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1. Introduction

Welcome to the **Guideway Brand Guidelines**. This document ensures consistency in how Guideway is represented across all platforms and materials. It serves as a reference for all design and branding decisions.

Mission Statement:
"Unlocking Opportunities"

2. Logo Usage

Primary Logo

The '**GW**' in Guideway's logo represents the initials of the company name, "**Guideway**". It serves as a recognizable and minimalist visual symbol for the brand, embodying its core values of direction, guidance, and unlocking opportunities.

The connected design of 'GW' emphasizes **unity, reliability,** and seamless **service delivery**, reflecting Guideway's commitment to supporting businesses and individuals in achieving their goals efficiently.



Clear Space:

Maintain a clear space around the logo equivalent to the height of the "G" in "Guideway."



Minimum Size:

Digital: 100px width.
Print: 25mm width.

Approved Variations:

Full color: Beige (#C2B59B) icon with black text.

Monochrome: Black or white logo for dark and light backgrounds, respectively.



Prohibited Uses:

Do not stretch or distort the logo.



Do not change colors outside the approved palette.



Do not add shadows or other effects.



3. Color Palette

Primary Colors:

Beige: #C2B59B

Black: #000000

White: #FFFFFF

Secondary Colors:

are typically chosen to complement the primary palette and provide additional versatility for branding. Based on Guideway's primary colors, I suggest the following secondary colors:

Gold Accent: #D4AF37 (to evoke luxury and opportunity)

Soft Gray: #A8A8A8 (to provide a neutral balance)

Muted Olive: #8C8A6D (to complement beige and add a natural tone)

4. Typography

Logo Fonts:

Seravek Regular: For headings and main text.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
9 8 7 6 5 4 3 2 1 0

Seravek Light: For slogans and secondary text.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
9 8 7 6 5 4 3 2 1 0

Website & Social Media Used Fonts:

Proxima Nova Semibold: For headings and main text.

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z / 9 8 7 6 5 4 3 2 1 0

Proxima Nova Light: For main text.

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z / 9 8 7 6 5 4 3 2 1 0

5. Background imagery

Background images

Use the main (positive) version on light backgrounds.

Use the negative version on dark backgrounds.



6.

