

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 reproportion the artwork.



Full Color

Light backgrounds. Primary horizontal lockup.

01_Logos / Watan_First_Digital_Logo_Full_Color — SVG · PNG



White

Dark or brand-color backgrounds. Shown here on the primary color #111938.

01_Logos / Watan_First_Digital_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.

<div>PRIMARY</div> <div>#111938</div>	<div>ACCENT</div> <div>#6D4AFF</div>	<div>TINT</div> <div>#B0B5AC</div>	<div>SUPPORT</div> <div>#1F2C43</div>
<div>Digital Navy</div> <div>HEX #111938 RGB 17, 25, 56</div> <div>Headlines, primary surfaces, base of all layouts.</div> <div>LOGO COLOR</div>	<div>Signal Violet</div> <div>HEX #6D4AFF RGB 109, 74, 255</div> <div>Interaction states, highlights, data visualization.</div> <div>PROPOSED</div>	<div>Silver</div> <div>HEX #B0B5AC RGB 176, 181, 172</div> <div>Backgrounds, dividers, quiet surfaces.</div> <div>GROUP PALETTE</div>	<div>Slate</div> <div>HEX #1F2C43 RGB 31, 44, 67</div> <div>Body text on light surfaces, secondary UI, dark panels.</div> <div>LOGO COLOR</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 Digital

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 الرقمية

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