TAWAL

BRAND MANUAL

THE FOUNDATION
OF LIMITLESS POSSIBILITIES

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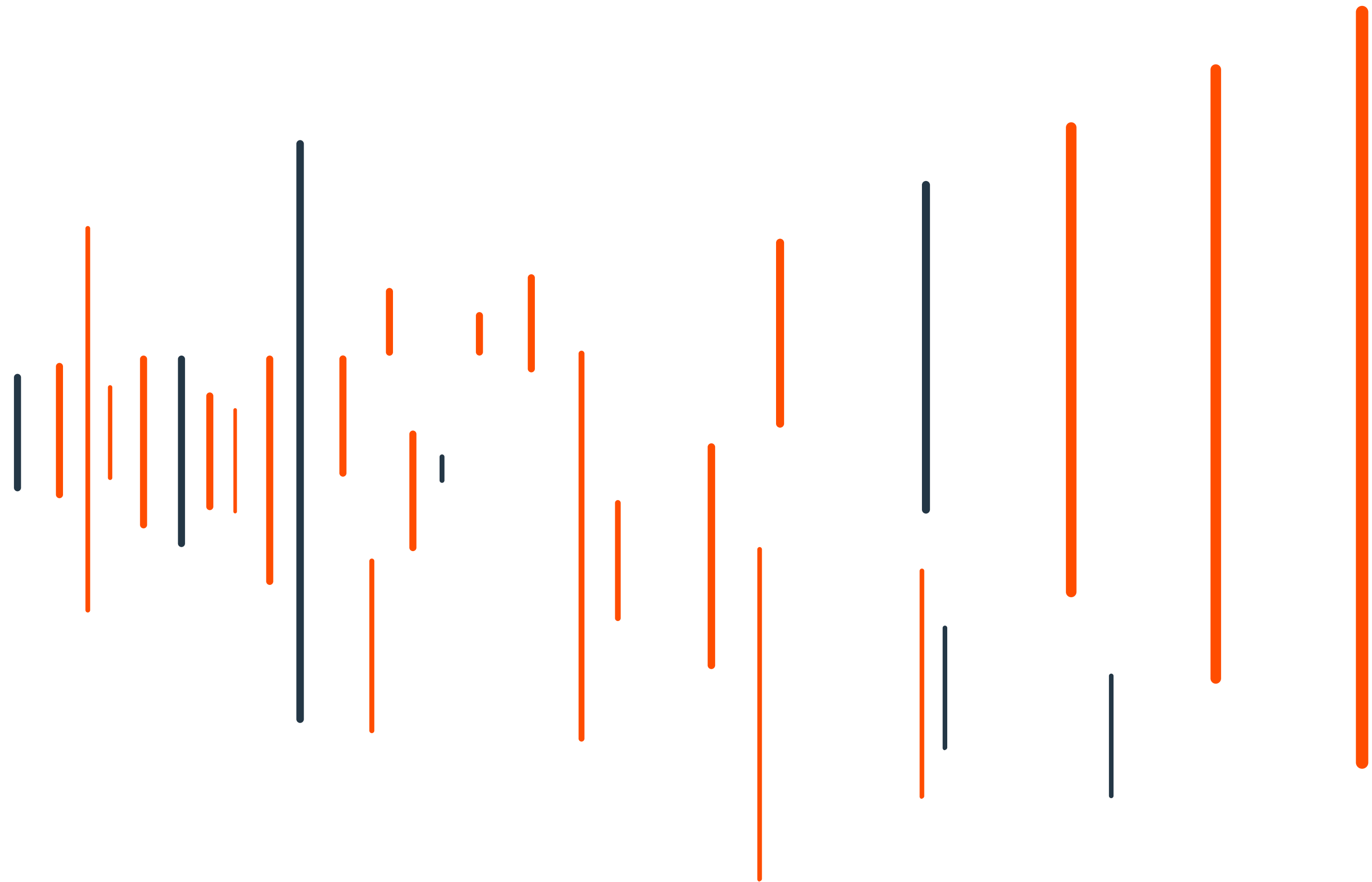
TAWAL
NAME MEANING

The name TAWAL is an Arabic name which means sequencing and succession: a continuing and everlasting sequence representing the ongoing advancement of technology and communications.

WHO
WE ARE

TAWAL is a leading Saudi ICT infrastructure company offering high-quality solutions to corporate clients in search of a reliable and cost-efficient wireless infrastructure that would ensure optimal operations for their business.

