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_Holding_Logo_Full_Color — SVG · PNG

White

Dark or brand-color backgrounds. Shown here on the primary color #016B37.

01_Logos / Watan_First_Holding_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

#016B37

Holding Green

HEX #016B37
RGB 1, 107, 55

Wordmark and mark. Headlines, primary surfaces, base of the identity.

LOGO COLOR

SECONDARY

#EDBE1C

Gold

HEX #EDBE1C
RGB 237, 190, 28

The logo's accent line. Highlights, rules and key figures.

LOGO COLOR

SUPPORT

#B0B5AC

Silver

HEX #B0B5AC
RGB 176, 181, 172

Borders, secondary text and quiet surfaces.

GROUP PALETTE

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 Holding

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

وطن الأول القابضة

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