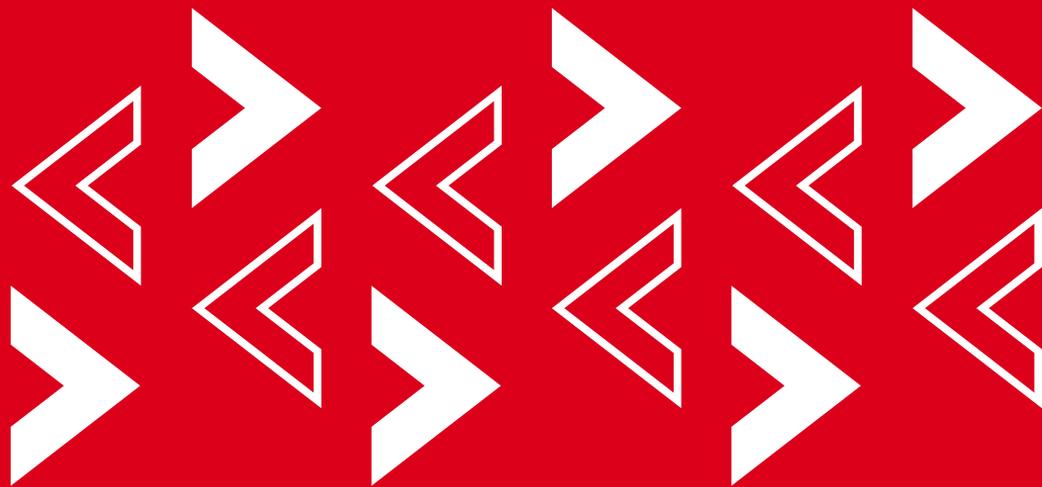




2025

X by Unifonic Brand Guidelines



At X by Unifonic, we believe consistency is key to building a strong and recognizable brand.

That's why we've created these brand guidelines, which outline the visual and verbal elements that make up our brand identity. By following these guidelines, we can ensure that our brand is always presented in a clear and cohesive way, no matter where it appears.

Contents

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Our Story



Our Story

X by Unifonic has launched to support and develop SaaS startups as well as bring in successful startups from abroad to the Kingdom.

Our Story

X by Unifonic has been established as a spin-off from Unifonic, a pioneer in the Software as a Service (SaaS) sector within Saudi Arabia and the region.

X by Unifonic has been created with the goal of enriching and investing in the dynamic and growing tech entrepreneurial ecosystem of the region.



Our Story

UnifonicX is launching a fund that focuses on partnering up with founders to build, accelerate, and spinoff SAAS startups through 2 main pillars:

The
Venture Studio



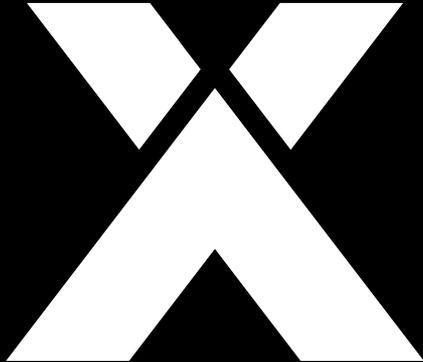
The
Accelerator



Our Logo



Our Logo



We are the home of entrepreneurs and have been established to support and help SaaS startups.

To reflect this mission, we've designed a logo that combines the letter "X" with an arrow, symbolizing growth and forward momentum.

The logo additionally showcases a roof shaped like a home or a tent, representing our commitment to providing a supportive and nurturing environment for startups.

Our Logo

Our logo is our most valuable asset. That's why we love it, must treat it nicely, are protective of it, and ask you to follow the rules when you use it.



Our Logo

It's important that our logo is presented consistently. That includes the proper use of clear space around our logo to ensure it's optimally visible at all times.

That clear space is defined as the width of the arrow '▲' in our logo. This protected space should always be maintained.