Our core activities involve designing, building, and managing consolidated ICT infrastructure facilities that enable state of the art and modular connectivity. By enhancing infrastructure sharing, TAWAL enables its clients to attain operational excellence and accrue higher profits resulting from reduced capital expenses for network rollouts and lowered operating expenses for managing infrastructure at multiple sites. Tower sharing also provides additional benefits for congested urban areas, including minimizing infrastructure duplications and excessive network redundancies, as well as reducing visual pollution that usually results from dense equipment installations.

We own and manage the passive infrastructure of our towers and lease spaces to telecom companies, in addition to government and private sectors. We are also planning for expansions to extend our geographic reach to cover new cities, rural areas, and remote destinations to benefit from economies of scale. Looking ahead, TAWAL is bracing for a new era of technologies and adjacent innovative services such as small cells, IBS, and fiber to develop value-added services.
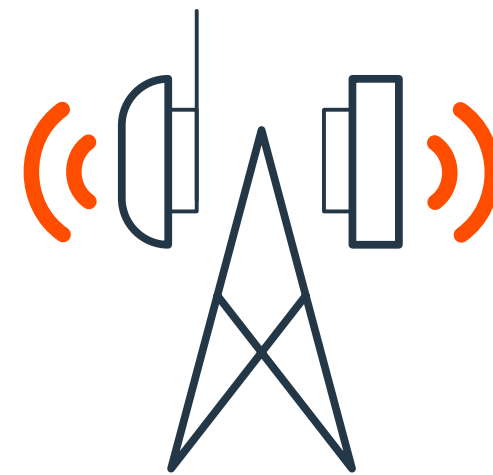
WHAT WE DO

TAWAL's core business is based on sharing telecom towers and its related passive infrastructure. Currently, we are:

BTS
Building and managing towers on demand on behalf of network operators

Colocation
Leasing space on our network of towers to telecom companies, government and private entities

IBS
Providing In-Building-Solution "IBS" to boost superior internal coverage with cutting-edge technologies

O&M
Offering operations and maintenance services, including preventive maintenance, fault management, energy management and other services

HOW
WE WORK

We embrace a futuristic customer-centric strategy and pursue innovative solutions that would maximize our partners' profitability. Our customers benefit from great value for their investment as they are able to realize scalability through retaining a unique geographical location to set up their ICT infrastructure at a regular fee, which directly results in lower CapEx.

We manage our customers' passive infrastructure efficiently, allowing them to shift their focus to their core business and boost the quality of their services.

REALIZING COST EFFICIENCIES

through effective ticket management, re-negotiation of contracts for better agreements, and proficient handling of outsourced secondary services, while ensuring reliable service quality.

DRIVING OPERATIONAL EXCELLENCE

by enabling effective business decision-making through building integrated reliable information systems and monitoring the performance of key operational processes.

UNLOCKING SCALE BENEFITS

through optimizing the occupancy ratio of our core products and exploring opportunities from additional products and value added services.

VISION

> BECOME THE LEADING REGIONAL ICT INFRASTRUCTURE SERVICE PROVIDER

MISSION

Enable operators to enrich the communication needs of customers by accelerating the roll-out of future technologies (e.g. 5G, IoT) and supporting the Vision 2030 Digital transformation

Drive MNOs, the Government and Businesses to operate more effectively and cost efficiently by enhancing co-location and realizing operational efficiencies

Make a positive impact to the local community and ensure environmental sustainability by contributing to community development and promoting renewable energies

VISUAL
IDENTITY

OUR
LOGO

latin marque

The TAWAL brand marque is designed to epitomise our brand values and essence. It is one of the most valuable assets of our company. It provides the legal trademark and represents our service quality assurance.

It is available in two lockups: English brand marque for English & bilingual communications only, and all the versions of the brand marque are available in the artwork supplied with these guidelines.

OUR
LOGO

The TAWAL brand marque is designed to epitomise our brand values and essence. It is one of the most valuable assets of our company. It provides the legal trademark and represents our service quality assurance.

Arabic marque is for Arabic content only. All the versions of the brand marque are available in the artwork supplied with these guidelines.

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OUR
LOGO
inverted version

The TAWAL reverse colour brand marque can be used only when it is not possible to use the full colour version, for example when needing to place the brand marque on dark colour background.

All the versions of the brand marque are available in the artwork supplied with these guidelines.

TAWAL

تَوال

OUR
LOGO
one color version

To meet specific technical requirements,
the black colour version of the TAWAL
brand marque has been approved for use.
It should only ever be used when colour
printing is not available.

