Brand Identity

Peacock
Black

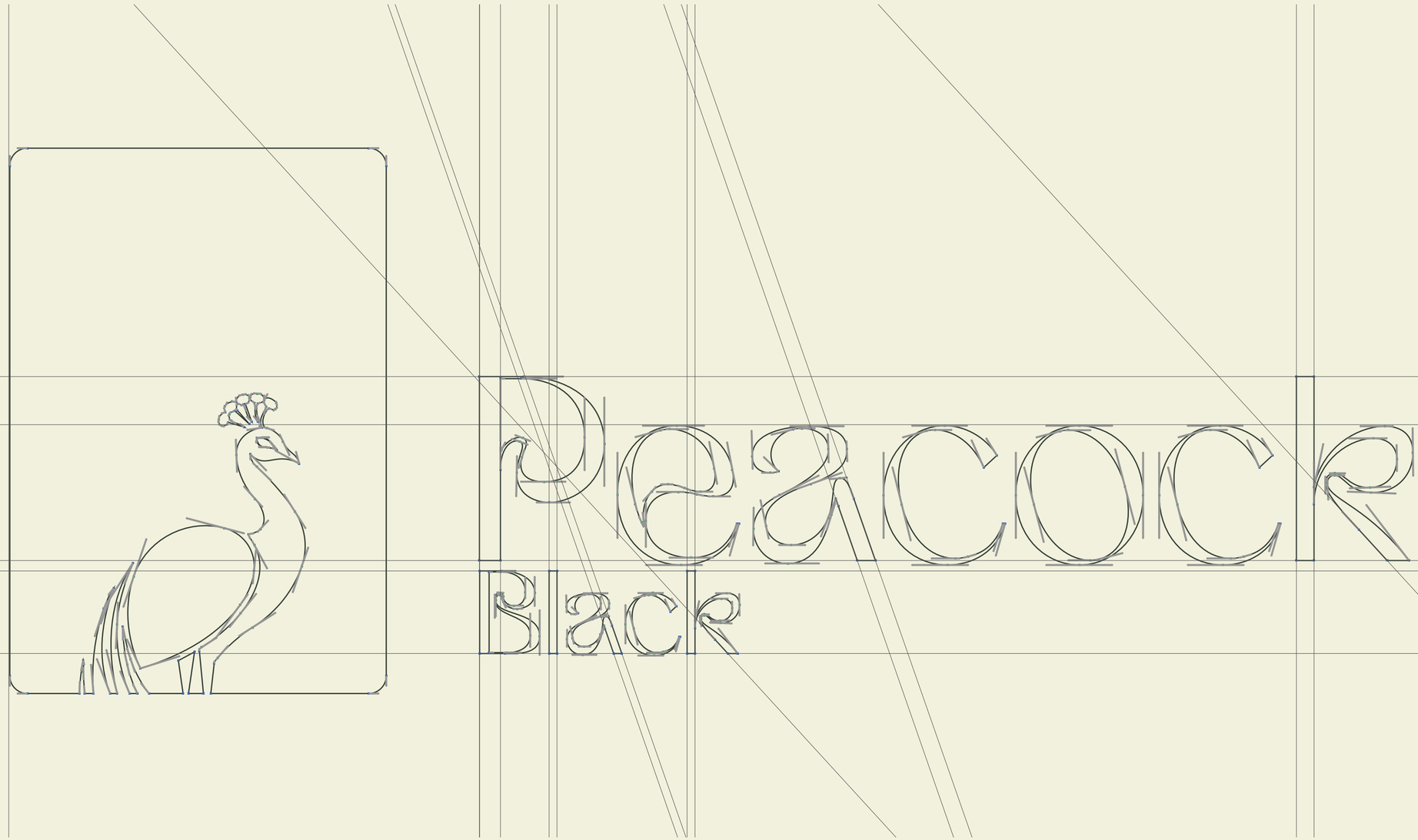
Brand Logo

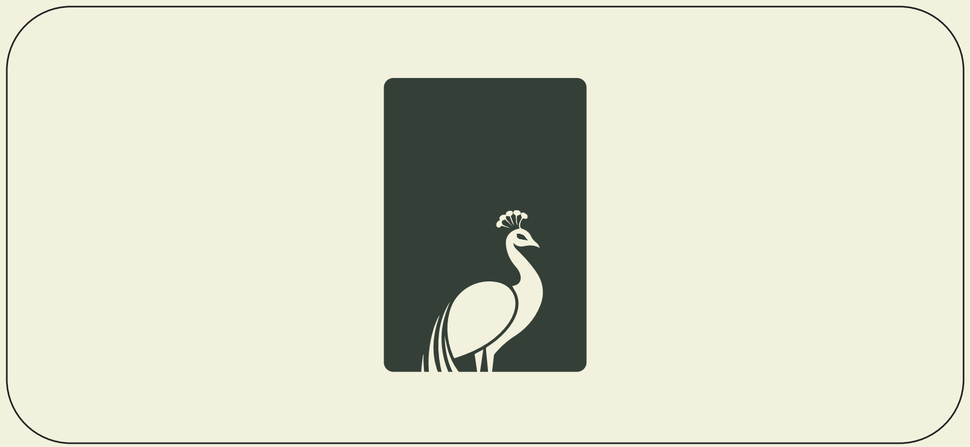
01

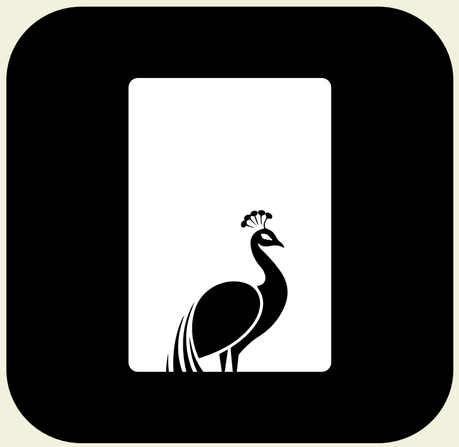
Peacock
Black

Peacock

Black


Peacock
Black





Peacock
Black

Peacock
Black

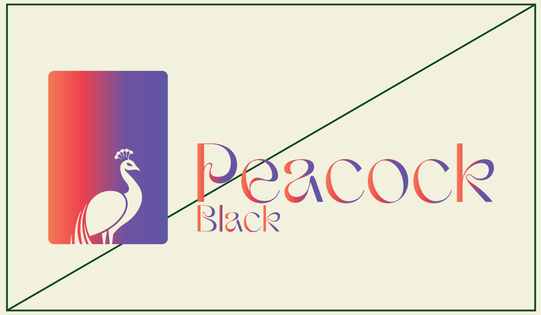
Peacock
Black

Peacock
Black

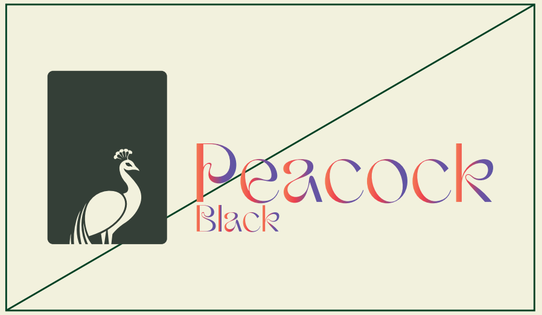
Peacock
Black

22x
x
x
15x
Peacock
Black
x
x
22x
15x

01. Proper Use



02. Don,t use full logomark in gradients



03. Don,t use gradients on typemark

04. Don,t use it on stock version

05. Don,t make it wrap

06. Don,t use shadow on logo

Peacock
Black

Color Palette

02

Main Gradients

01

Soft Beige

02

HEX: #F3F2DE
RGB: (243, 242, 222)
CMYK: (0%, 0%, 9%, 5%)

Dark Moss Green

03

HEX: #353F38
RGB: (53, 63, 56)
CMYK: (16%, 0%, 11%, 75%)