We know there'll be times when a smaller logo is needed. Just be sure it's never sized smaller than 1" wide for print applications, or 200px wide for digital applications.

logo Variations and Spacing

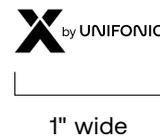


Minimum size for digital



200px wide

Minimum size for print



1" wide

Our Logo

Applying our logo properly is key to presenting our brand consistently. Just as important as knowing how to use our logo, is knowing how not to use it.

Here are some examples of common mistakes made when applying our logo. These mistakes are made innocently, and are a good reminder that rules are not meant to be broken, even by accident.

Using our logo the wrong way weakens the brand that we've worked so hard to build. Apply these guidelines to ensure our brand looks its absolute best, at all times.

Logo Misuse



Don't add effects



Don't make it outline



Don't stretch or skew



Don't alter the angle



Don't alter the colors



Don't alter spacing

Color Palette

Color Palette

Our brand colors are essential to our visual identity and help communicate our message effectively.

Our primary color is Red. It was chosen for its energy, passion, speed, and connection to our brand's values.

Our secondary colors are Blue, Yellow-Orange, and Black. Which were chosen to evoke a feeling of confidence, success, youth, and competence.

Our logo is typically used in white on a Red, Ultra Blue, or Yellow-Orange background. Additionally, we can use the logo in Black on a field of White and cool blue.

Also, if using our logo on partner brand colors, pick the white or black version — whichever offers the most contrast.

X by Unifonic Brand Guidelines

Logo Application

Primary use



Secondary Use



Color Palette

Our brand colors are essential to our visual identity and help communicate our message effectively.

Our primary color is Red. It was chosen for its energy, passion, speed, and connection to our brand's values.

Our secondary colors are Blue, Yellow-Orange, and Black. Which were chosen to evoke a feeling of confidence, success, youth, and competence.

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Also, if using our logo on partner brand colors, pick the white or black version — whichever offers the most contrast.

