

Brand Identity Manual

NCB Colors

Brand Colors

Primary Colors

For consistent brand recognition, NCB owns a set of core colors that form the frontline signals with strong recall value. They are mainly present in the brand mark and appear first in brand applications.

Although Pantone® color values are available to serve NCB as spot colors where applicable, the brand uses process color reproduction - with CMYK values - in all brand applications and communication. For digital applications use the RGB values.

Use the full color brand mark unless a single color production is inevitable, such as sticker, paint reproductions, and micro size logo.

Do not use automatic conversion of the Pantone values into process or additive colors.

Do not use tints of the core colors. SAEI is a bold and expressive brand and so shall its core color signals remain strong and energetic.

NCB Green

NCB Lime

NCB Yellow

Pantone 3298
Hex #006A56

Pantone 376
Hex #8AC640

Pantone 1235
Hex #F4BC18

C 100
M 9
Y 65
K 41

C 51
M 0
Y 100
K 0

C 0
M 28
Y 98
K 0

R 0
G 106
B 86

R 138
G 198
B 64

R 244
G 188
B 24

Brand Colors

Secondary Colors

NCB uses a set of secondary colors to complement its brand personality expression and support the use of prime colors.

This palette offers practical sets of colors that cover all design needs and stretch from light to neutral and muted ranges. With the exception of the neutral range. Please refer to the brand color system for more guide on color usage.

In lieu of NCB's colors values, which can be found in the current edition of the Pantone® formula guide. When reproduction restricts the use of spot colors, refer to alternate color values as applicable.

Pantone : 7480
CMYK : 75 - 0 - 71 - 0
RGB : 40 - 182 - 122
Web-safe : 27B57A

Pantone : 2975
CMYK : 33 - 0 - 8 - 0
RGB : 166 - 221 - 232
Web-safe : A5DCE7

Pantone : 5425
CMYK : 30 - 0 - 0 - 40
RGB : 114 - 151 - 169
Web-safe : 7196A8

Pantone : 5135
CMYK : 35 - 62 - 15 - 22
RGB : 140 - 95 - 131
Web-safe : 8C5F82

Pantone : Warm Gray 2
CMYK : 0 - 2 - 5 - 9
RGB : 233 - 227 - 220
Web-safe : E9E3DB

Pantone Warm Gray 9
CMYK : 0 - 10 - 20 - 55
RGB : 138 - 126 - 113
Web-safe : 8A7E71

Pantone Metallic : 8401
CMYK : 5 - 0 - 0 - 65
RGB : 111 - 118 - 123
Web-safe : 6F757A

Pantone : 7476
CMYK : 90 - 15 - 35 - 60
RGB : 0 - 81 - 88
Web-safe : 005158

Pantone : 7472
CMYK : 60 - 0 - 30 - 0
RGB : 91 - 196 - 191
Web-safe : 5BC4BE

Pantone : 7468
CMYK : 90 - 0 - 6 - 40
RGB : 0 - 122 - 155
Web-safe : 00799B

Pantone : 5845
CMYK : 13 - 9 - 51 - 26
RGB : 174 - 169 - 116
Web-safe : ADA973

Pantone Metallic : 8580
CMYK : 29 - 49 - 79 - 19
RGB : 157 - 115 - 67
Web-safe : 9D7343

Pantone : 8001
CMYK : 0 - 1 - 2 - 45
RGB : 157 - 157 - 157
Web-safe : 9D9C9C

Pantone : 8201
CMYK : 45 - 20 - 15 - 10
RGB : 130 - 162 - 181
Web-safe : 81A2B4

Black 90%

Brand Colors

Master Brand Color Palette

NCB has a full Color Palette to complete the brand color language and cater for all design needs. NCB primary and secondary color are mainly used as layout background for most of the brand applications.