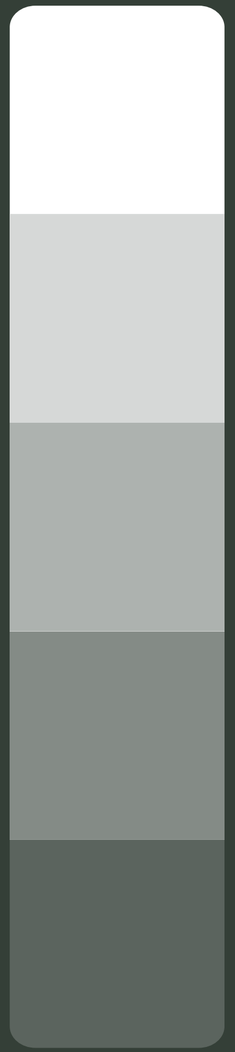
Color Platette

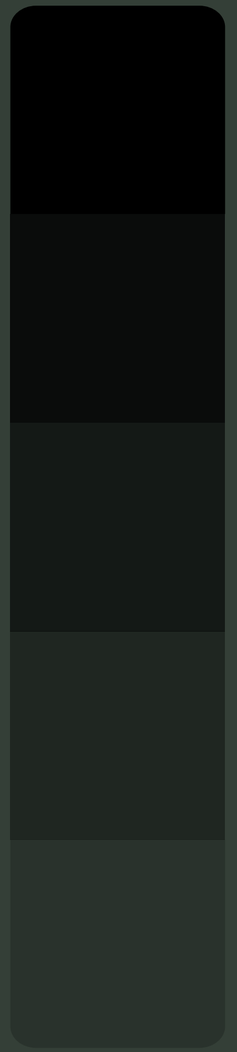
Pure White

HEX: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0%, 0%, 0%, 0%)

Pure Black

HEX: #000000
RGB: (0, 0, 0)
CMYK: (0%, 0%, 0%, 100%)





Dark Moss Green

HEX: #353F38
RGB: (53, 63, 56)
CMYK: (16%, 0%, 11%, 75%)

Dark Cyan

HEX: #07686B
RGB: (7, 104, 107)
CMYK: (93%, 3%, 0%, 58%)

Soft Red

HEX: #D96868
RGB: (217, 104, 104)
CMYK: (0%, 52%, 52%, 15%)

Soft Beige

HEX: #F3F2DE
RGB: (243, 242, 222)
CMYK: (0%, 0%, 9%, 5%)

Peacock
Black

03

Typography

Optima EN
font type one

Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#$%^&*()_+

Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#$%^&*()_+

Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#$%^&*()_+

Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#$%^&*()_+

Armany EN
font type tow

Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#$%^&*()_+

Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#$%^&*()_+

Semi Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#$%^&*()_+

Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#$%^&*()_+

DUBAR

Typography

Thin
أ أ ب ب چ چ د د إ إ ف ف ج ج ح ح ي ي ك ك ل ل م م ن ن
ه ه و و پ پ ق ق ر ر س س123456789!@#$%^&*()_+

Bold
أ أ ب ب چ چ د د إ إ ف ف ج ج ح ح ي ي ك ك ل ل م م ن ن
ه ه و و پ پ ق ق ر ر س س123456789!@#$%^&*()_+

Peacock
Black

Imagery Style

04

Peacock
Black

Peacock
Black

Applications

05

Peacock
فخامةٌ تتوّج .. بالحضور

Peacock
Black

Peacock
Black
Fawaz Alshaar
CEO
+966 50 256 0019
info@blackpeacock.art
www.blackpeacock.art
Peacock
Black