X by Unifonic Brand Guidelines

Primary

Red

PMS
2035C

CMYK
100 85 25 7

RGB
0 51 127

HEX
#DC001B

Color Palette

Secondary

Ultra Blue

PMS
3005C

CMYK
58 49 0 0

RGB
0 116 200

HEX
#0074C8

Cool Blue

PMS
277C

CMYK
24 3 0 0

RGB
207 231 255

HEX
#CFE7FF

Yellow Orange

PMS
2010C

CMYK
0 38 94 0

RGB
255 173 0

HEX
#FFAD00

Black

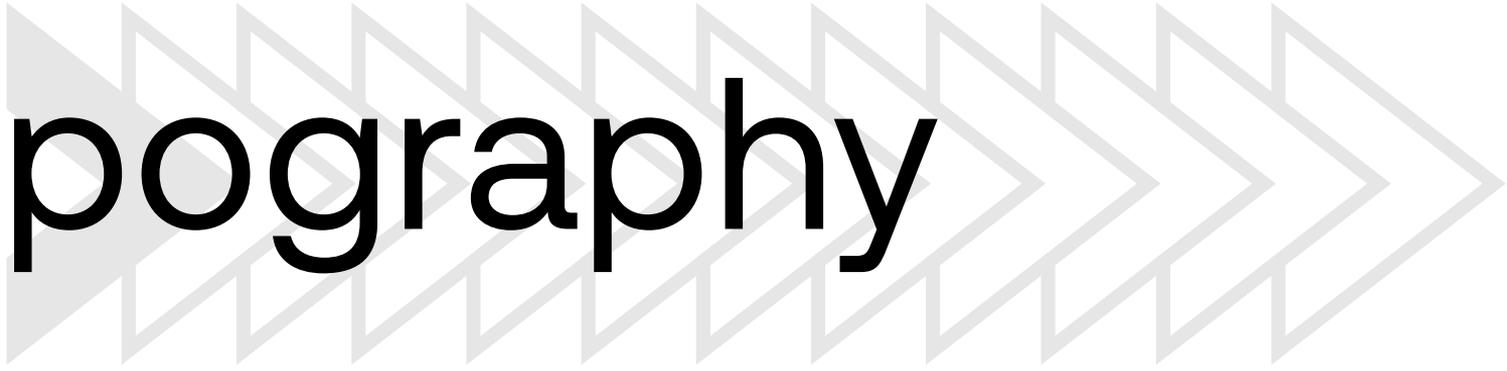
PMS
Black

CMYK
0 0 0 100

RGB
0 0 0

HEX
#000000

Typography



Typography

Our audiences can tell a lot about our brand through what we say and the typeface used to display it — both play an important role in supporting the message we want to convey.

‘Aeonik’, our English typeface, is a sans serif font with contemporary and clean lines that complement our logo.

Brand English Typeface

Aeonik

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
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 à á â ã
ä å ç è é ê ë ì í î ï ò ó ô õ ö ù ú û ü ý ÿ ã 0 1 2 3 4 5
6 7 8 9 — - - \$ ₣ ₹ € ₪ ₧ & * # @ ? ! / + (. , : ;) ← →
① ② ③ ④ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ ① ② ③ ④ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Typography

Specific default typefaces may be used for building a digital presentation or in similar situations where the primary typefaces are not available for use.

When Aeonik is not available, use Montserrat.

Default Typeface

Montserrat

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 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 à
á â ã ä å ç è é ê ë ì í î ï ò ó ô õ ö ù ú û ü ý ÿ ā ā 0 0 1 2
3 4 5 6 7 8 9 — — — \$ F € & * # @ ? ! / + (. , ;)

Typography

'Almarai', our Arabic typeface, is a modern Arabic typeface family with optimal readability, clarity, and simplicity that is consistent with our logo.

Brand Arabic Typeface

Almarai

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
*%) (_ ؟ ؛ ، ، ، ٩٨٧٦٥٤٣٢١٠

Graphic Elements



Graphic Elements

Our brand is more than our logo, typeface, and colors.

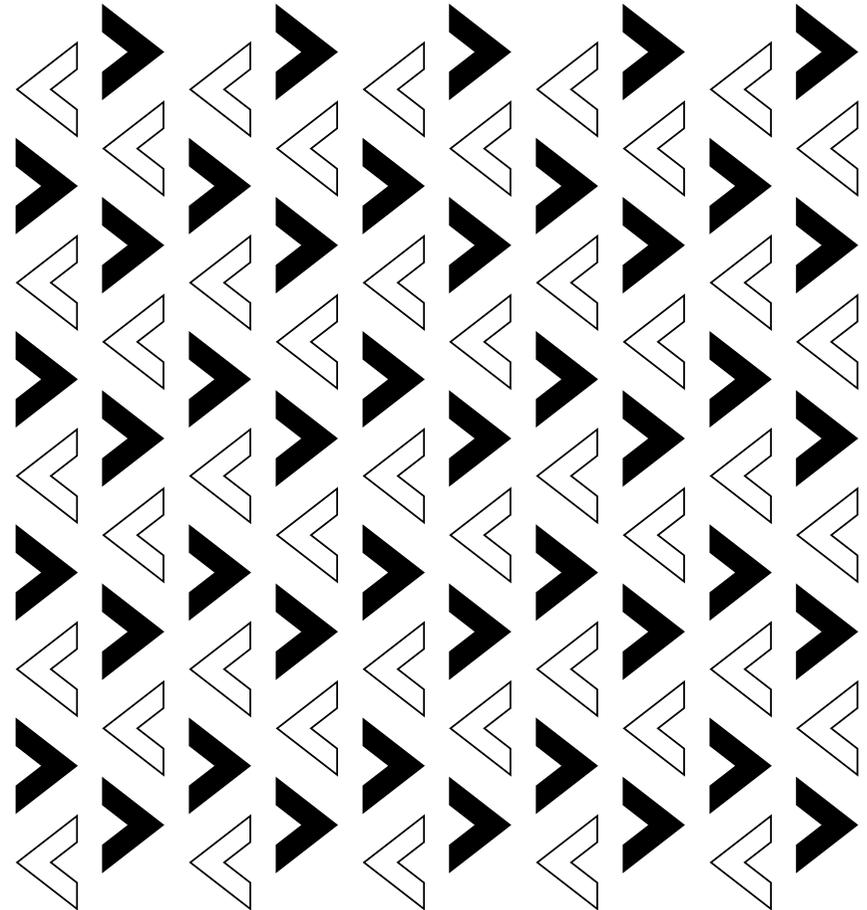
We also have a system of graphic elements that are an integral part of our look and feel.

