

01 Logo

Use the full-color logo on light backgrounds and the white logo on dark or brand-color backgrounds. Use the supplied artwork; do not redraw or change its proportions.



Full Color

Light backgrounds. Primary horizontal lockup.

01_Logos / Watan_AITaqa_Logo_Full_Color - SVG / PNG



White

Dark or brand-color backgrounds. Shown on #084838.

01_Logos / Watan_AITaqa_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	SECONDARY	TINT	SUPPORT
#084838	#F87817	#E6F2EC	#24302C
<div><div>Deep Green</div><div>HEX #084838 RGB 8, 72, 56</div><div>Headlines, primary surfaces, base of the identity.</div><div>LOGO COLOR</div></div>	<div><div>Energy Orange</div><div>HEX #F87817 RGB 248, 120, 23</div><div>Emphasis, safety cues, key figures, calls to action.</div><div>LOGO COLOR</div></div>	<div><div>Mint</div><div>HEX #E6F2EC RGB 230, 242, 236</div><div>Light backgrounds for documents and interfaces.</div><div>PROPOSED</div></div>	<div><div>Charcoal</div><div>HEX #24302C RGB 36, 48, 44</div><div>Dark surfaces, technical drawings, body text.</div><div>PROPOSED</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 Altaqa

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

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0123456789 / ٠١٢٣٤٥٦٧٨٩

وطن الطاقة

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