All the versions of the brand marque are
available in the artwork supplied with
these guidelines.

TAWAL

تَوَال

LOGO
CLEAR SPACE

The clear space area is the exclusion zone around the TAWAL brand marque. It is this safe area that maintains the brand marque visibility and separates it from other elements.

You can easily calculate this area by using the height of the brand marque (referred to as x height), including the white keyline.

Make sure that there is no copy or images (apart from the background image) within the clear space area. There are no exceptions to the clear space rule – we must respect our brand marque by giving it prominence.

English brand marque clear space

2X

2X

Arabic brand marque clear space

2X

X

2X
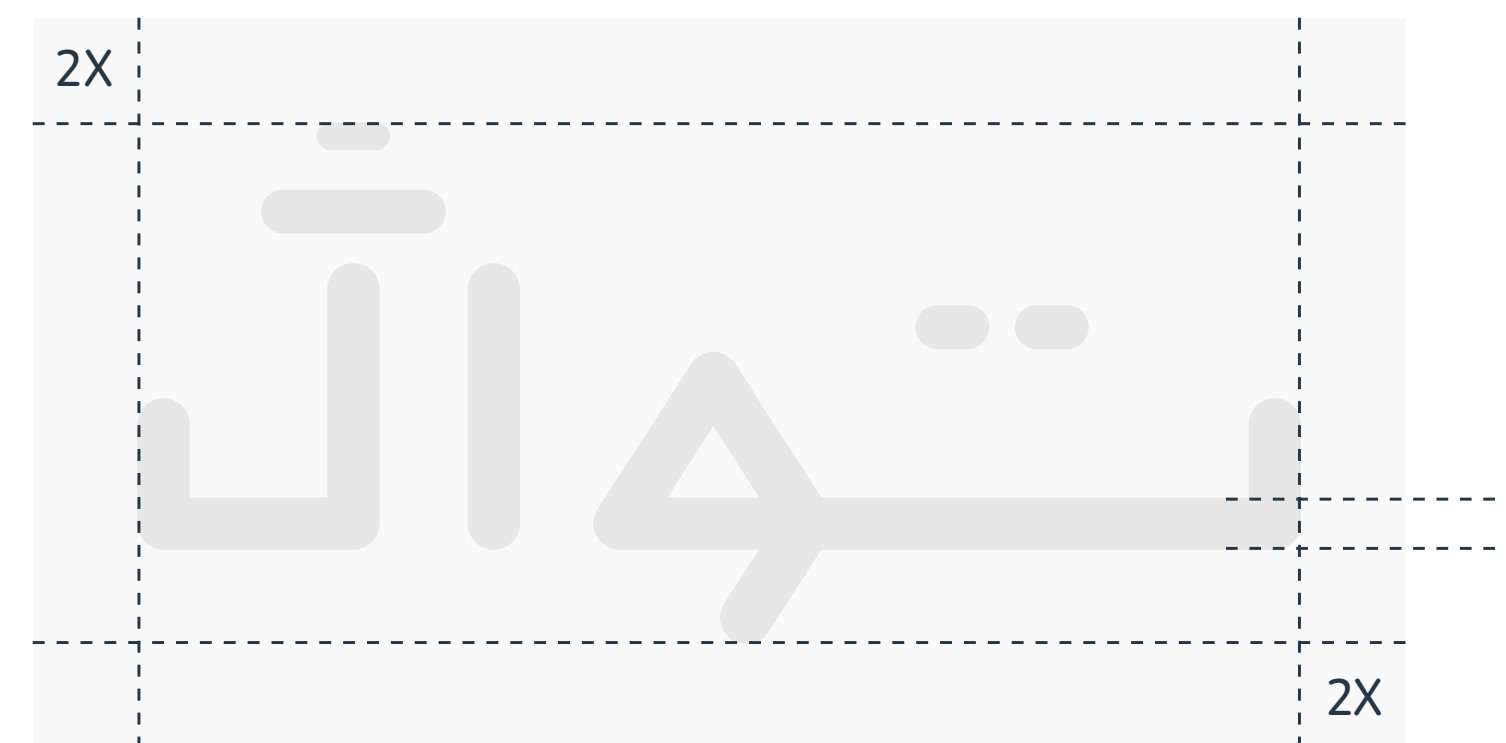
LOGO
MINIMUM SIZE

To ensure visibility and clarity of the
TAWAL brand marque, the minimum
production size is defined for both
printing and on-screen applications.

