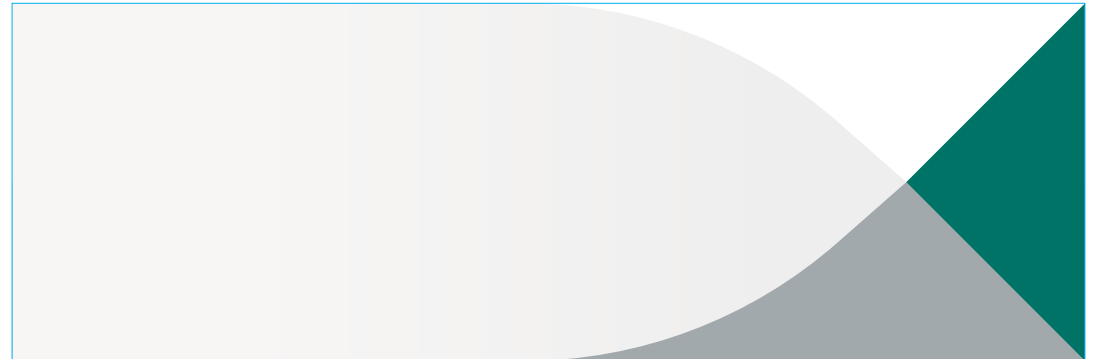
7.3 INSTAGRAM TEMPLATE

1080 px X 1080 px

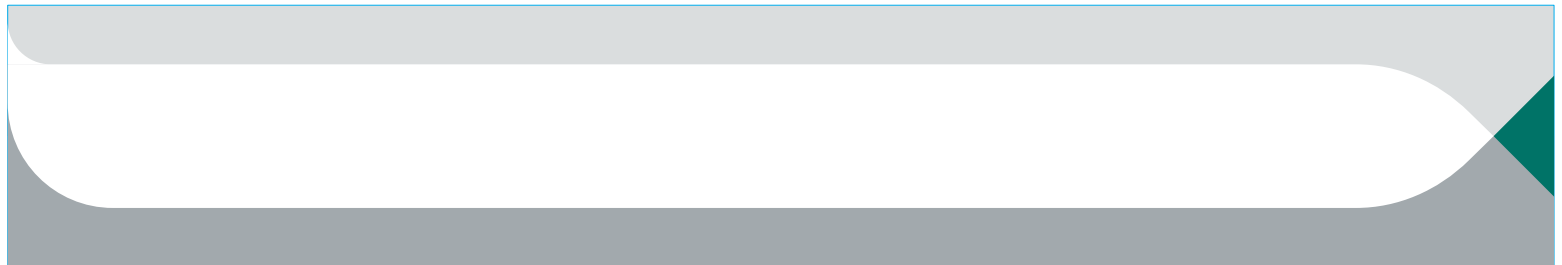
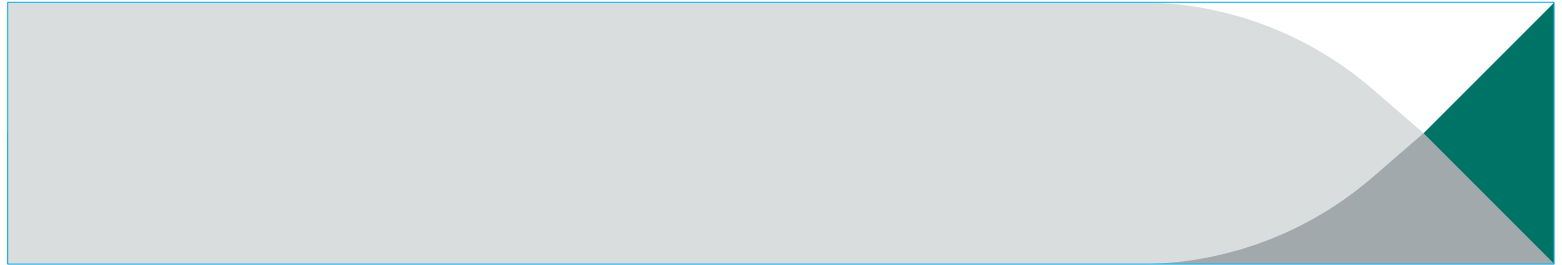


7.4 TWITTER TEMPLATE

1500 px X 500 px

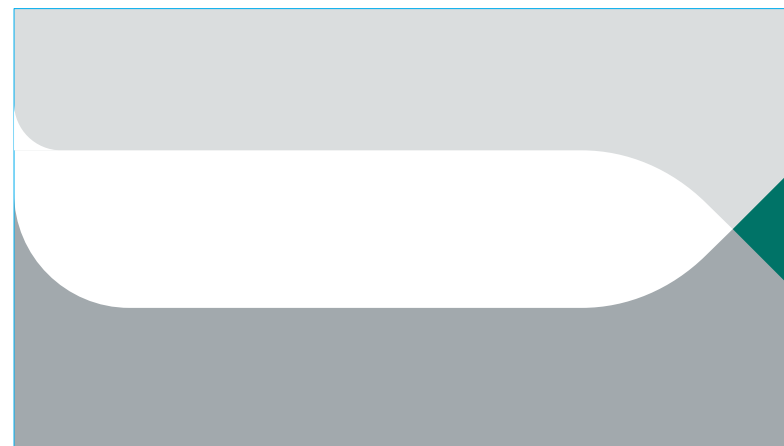


1128 px X 191 px



7.6 YOUTUBE HOME BANNER

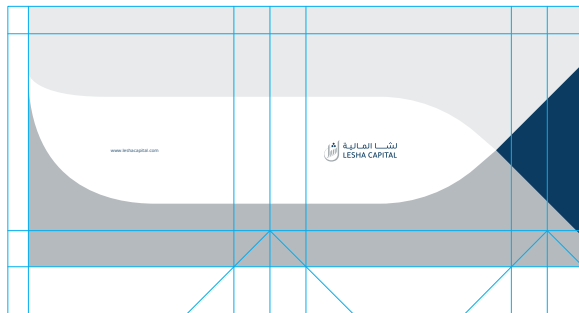
2560 px X 1440 px



8.0 BRAND APPLICATION

8.1 BAG

34 x 30 x 10.5 cm





7.3 WRAPPING PAPER

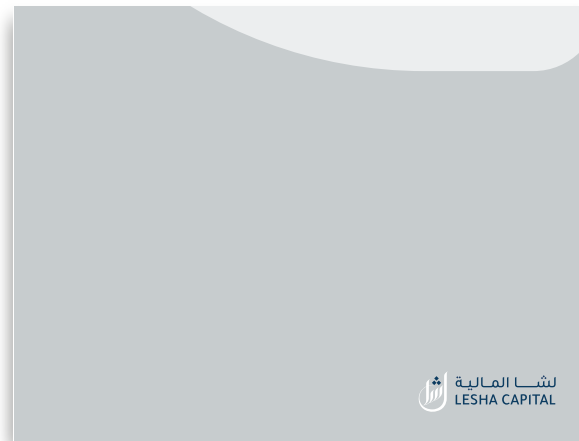


7.4 STAFF WELCOME CARD

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FOR INQUIRIES

For questions and clarifications please contact the Marketing & communications department at Lesha Capital:
communications@leshacapital.com