Master Brand Color Palette

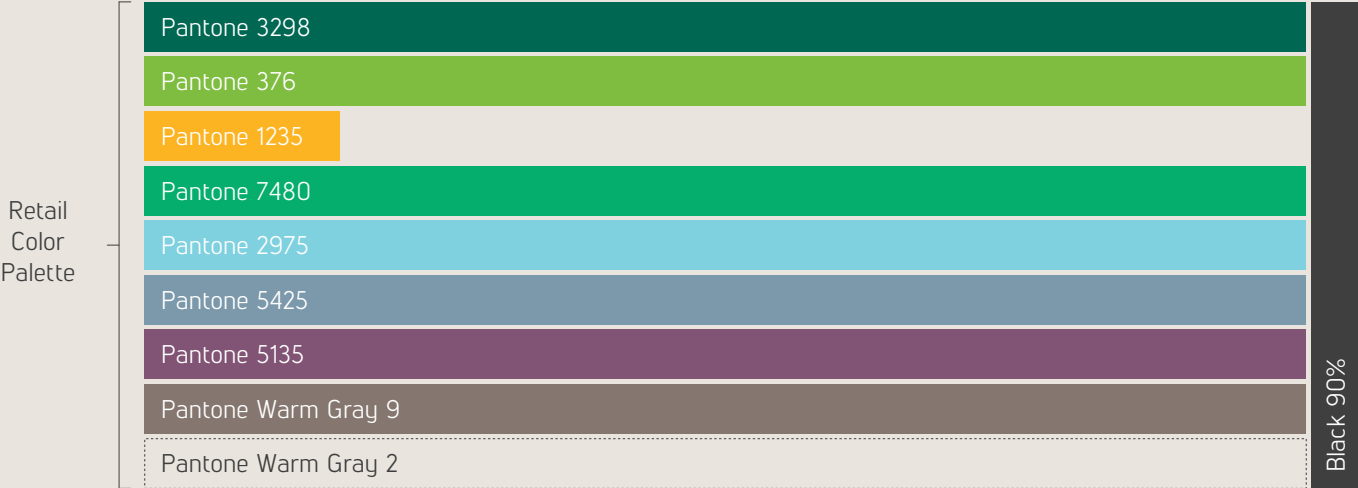
Pantone 3298	
Pantone 376	
Pantone 1235	
Pantone 7480	
Pantone 2975	
Pantone 5425	
Pantone 5135	
Pantone Warm Gray 9	
Pantone Warm Gray 2	
Pantone Metallic 8401	Corporate
Pantone 7476	
Pantone 7472	
Pantone 7468	
Pantone 5845	
Pantone Metallic 8580	Wessam
Pantone Metallic 8001	Wessam Platinum
Pantone Metallic 8201	Treasury

Black 90%

Brand Colors

Retail Hero Colors

NCB color language consists of three parent color plus a set of supporting colors. The colors are considered brand (or prime) colors. They characterise the parent brand and its subsidiaries, color-code brands and offer color tints as indicated.



Brand Colors

Corporate Hero Colors

Shown here is Corporate Color Palet.
The selected collection provides special character for NCB's
Sub-brand to create suitable color combinations for all sorts of visual
messages.



Brand Colors

Wessam Hero Colors

Shown here is Wessam Color Palette.
The selected collection provides special character for NCB's
Sub-brand to create suitable color combinations for all sorts of visual
messages.

Wessam Color Palette	Pantone Metallic 8580	Wessam	Black 90%
	Pantone Metallic 8001	Wessam Platinum	

Brand Colors

Treasury Hero Colors

Shown here is Treasury Color Palette.
The selected collection provides special character for NCB's
Sub-brand to create suitable color combinations for all sorts of visual
messages.