Stationery Design

Business Cards

Letterhead

Envelope

Email Signature

Business Cards



Letterhead

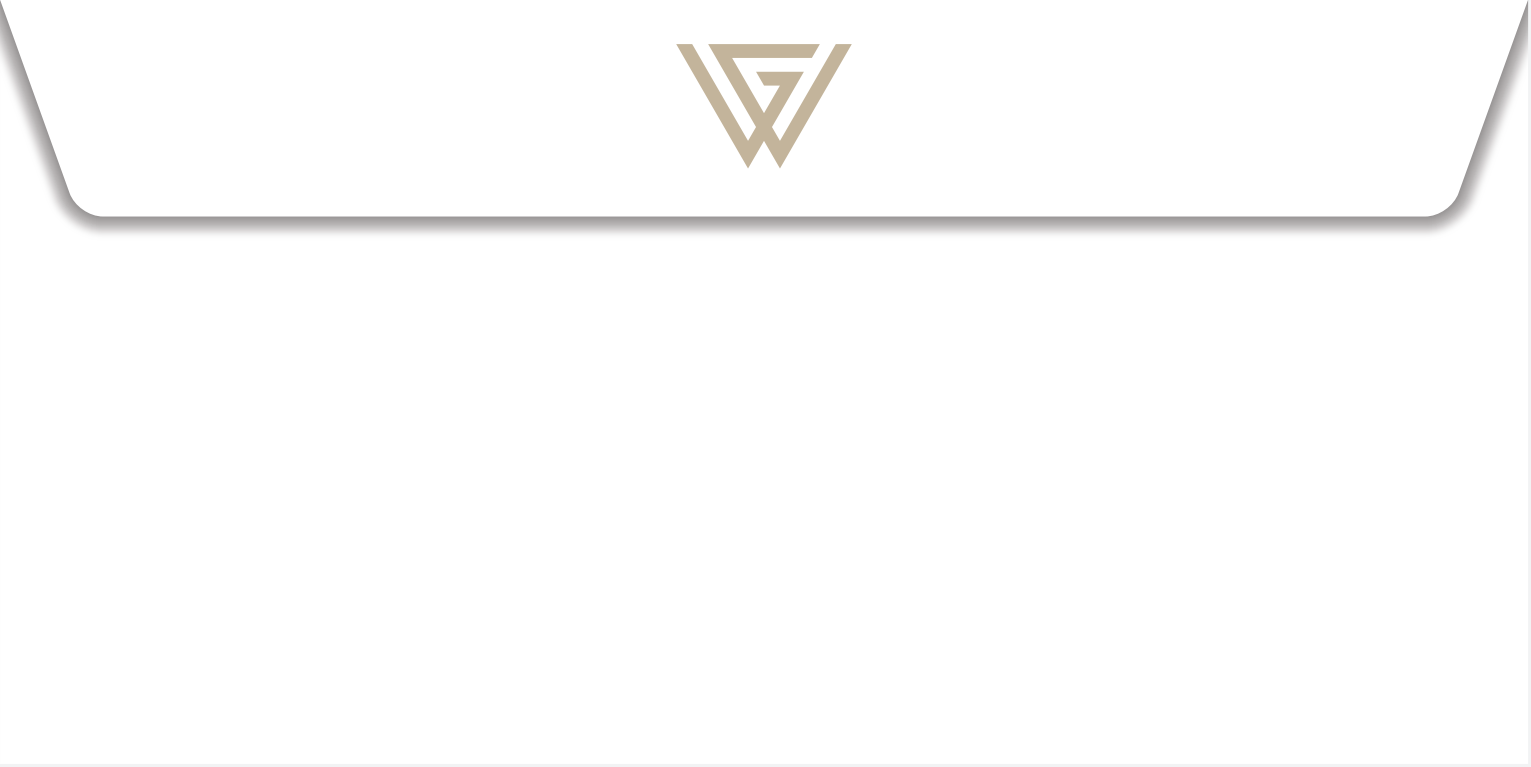
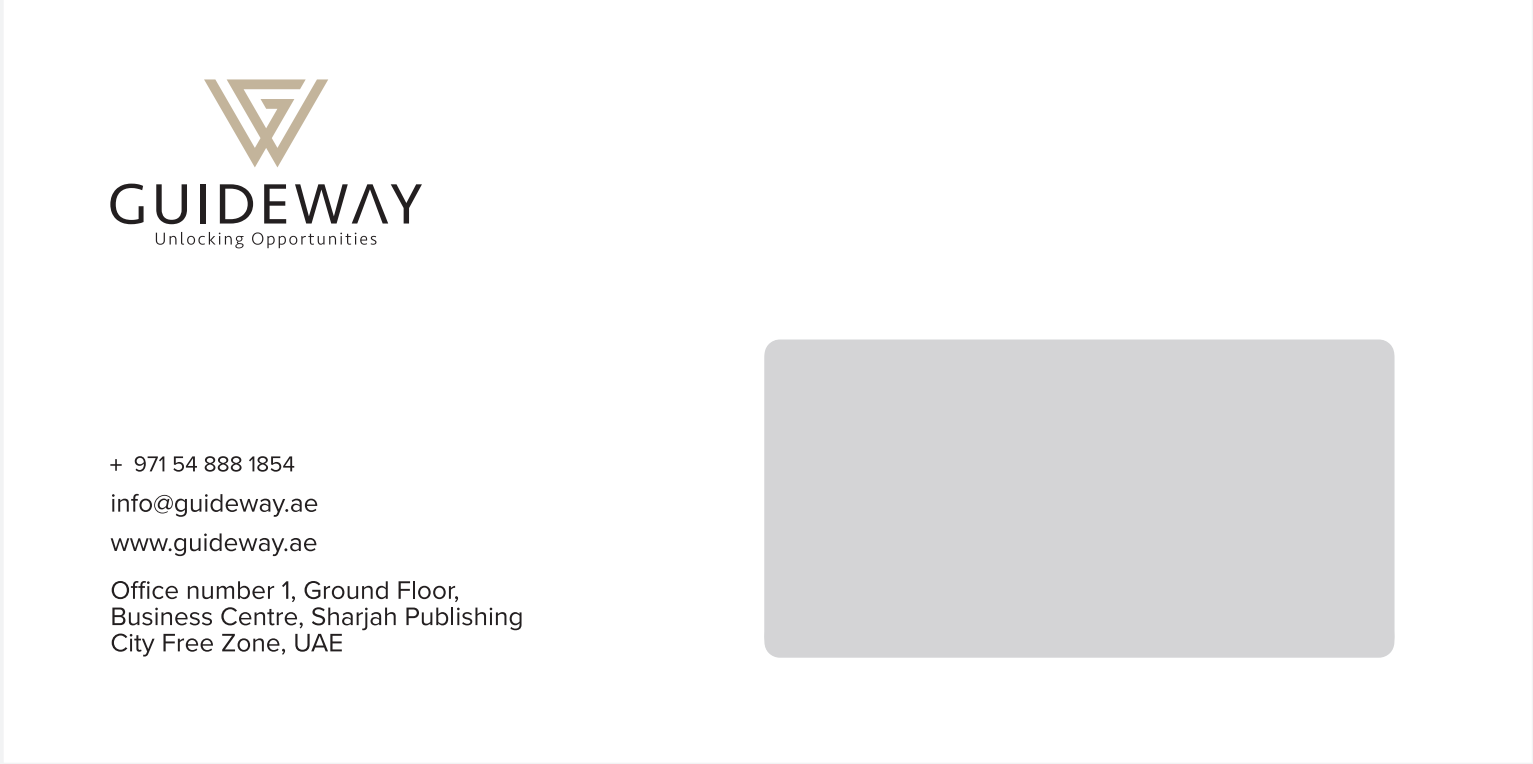


