

BRIEF :

- It Is An Agency That Includes Under It The Names Of Large And Well-known Companies In The Manufacture Of Cars, Including Mercedes, Toyota, Kia...Etc
- The Company Was Established Steadily To Become One Of The Best Companies In The Hashemite Kingdom Of Jordan



BRAND & IDENTITY

GUIDELINES

BRAND CONCEPT

- The Atef Matalqa Logo Represents The Company's Brand Which Contains The Letter A-M Representing The Name
- This Is The Official Logo Of Atef Matalqa Which Should Be Used In All Instances



Achievement Freedom
Journey



Forward Pursuit
Grow



Car Steering

LOGO STRUCTURE



COLOR CONCEPT

BLACK

Power And Authority

SILVER

The Bright Sparkling Look

WHITE

Purity

COLOR PALLATE



#FFFFFF



#211F20

GRADIENT



#939393



#FFFFFF



#DADADA

TYPOGRAPHY

JAGUAR WEB BOLD

ABCDEFGHIJK
LMNOPQRS
TUVWXYZ

abcdefghijk
lmnopqrs
tuvwxyz

~!@#\$\$%^&*()

LATO SEMIBOLD

ABCDEFGHIJK
LMNOPQRS
TUVWXYZ

abcdefghijk
lmnopqrs
tuvwxyz

~!@#\$\$%^&*()