These elements are inspired by our logo, who we are, and what we do.

Note: (maybe we can change "who we are, and what we do" to "our principles")

Used alongside our logo, typography, and color palette, our graphic elements create impactful visuals that represent who we are and what we do.

Overview



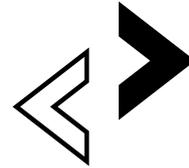
Graphic Elements

We have a unique graphic element we use with our logo, and we created them to visually represent multiple things - growth, collaboration, empowerment, innovation, and excellence.

Elements

Growth

Progress



Collaboration

Union



Innovation

Lightbulb



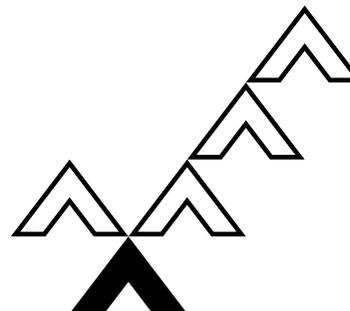
Empowerment

Rocket



Excellence

Right sign



Why did we choose these principles?

As we are the home of entrepreneurs we should have unique principles that help the startups to success.

Growth

X by Unifonic is designed to help early-stage startups validate their pipeline and increase their chances of growth.

Innovation

X by Unifonic values the power of disruptive ideas and the potential for unique products and startups. They foster an environment where ideas can be developed from conception to full potential.

Excellence

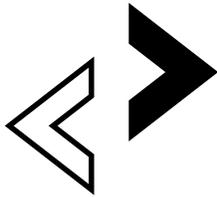
X by Unifonic partners with the best entrepreneurs and high calibers to solve complex problems and launch solutions into startups that change lives.

Collaboration

X by Unifonic values diverse talent and collaboration to create disruptive ideas and turn them into successful startups.