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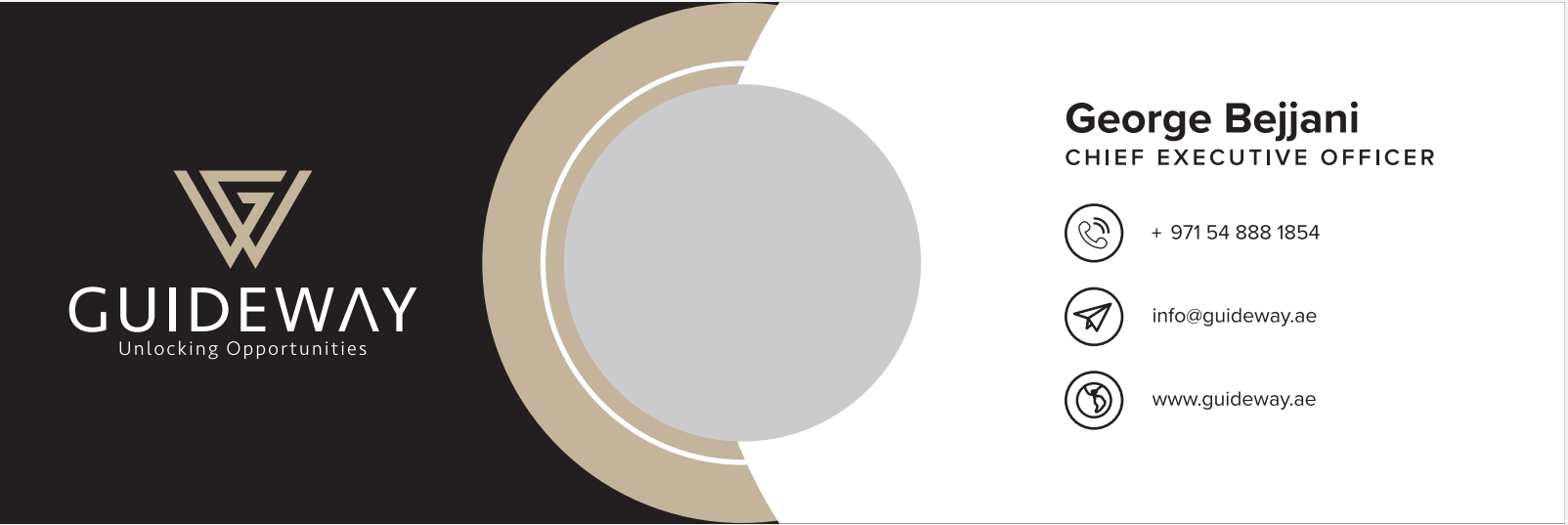