The visuals opposite illustrate the
acceptable minimum size (in height) for
all TAWAL brand marque versions.

English brand marque minimum size

TAWAL

Minimum size for printed media = 3 mm
Minimum size for digital media = 60 px

Arabic brand marque minimum size

تَوَال

Minimum size for printed media = 4.5 mm
Minimum size for digital media = 80 px

LOGO
& SIZING
POSITIONING
PRINCIPLES

Sizing:
The TAWAL English brand marque size is 1/2 X in height. This size can be used for any kind of media, and works for both portrait and landscape formats.
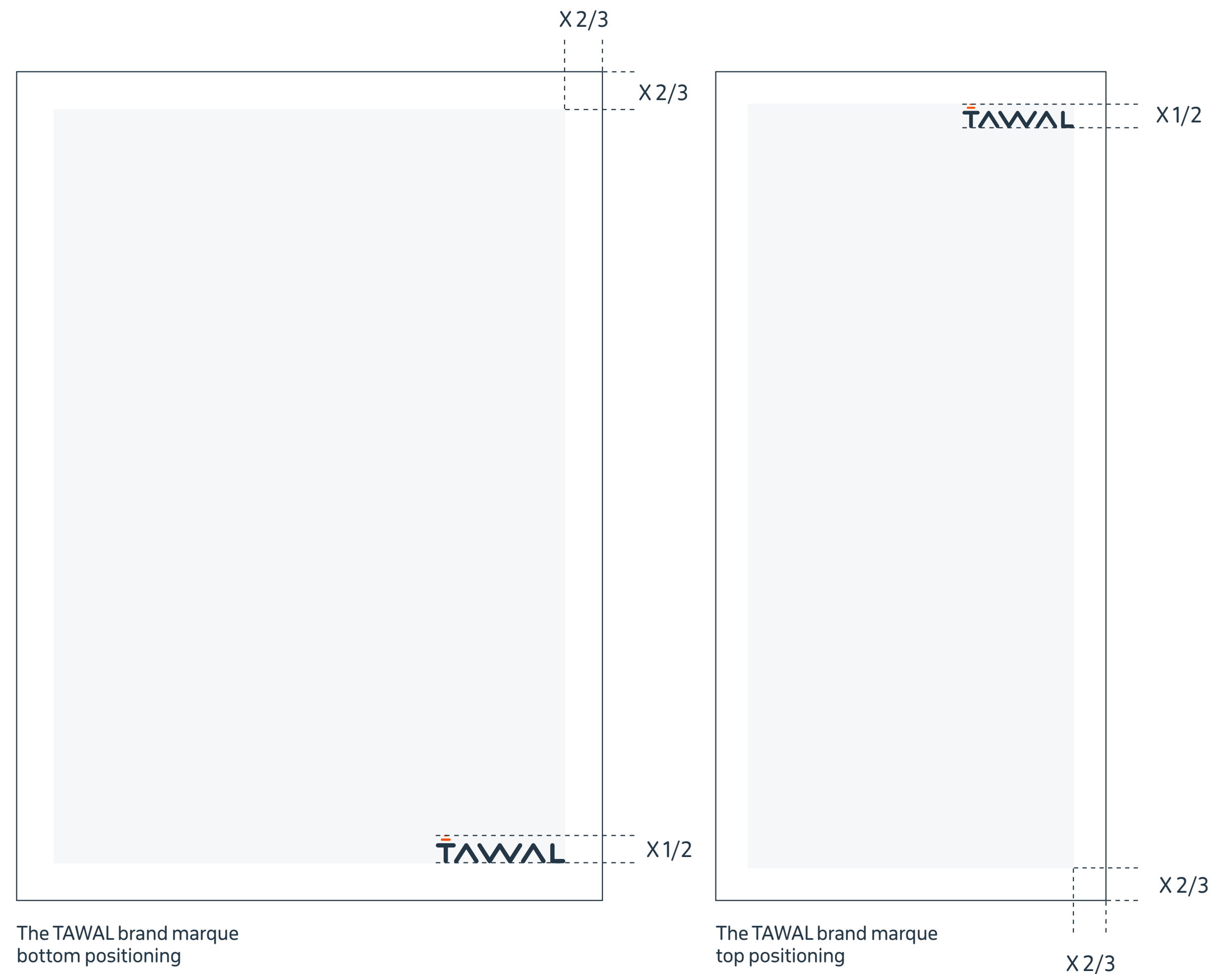
The X value can be defined in relation to the media size by using the following formula:
(Width + height) ÷ 25 = X

For example, an X value for an A4
ad = (210 + 297) ÷ 25 = 20.28 mm

Positioning:
The positioning of TAWAL brand marque is predefined for both below and above the line communication:
On below the line (BTL) English communication: the TAWAL brand marque must be positioned at the top right corner at 2/3 X distance from the edge.