Empowerment

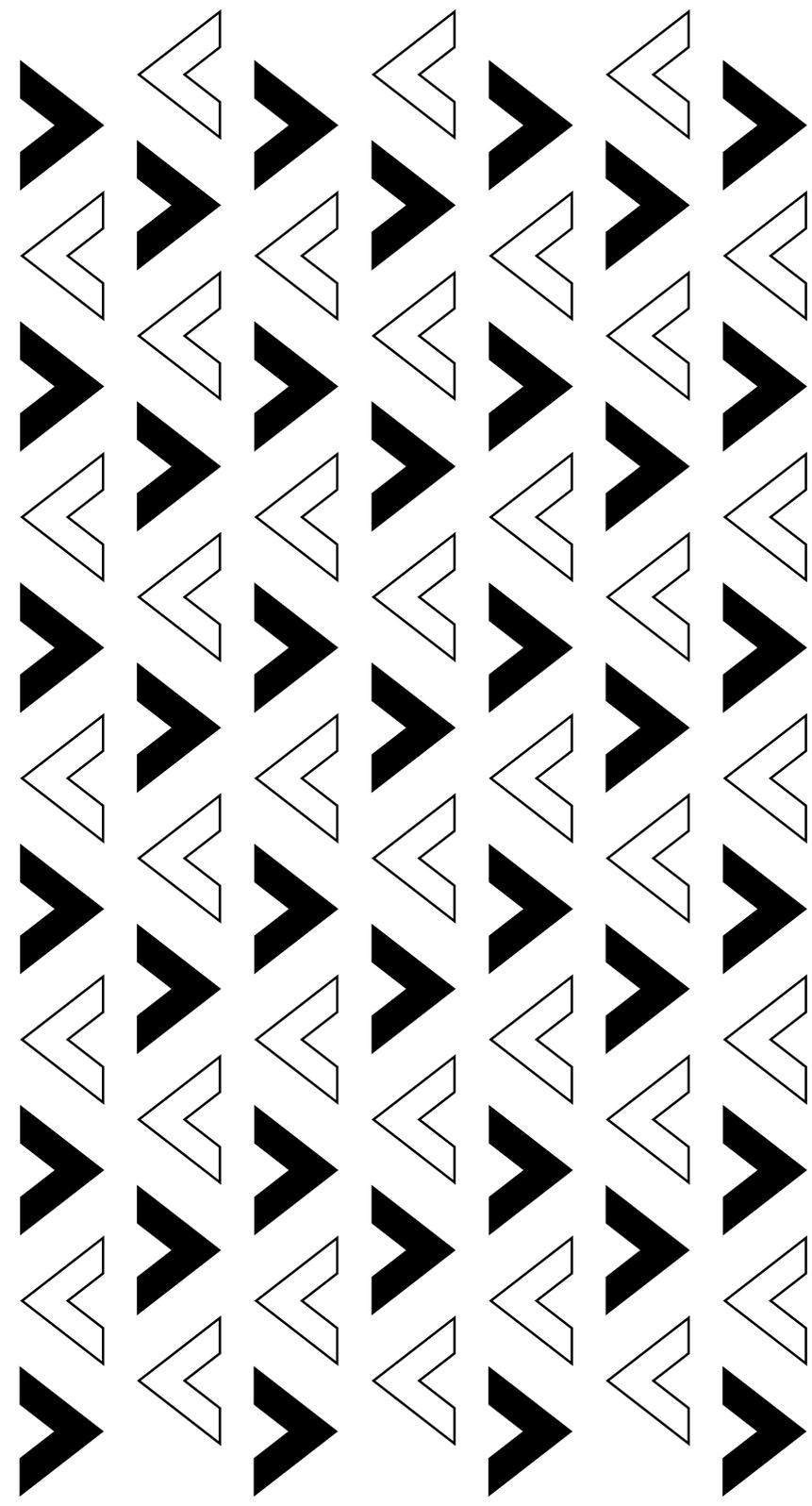
X by Unifonic positions itself as a go-to place for founders, entrepreneurs, and class-A talents to empower a quality pipeline of spinoffs and drive fund success through venture building and startup acceleration.