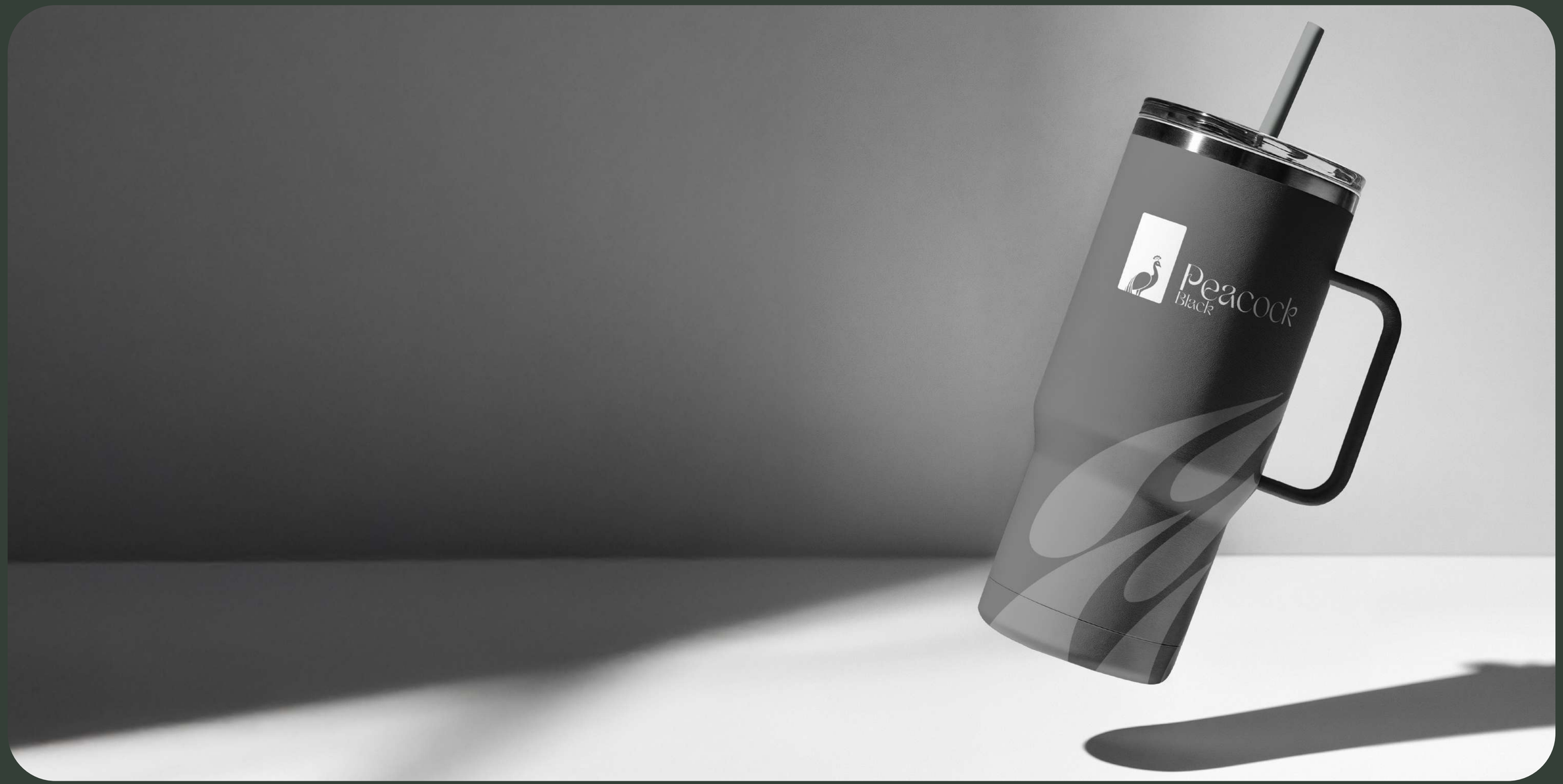
Back

Peacock
Black
Fawaz Alshaar
CEO
+966 50 256 0019
info@blackpeacock.art
www.blackpeacock.art