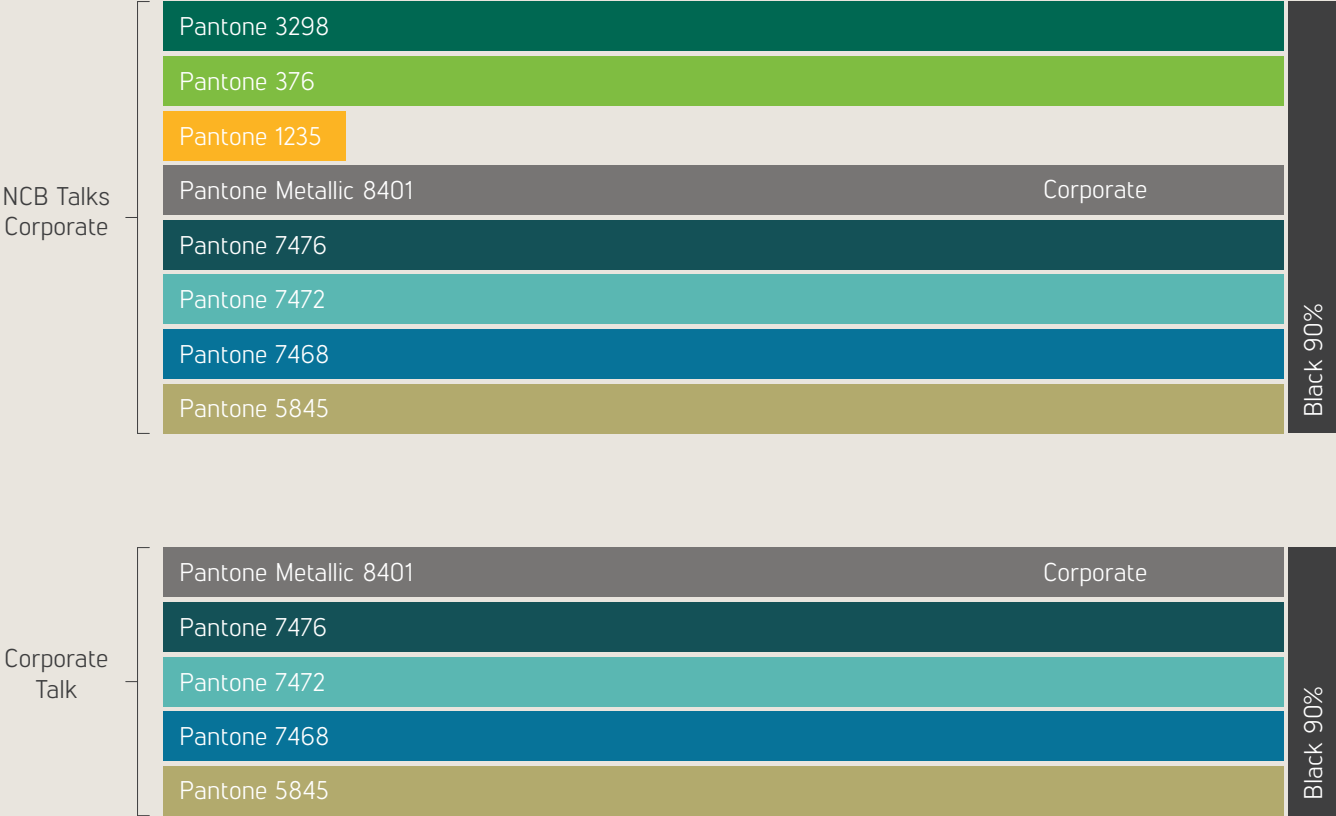


Brand Colors

(NCB – Corporate) Talk

For giving more specification of NCB's Sub-brand, it is given its own color palette,
It can be used as dominant color when NCB's Sub-Brand is talking.

*All Sub-Brand color palettes are part of NCB Color Palette.

