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_Academy_Logo_Full_Color — SVG · PNG

White

Dark or brand-color backgrounds. Shown here on the primary color #1F2ADE.

01_Logos / Watan_First_Academy_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; “WFA Brand Foundation” values come from the existing WFA page and predate the logo file.

PRIMARY	SECONDARY	FOUNDATION	FOUNDATION	FOUNDATION	FOUNDATION
#1F2ADE	#A7CBFF	#3030E4	#ECECFF	#01D36B	#000A2A
Academy Blue	**Sky**	**Blue**	**Ice**	**Growth Green**	**Midnight**
HEX #1F2ADE RGB 31, 42, 222	HEX #A7CBFF RGB 167, 203, 255	HEX #3030E4 RGB 48, 48, 228	HEX #ECECFF RGB 236, 236, 255	HEX #01D36B RGB 1, 211, 107	HEX #000A2A RGB 0, 10, 42
Wordmark and mark. Headlines and primary surfaces.	The logo's accent line. Rules and light highlights.	Listed on the WFA Brand Foundation; differs from the logo blue.	Light backgrounds, panels and quiet surfaces.	Progress, highlights and calls to action.	Dark surfaces and body text on light backgrounds.
LOGO COLOR	LOGO COLOR	WFA BRAND FOUNDATION	WFA BRAND FOUNDATION	WFA BRAND FOUNDATION	WFA BRAND FOUNDATION

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 Academy

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

أب

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0123456789 / ٠١٢٣٤٥٦٧٨٩

أكاديمية وطن الأول

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