

BRAND GUIDELINE



LANDMARK

PR & DIGITAL COMMUNICATIONS



WHO ARE WE

Landmark is a full-service PR, digital marketing and communications agency. Opened its doors in Jeddah in 2000.

The agency has grown to cover the GCC with a regional office in Dubai, as well as representative offices across the MENA region in: Riyadh, Kuwait City, Muscat, Manama, and Cairo.

In today's digital business world, every business needs a partner who can help in taking advantage and marketing opportunities across a variety of channels in real-time. Landmark combines a data-driven approach with knowledge gained from more than 20 years in PR, events management and digital marketing to deliver outstanding results to the clients.

OUR VALUES

Lineage

Part of the highly acclaimed Al Madar Group

People

Combine experience with passion and integrity

Belief

Integrated communication solutions

Thinking

Going beyond persuasion, to influence

Practices

Proven strategic tools

Network

Strong presence in the region

OUR SLOGAN

WE HELP YOU LEAVE A

MARK



LOGO SAFE AREA

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign. The module used to determine the safe area around the logo is the width of the letter (M)



LOGO MINIMUM SIZE

The minimum size shows the smallest allowed usage of the logo. This is to prevent the logo or part of it from being illegible.

LANDMARK

2cm width

LOGO&TAGLINE FONTS

LOGO:

ANDALUS REGULAR

TAGLINE:

HELVETICA NEUE LT STD 75 BOLD



ACHROMATIC VERSIONS

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BRAND COLOR PALETTE



R:186

C:18

G:0

M:100

Y:100

B:0

K:10



R:124

C:51

G:124

M:40

Y:40

B:124

K:22



R:0

C:100

G:43

M:83

Y:42

B:79

K:40

could be used in
social media



R:239

C:7

G:239

M:5

Y:6

B:239

K:0

could be used as
a background



**NOW IT IS UP
US TO MAKE
SURE WE STAY
ON BRAND.
FOLLOWING OUR
NEW GUIDELINES
IS KEY TO BRAND
CONSISTENCY.**