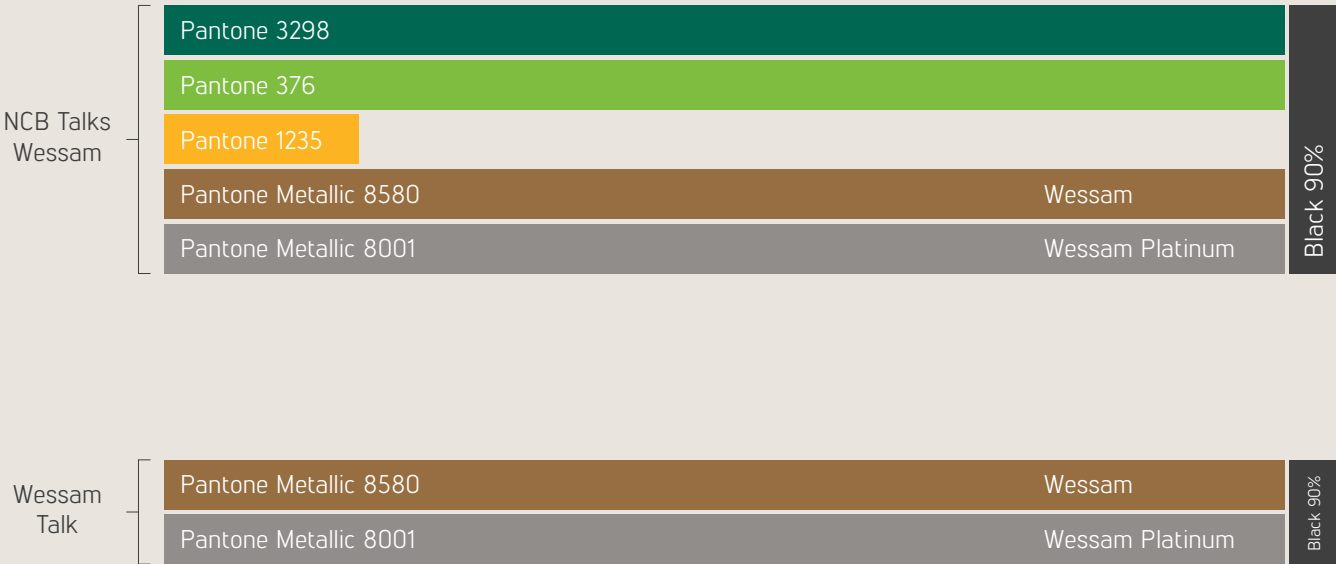


Brand Colors

(NCB – Wessam) Talk

For giving more specification of NCB's Sub-brand, it is given its own color palette,
It can be used as dominant color when NCB's Sub-Brand is talking.

*All Sub-Brand color palettes are part of NCB Color Palette.

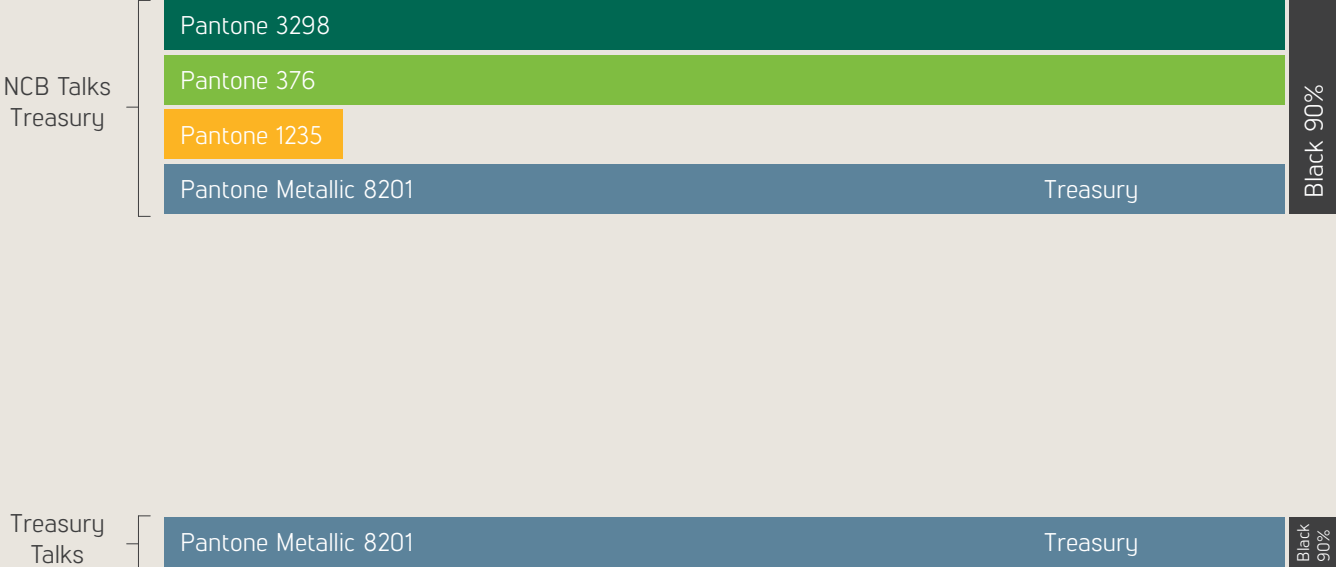


Brand Colors

(NCB – Treasury) Talk

For giving more specification of NCB's Sub-brand, it is given its own color palette,
It can be used as dominant color when NCB's Sub-Brand is talking.