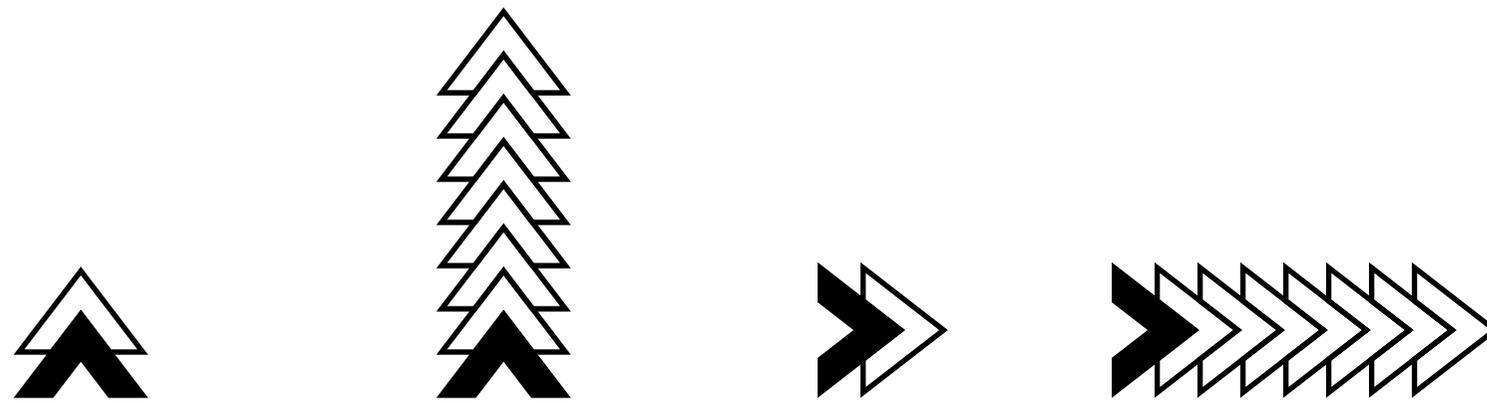
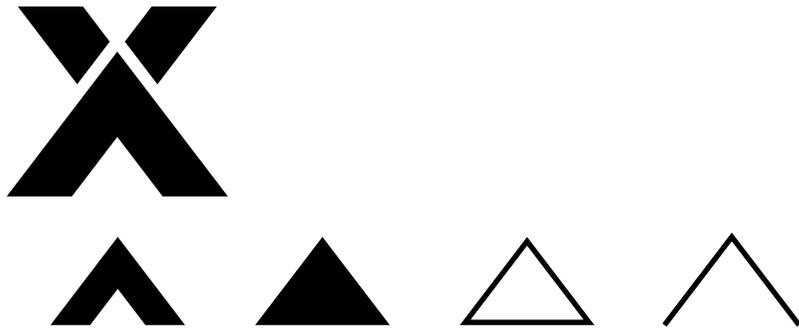


Growth

Progress

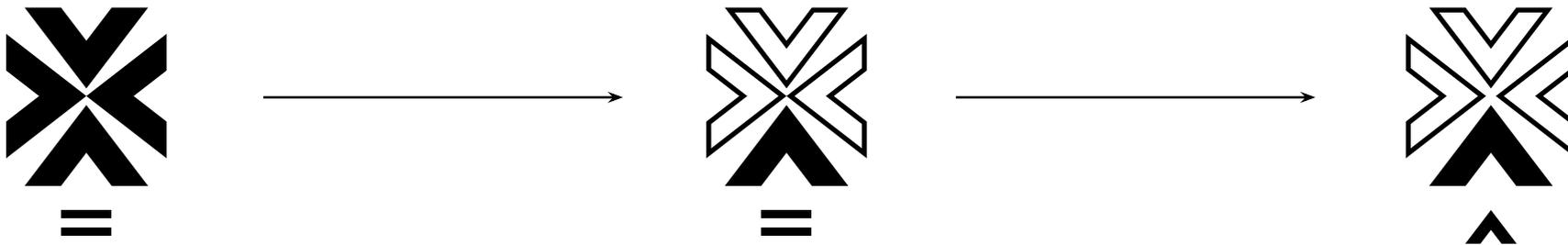
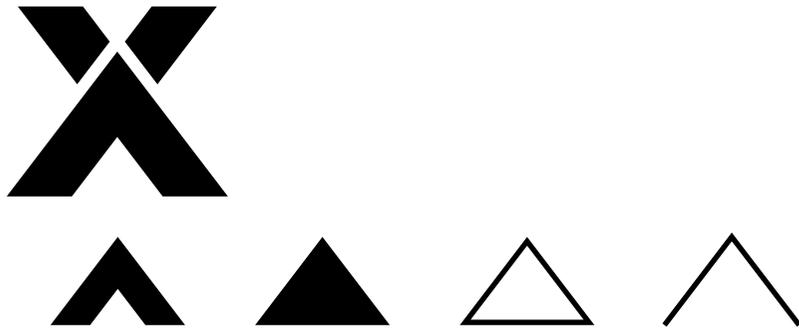
X by Unifonic Brand Guidelines