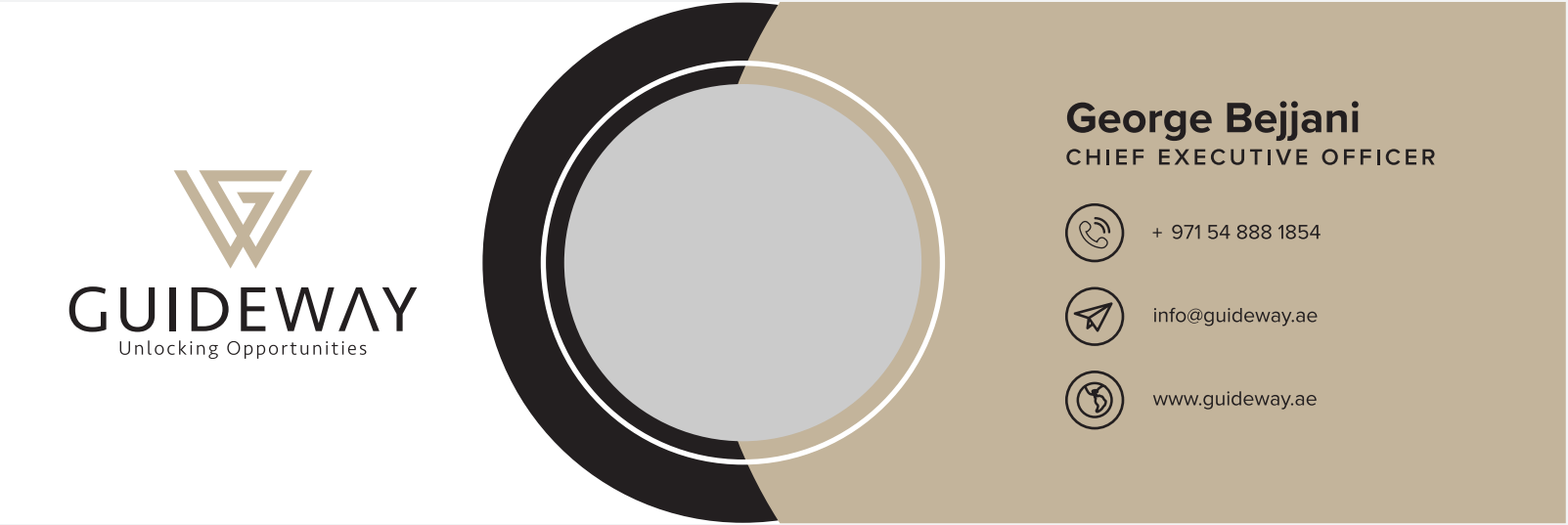
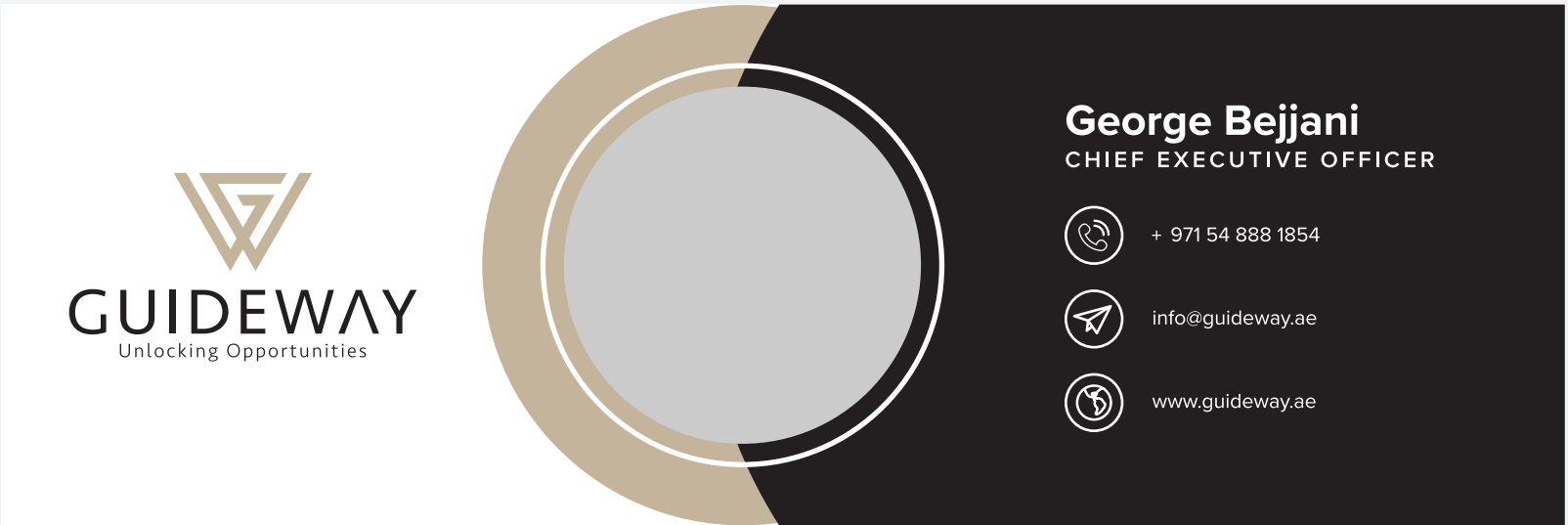
George