*All Sub-Brand color palettes are part of NCB Color Palette



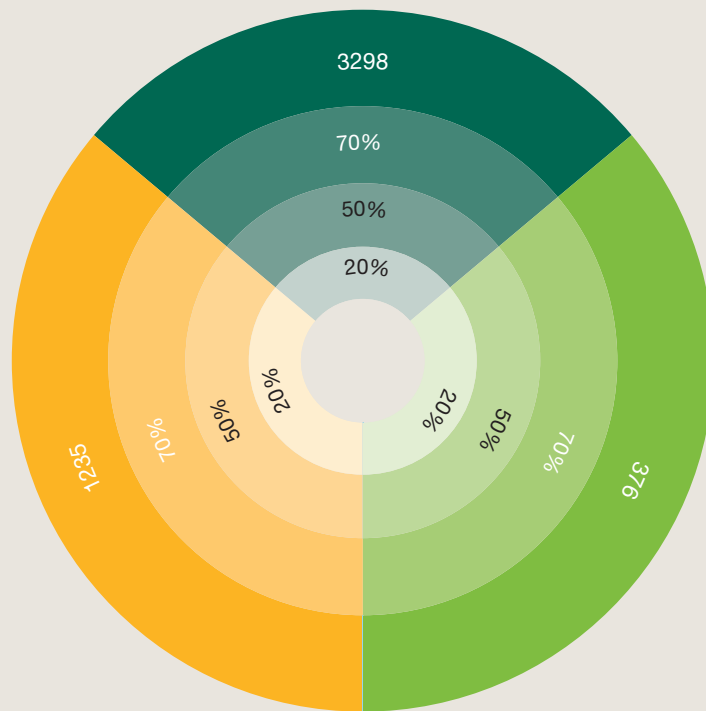
Brand Colors

Color System

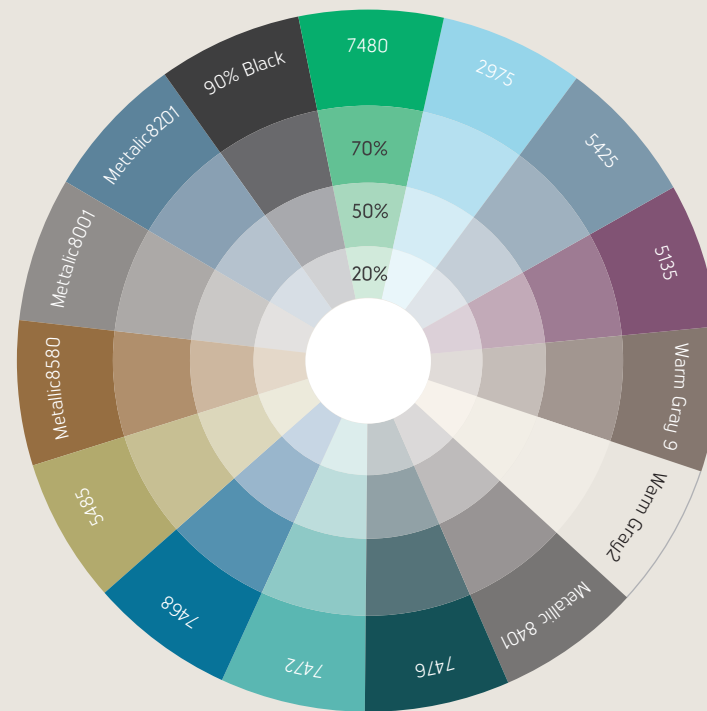
These color ranges have been specially selected to support the NCB visual identity. They form a corporate palette that expresses the brand attributes in the language of colors.

NCB color palette includes a bright color range and a dark or muted color range. The colors serve as backgrounds for the corporate signature, area fillers and layout elements in all applications, except for the official items (Example: stationery, only primary colors are used).

The selected collection provides enough flexibility for a designer to create suitable color combinations for all sorts of visual messages. It is allowed to use NCB primary colors & their tints (down to 20%) in combination with solid colors or tints from this palette only.



Primary Color Wheel



Secondary Color Wheel

Brand Colors

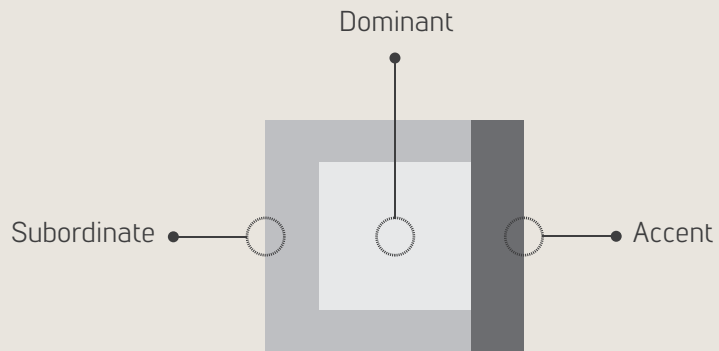
Combining Colors

To design the right color message, use a relevant combination of brand colors. The shown combinations are examples of different brand expressions by varying their color stress.