On above the line (ATL) English communication: the TAWAL brand marque must be positioned at the bottom right corner at 2/3 X distance from the edge.

X 2/3

X 2/3

X 1/2

TAWAL

X 1/2

TAWAL

The TAWAL brand marque
bottom positioning

The TAWAL brand marque
top positioning

X 2/3

X 2/3

LOGO
& SIZING
POSITIONING
PRINCIPLES

Sizing:
The TAWAL Arabic brand marque size is 1/2 X in height.
This size can be used for any kind of media, and works
for both portrait and landscape formats.

The X value can be defined in relation to the media size
by using the following formula:
(Width + height) ÷ 25 = X
For example, an X value for an A4
ad = (210 + 297) ÷ 25 = 20.28 mm

Positioning:
The positioning of TAWAL brand marque is predefined
for both below and above the line communication:

On below the line (BTL) Arabic communication: the
TAWAL brand marque must be positioned at the top
left corner at 1/2 X distance from the edge.

On above the line (ATL) Arabic communication: the
TAWAL brand marque must be positioned at the
bottom left corner at 1/2 X distance from the edge as
shown in the example.

X 2/3

X 2/3

تـوال

X 3/4

تـوال

X 3/4

X 2/3

X 2/3

The TAWAL brand marque
bottom positioning

The TAWAL brand marque
top positioning
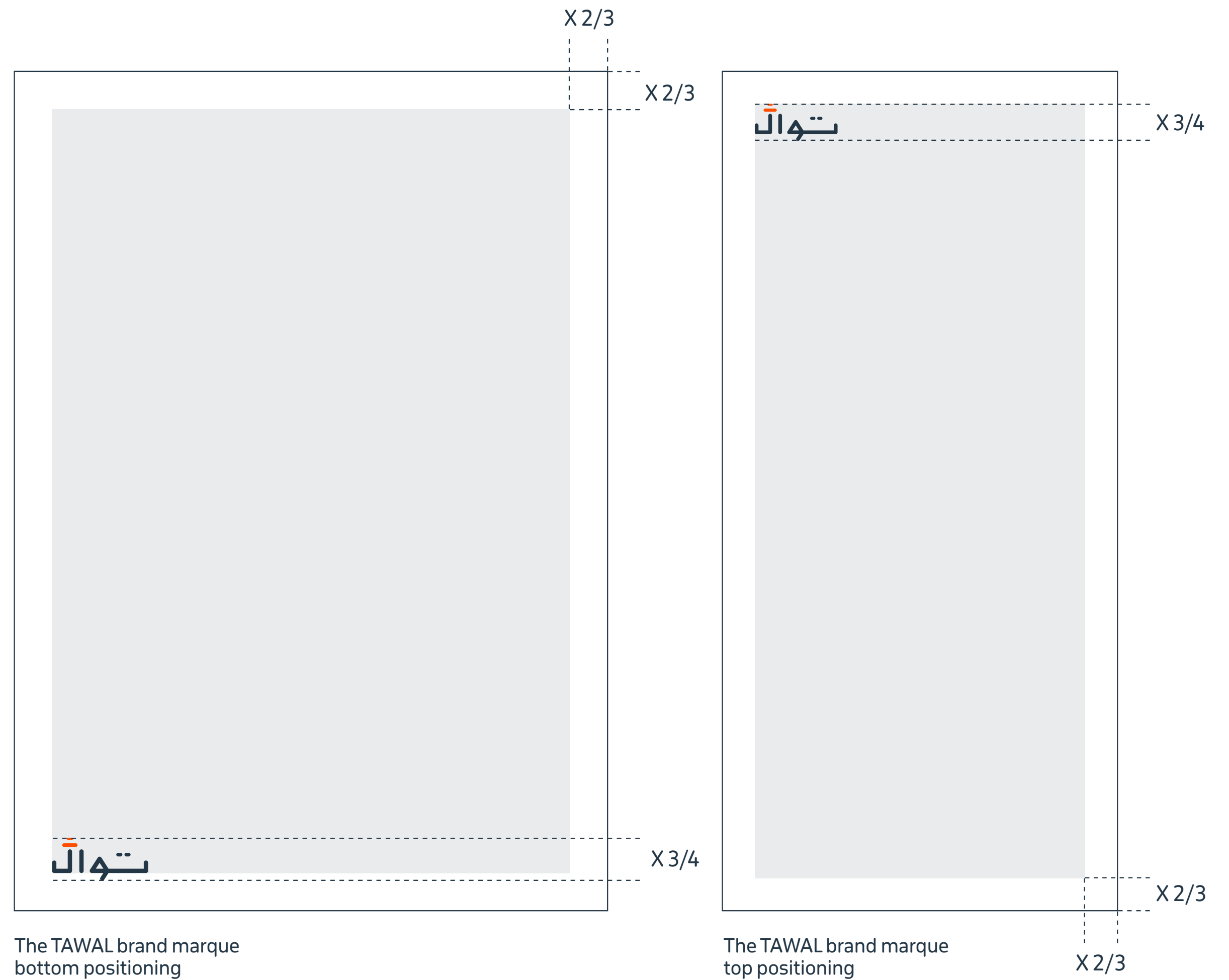
OUR
COLORS