Front

Peacock
Black

Peacock
Black


Peacock
Black

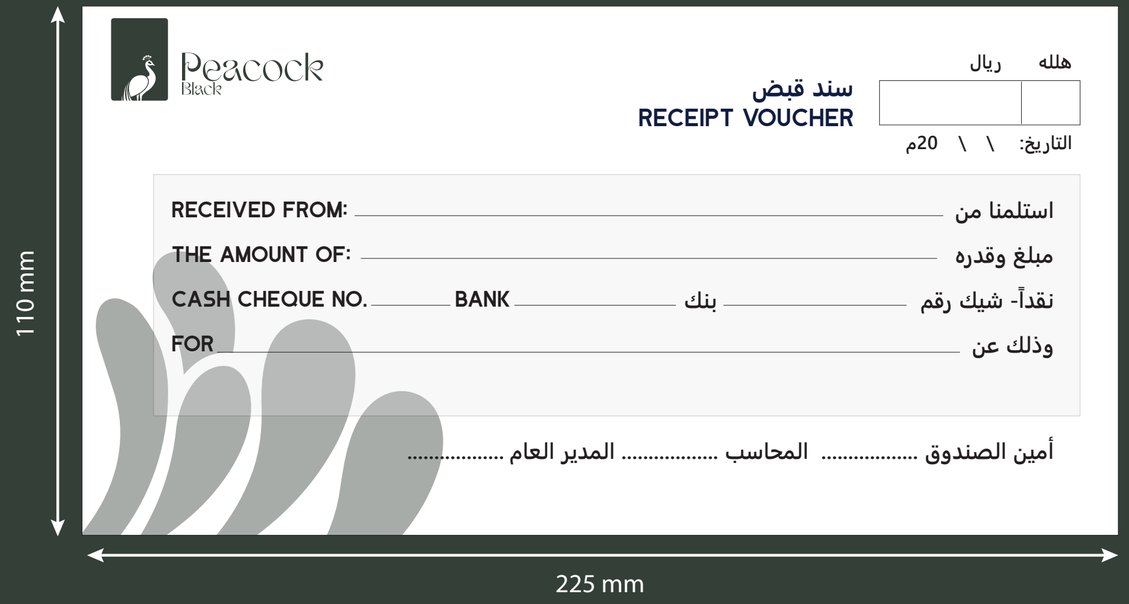
Peacock
Black
رؤية ٢٠٣٠
VISION 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA
شركة الطاووس الاسود
attaus alaswad Company
+966 50 256 0019
C.R: 7053647165
info@blackpeacock.art

12:00
12:00
Peacock
Black
Peacock
Black

Peacock
Black

Peacock
Black
فخامةٌ تُتوَّج .. بالحضور
mo tu we th fr sa su
28 29 30 31 1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

Peacock
Black
سارة عبدالرحمن
مدير عام
Sarah Abdualrhman
CEO
الرقم الوظيفي
K0000


Peacock
Black
هلله ريال
سند قبض
RECEIPT VOUCHER
التاريخ: \ \ 20م
RECEIVED FROM: استلمنا من
THE AMOUNT OF: مبلغ وقدره
CASH CHEQUE NO. BANK بنك نقداً- شيك رقم
FOR وذلك عن
أمين الصندوق ..... المحاسب ..... المدير العام .....
110 mm
225 mm

Peacock
Black
هلله ريال
سند صرف
PAYMENT VOUCHER
التاريخ: \ \ 20م
PAID TO MR: ادفعو للمكرم
THE AMOUNT OF: مبلغ وقدره
CASH CHEQUE NO. BANK بنك نقداً- شيك رقم
FOR وذلك عن
المستلم ..... المحاسب .....
110 mm
225 mm