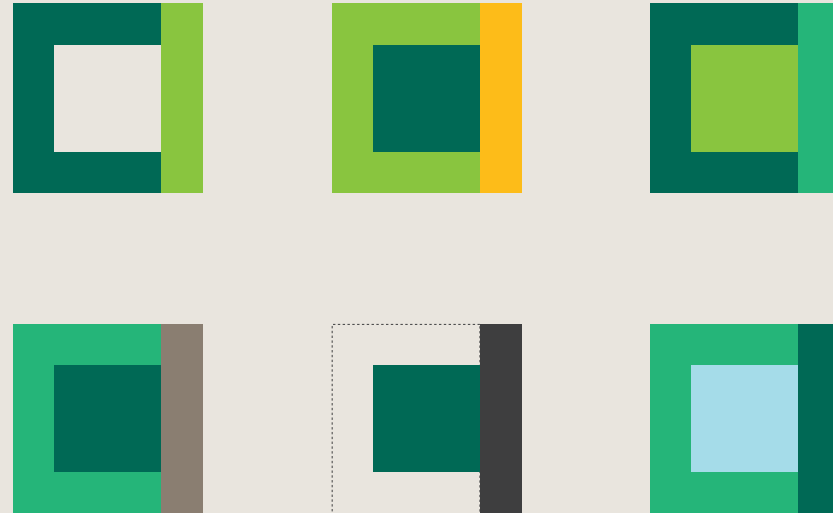
Dominant colors are the most apparent in layouts and are general mood setters. They stress headings, titles, form background color or tone visual.

Subordinate colors support the dominant color, occupy less space or have less weight. They are used as graphic devices.

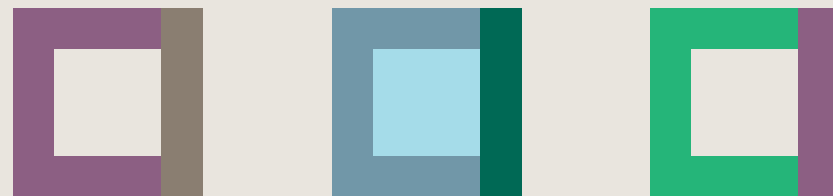
Accents are fillers normally used as background, for framing text, elements and imagery. Accents should be sparingly applied.



Master Combination



Support Combination



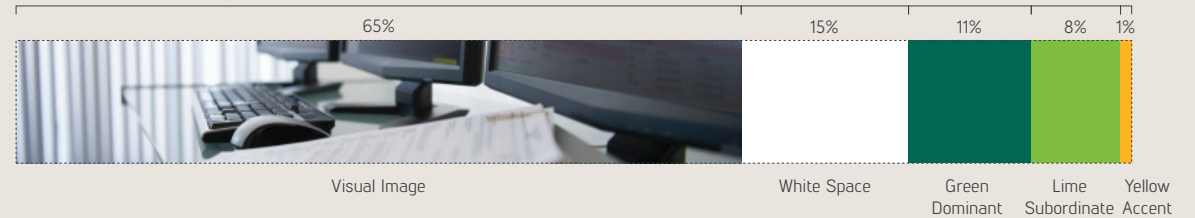
Brand Colors

Color Space

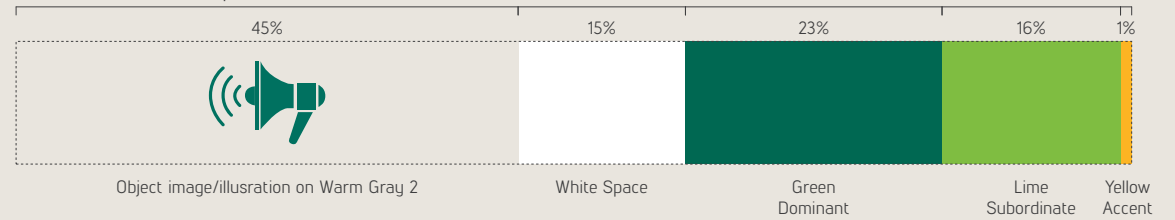
The big variety of NCB's communication to such a broad audience demands not only careful selection of color tones, but also combining them appropriately.

Shown is percentage of color space usage of NCB's layout.

Communication Colors Space



Communication Colors Space



Environmental Office Colors Space