primary palette

Our corporate colours are a key element of our visual system. They differentiate us visually among our competitors and make our communication unique.

The technical information in this section is very specific and needs to be followed carefully.

– For three colour or less offset printing use the Pantone values.

– For four colour offset printing use the CMYK values.

– For digital and on screen communication use RGB or HTML values.

– Shades and highlights of the colors can be used to create a dynamic color palette.

PANTONE®

1655 C

C 0	R 252
M 73	G 76
Y 98	B 2
K 0	

HTML #FC4C02

TAWAL Orange
Accent Colour

PANTONE®

7546 C

C 73	R 37
M 45	G 55
Y 24	B 70
K 66	

HTML #253746

TAWAL Grey
Primary Colour

OUR
COLORS
secondary palette

Building on the brand promise, we've extracted our secondary palette from nature itself.

The technical information in this section is very specific and needs to be followed carefully.

– For three colour or less offset printing use the Pantone values.

– For four colour offset printing use the CMYK values.

– For digital and on screen communication use RGB or HTML values.

– Shades and highlights of the colors can be used to create a dynamic color palette.

PANTONE®
7570 C

C 15   R 215
M 55   G 130
Y 90   B 50
K 5

HTML #D6832B

Sand

PANTONE®
7710 C

C 80   R 0
M 10   G 165
Y 30   B 180
K 0

HTML #00A5B5

Sky

PANTONE®
2757 C

C 100   R 0
M 90   G 30
Y 35   B 96
K 30

HTML #001E60

Sea

PANTONE®
3405 C

C 95   R 0
M 0   G 172
Y 75   B 105
K 0

HTML #00AC69

Nature

PANTONE®
7657 C

C 60   R 115
M 95   G 50
Y 30   B 100
K 20

HTML #702C63

Night

OUR
COLORS
combinations

Our colors where chosen to work the best with each other. They can be mixed and matched across deliverables, to best compliment backgrounds and layouts.

There is a preference for no more than two key colors used in any visual, as long as our primary colors are present and our brand is identifiable, but this is also flexible depending on the deliverable.

