

01 Logo

Which logo should I use? Use the full-color logo on light backgrounds and the white logo on dark or brand-color backgrounds. Do not redraw, recolor or repropotion the artwork.



Full Color

Light backgrounds. Primary horizontal lockup.

01_Logos / Watan_First_Media_Logo_Full_Color — SVG · PNG



White

Dark or brand-color backgrounds. Shown here on the primary color #1D1C1B.

01_Logos / Watan_First_Media_Logo_White — SVG · PNG

02 Brand colors

What are the approved brand colors? Use the values exactly as listed. “Logo color” is taken from the logo artwork; “Proposed” comes from the 2026-09-24 Brand Foundation and awaits approval.

PRIMARY	ACCENT	TINT	SUPPORT
#1D1C1B	#D62828	#F2F2F0	#B0B5AC
<div><div>Ink Black</div><div>HEX #1D1C1B RGB 29, 28, 27</div><div>Wordmark, headlines, core typography.</div><div>LOGO COLOR</div></div>	<div><div>Live Red</div><div>HEX #D62828 RGB 214, 40, 40</div><div>Live indicators, a single highlight, calls to action.</div><div>PROPOSED</div></div>	<div><div>Paper</div><div>HEX #F2F2F0 RGB 242, 242, 240</div><div>Warm off-white for layouts, captions and frames.</div><div>PROPOSED</div></div>	<div><div>Silver</div><div>HEX #B0B5AC RGB 176, 181, 172</div><div>Rules, metadata, secondary text.</div><div>GROUP PALETTE</div></div>

CMYK values are not defined in the source material and are intentionally not listed. Request press values from the Group creative team before offset printing.

03 Typography

Manrope for English. Cairo for Arabic.
Shared typefaces across all Watan First brands.
Use the supplied font files and OFL licenses.

ENGLISH TYPEFACE

Manrope

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Watan First Media

Extra Light	200 / TTF	Light	300 / TTF
Regular	400 / TTF	Medium	500 / TTF
Semi Bold	600 / TTF	Bold	700 / TTF
Extra Bold	800 / TTF		

7 static TTF weights / 200-800 / SIL Open Font License

ARABIC TYPEFACE

Cairo

أ ب ع

ا 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
0123456789 / ٠١٢٣٤٥٦٧٨٩

وطن الأول ميديا

Extra Light	200 / TTF	Light	300 / TTF
Regular	400 / TTF	Medium	500 / TTF
Semi Bold	600 / TTF	Bold	700 / TTF
Extra Bold	800 / TTF	Black	900 / TTF

8 static TTF weights / 200-900 / SIL Open Font License