

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_Human_Resources_Logo_Full_Color — SVG · PNG



White

Dark or brand-color backgrounds. Shown here on the primary color #0A4531.

01_Logos / Watan_First_Human_Resources_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>#0A4531</div>	<div>SECONDARY</div> <div>#DA9928</div>	<div>TINT</div> <div>#E9F0EC</div>	<div>SUPPORT</div> <div>#E8DCC8</div>
<div>Forest Green</div> <div>HEX #0A4531 RGB 10, 69, 49</div> <div>Headlines, primary surfaces, base of the identity.</div> <div>LOGO COLOR</div>	<div>Amber</div> <div>HEX #DA9928 RGB 218, 153, 40</div> <div>Progress, highlights, key figures, calls to action.</div> <div>LOGO COLOR</div>	<div>Sage</div> <div>HEX #E9F0EC RGB 233, 240, 236</div> <div>Soft backgrounds for documents, forms and interfaces.</div> <div>PROPOSED</div>	<div>Sand</div> <div>HEX #E8DCC8 RGB 232, 220, 200</div> <div>Warm neutral for people-focused layouts and panels.</div> <div>PROPOSED</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 HR

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

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0123456789 / ٠١٢٣٤٥٦٧٨٩

وطن الأول للموارد البشرية

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