Desert Night

A Daybreak

A Palm on a Shore

The Sunset
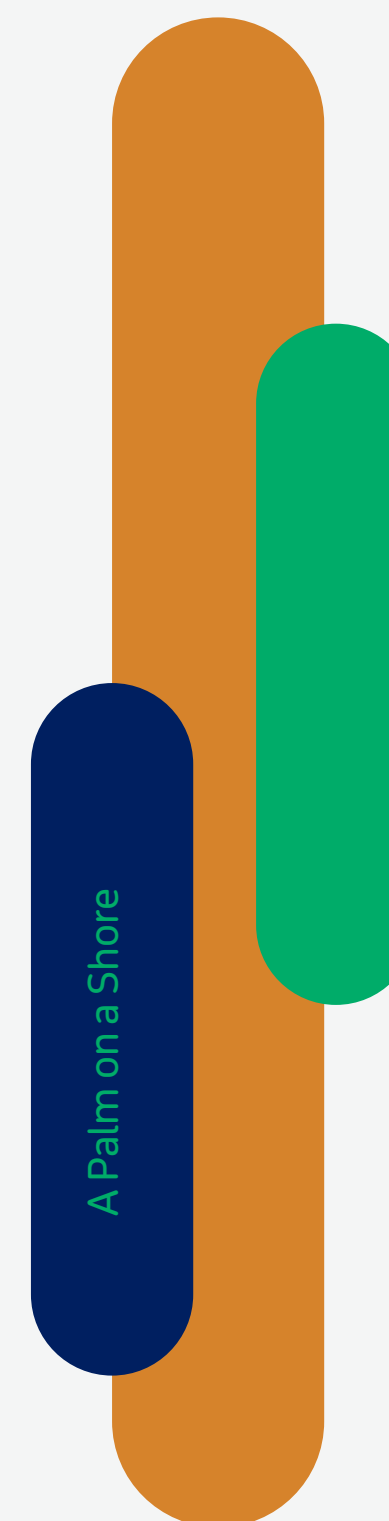
OUR
FONT

latin typeface

teshrin is our english typeface. We use it to write headlines & and body copy. We use it in five weights...

Hairline, Extra Light, Regular, Bold and Black.

To represent our brand image through typography in a consistent and clear manner, we defined simple typesetting principles that need to be followed:

HEADLINES TYPESETTING:

1. Use Teshrin bold for headlines, sub headlines, short paragraphs and quotations.

2. A combination of Teshrin bold and regular to highlight and draw attention to some words.

3. Set similar value for the headline font size and leading size. For short paragraphs, set the leading to auto.

4. Use TAWAL orange to highlight important words.

BODY COPY TYPESETTING:

1. Use Teshrin regular for main body copy and long paragraphs.

2. A combination of Teshrin regular and bold to highlight and draw attention to body copy.

3. Set the leading value to auto.

THIS IS A DUMMY HEADLINE
WITH HIGHLIGHTED TEXT

In this example, the headline type setting used Teshrin bold and regular weights, upper case, font size 36 pt, leading 36 pt

This is dummy text for short paragraphs typesetting. The typesetting is 23pt font size, 27.6pt (Auto leading).

In this example, the short paragraph typesetting used Teshrin bold and regular weight, font size 23 pt, leading 27.6 pt (auto leading)

This is dummy paragraph, the typesetting is 14pt font size, 16.8pt (Auto leading). This paragraph is meant to be as a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.

In this example, the paragraph typesetting used Teshrin bold and regular weights, font size 14 pt, leading 16.8 pt (auto leading)

OUR
FONT

Teshrin is our Arabic typeface. We use it to write headlines & and body copy. We use it in five weights: Hairline, Extra Light, Regular, Bold and Black.

The following points outline typesetting principles for the Arabic language:

HEADLINES TYPESETTING:

1. Use Teshrin bold for headlines, sub headlines, short paragraphs and quotations.

2. A combination of Teshrin bold and regular to highlight and draw attention to some words.

3. Set the leading value to auto.

4. Use TAWAL orange to highlight important words.

BODY COPY TYPESETTING:

1. Use Teshrin regular for main body copy and long paragraphs.

2. A combination of Teshrin regular and bold to highlight and draw attention to body copy.

3. Set the leading value to auto.

هذا النص لمحاكاة العناوين
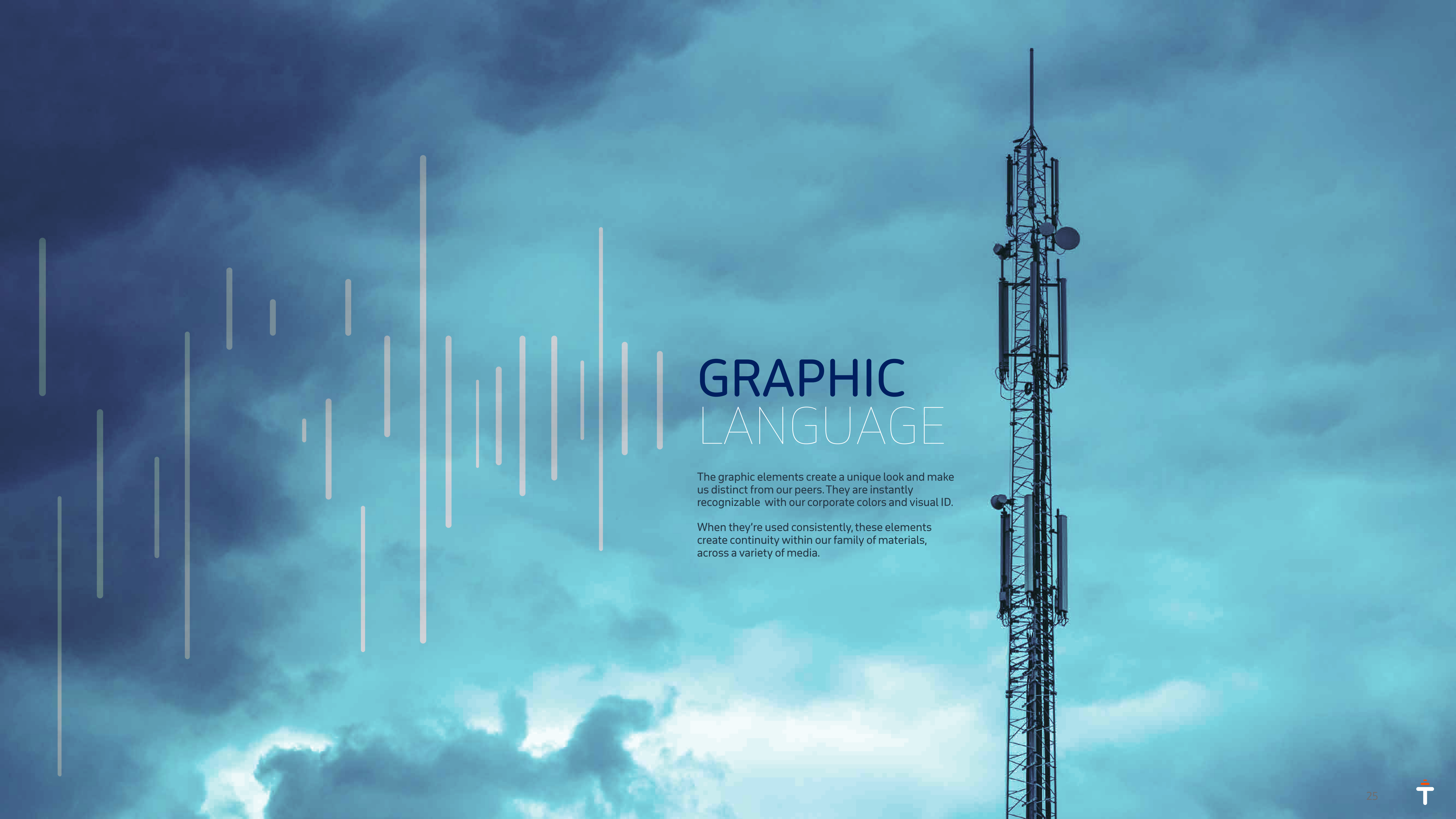## مع استخدام التأكيد البصري

In this example, the headline type setting used Teshrin bold and regular weights, font size 40 pt, leading 48 pt (auto leading)

هذا النص لمحاكاة نصوص الفقرات القصيرة.
استخدم في هذا التنسيق حجم حرف ٢٣ نقطة،
و٢٧٫٦ نقطة (حجم قياسي) للمسافة بين السطور.

In this example, the short paragraph typesetting used Teshrin typeface, light weight, font size 23 pt, leading 27.6 pt (auto leading)

هذه الفقرة لمحاكاة تنسيق الفقرات الطويلة، استخدم لتنسيق النص حجم حرف ١٤ نقطة، ١٦٫٨ نقطة (قياسي) للمسافة بين السطور. الغرض من هذا النص أن يكون مقروء ولا معنى له. كتب هذا النص لمحاكاة النصوص الحقيقية، وذلك باستخدام كلمات عادية تحاكي ترددات النصوص العادية.

In this example, the paragraph typesetting used Teshrin bold and regular weights, font size 14 pt, leading 16.8 pt (auto leading)

GRAPHIC
LANGUAGE

The graphic elements create a unique look and make us distinct from our peers. They are instantly recognizable with our corporate colors and visual ID.

When they're used consistently, these elements create continuity within our family of materials, across a variety of media.

THE BRAND
PATTERNS
the towers

A perfect row of towers lined up side by side to form a frequency of graphic waves that pours at the heart of TAWAL's industry

THE BRAND
PATTERNS

the rings

Inspired by telecommunication waves travelling through the air, we've developed focusing on centric cell-tower signal tilted in 3D motion, sreading and moving forward.

THE BRAND
PATTERNS

the code

Inspired by telecommunication towers communicating to each other, forming what looks like a futuristic code/language.