Peacock
Black

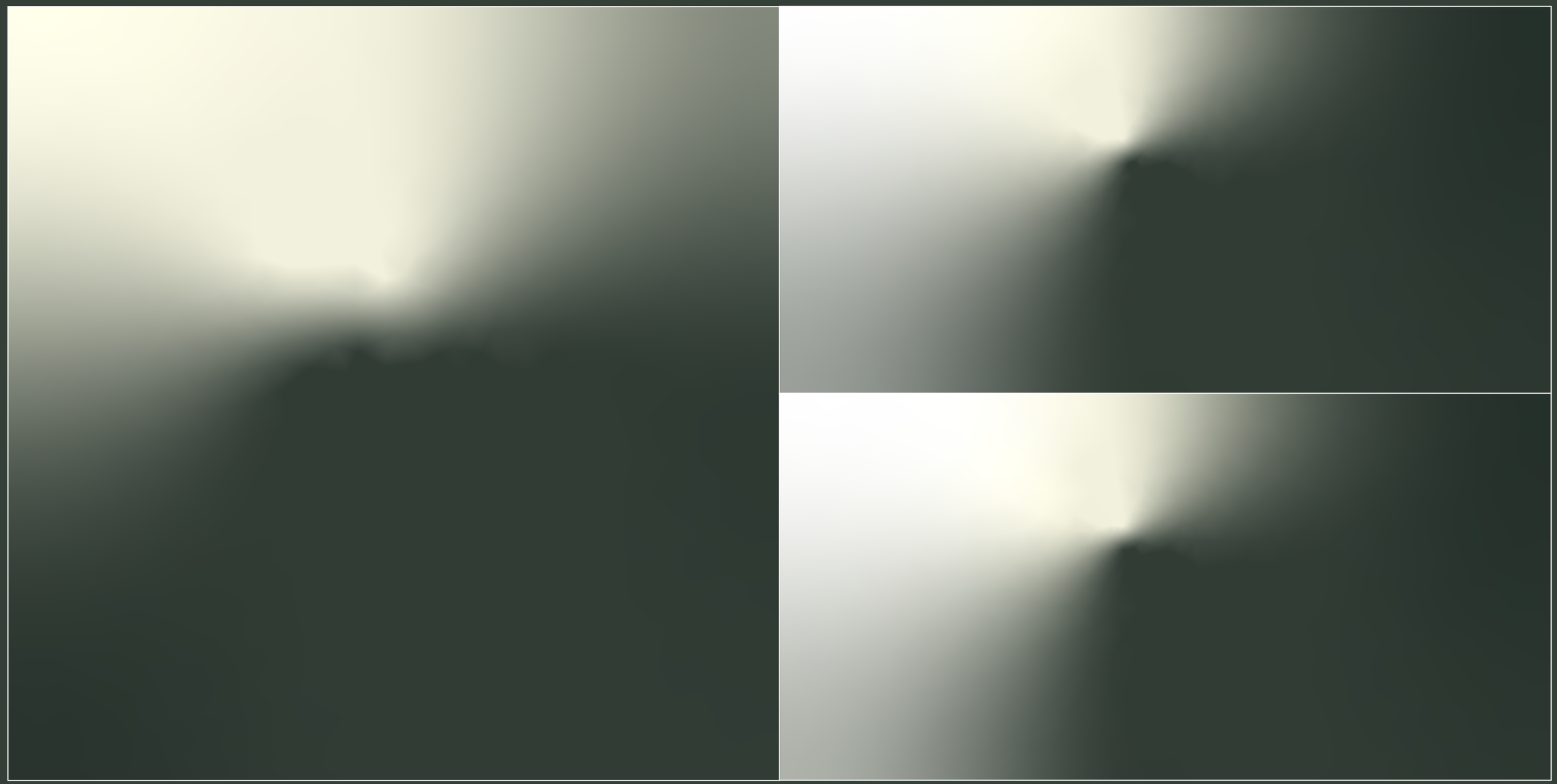
Ahmed khalid
Manager

+966 50 000 000
a.khalid@King-alsharq
Riyadh, Exit 5, King Abdulaziz Road
www.king-alsharq.com

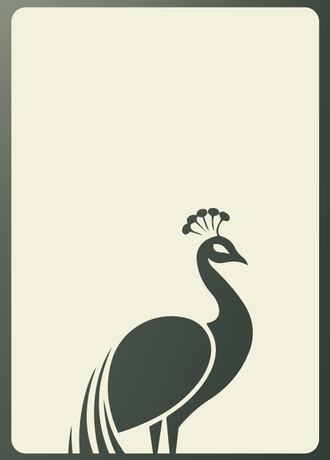
Peacock
Black

Icons and Graphics

06



King Alsharq
Peacock
Black
King Alsharq
فخامة تتوج .. بالحضور
King Alsharq
Peacock
Black



Peacock
Black

Crafted With ♡ By Mohammed Al-mohammedy
https://m-almohammedy.com