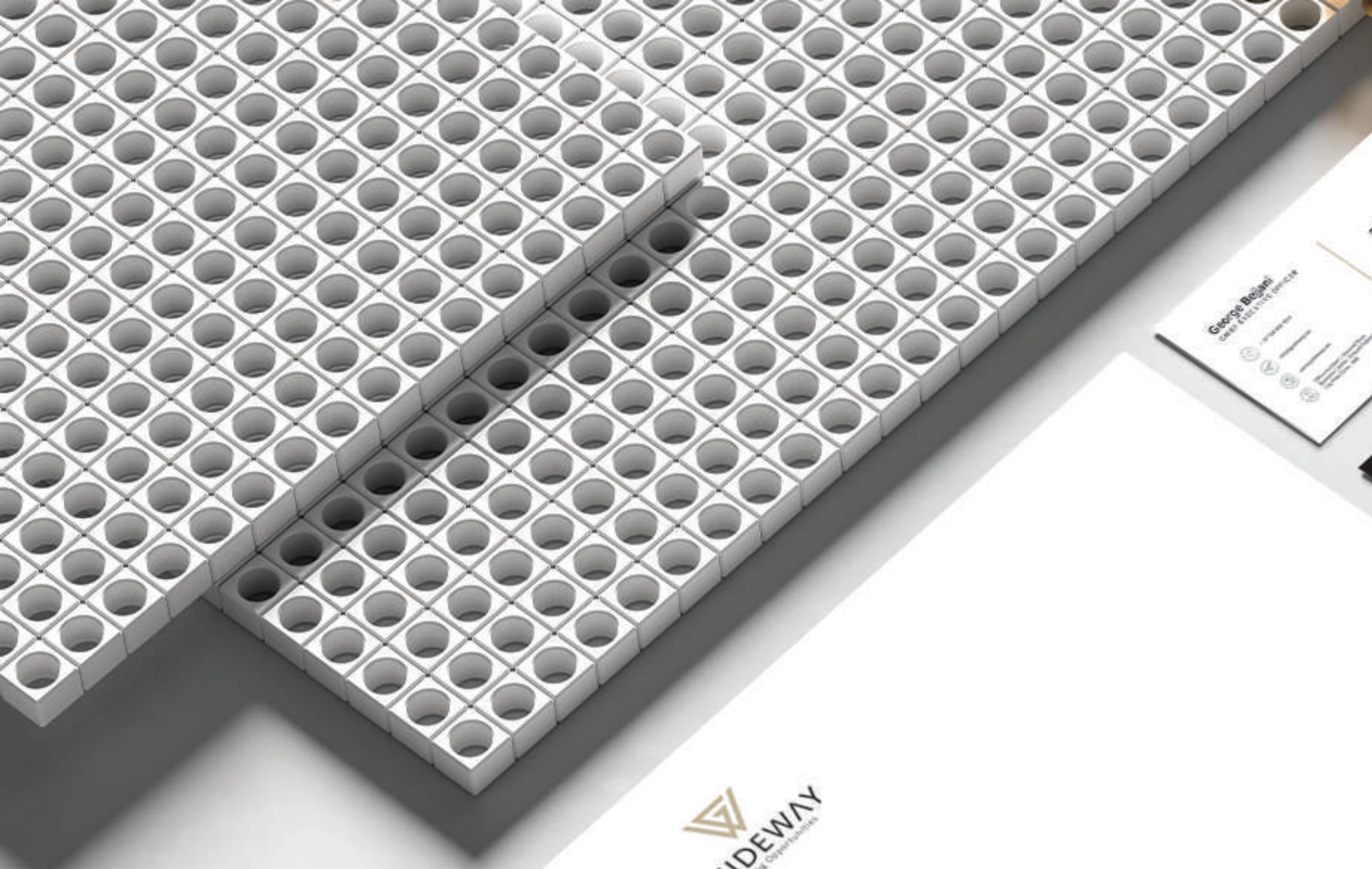
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Envelope



Email Signature





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New message

To

Subject

Best Regards,

GUIDEWAY
Unlocking Opportunities



George Bejjani
CHIEF EXECUTIVE OFFICER

+ 971 54 608 1854

info@guideway.ae

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SEND



New message

To

Subject

Best Regards,



George Bellini

Chief Executive Officer

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SEND

Contact Information



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