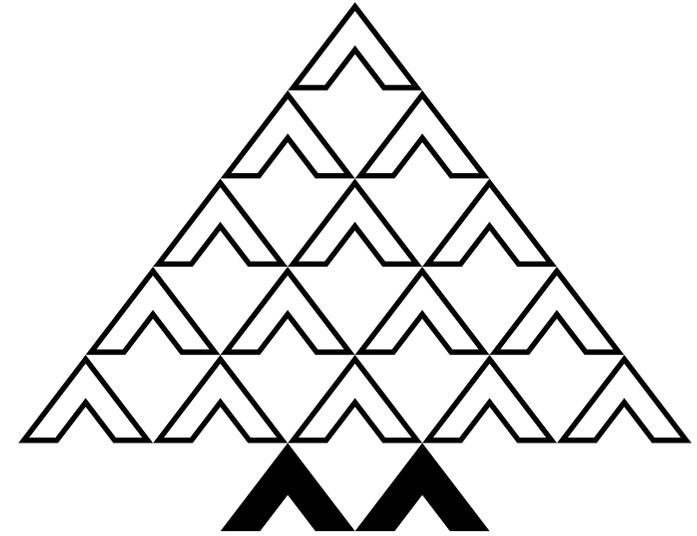
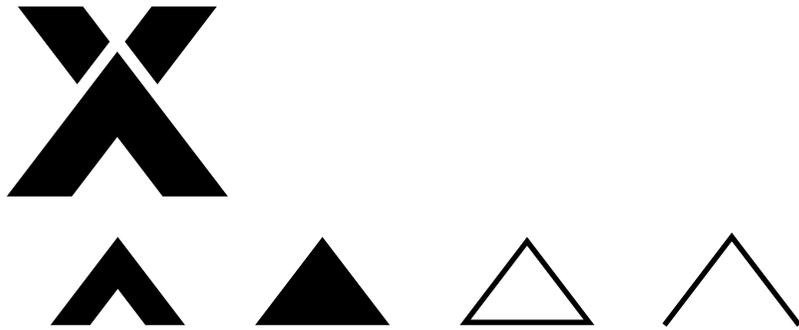
Collaboration

union



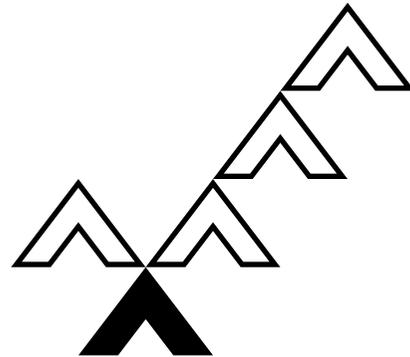
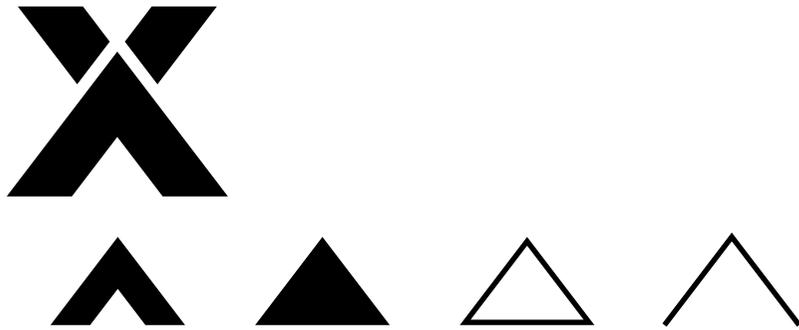
Innovation

Lightbulb



Empowerment

Rocket



Excellence

Right sign

Applications

A decorative graphic consisting of a series of overlapping, light gray arrows pointing to the right. The arrows are arranged in a staggered, overlapping pattern, creating a sense of motion and direction. The word "Applications" is centered over this graphic.

Business Cards

[Source file](#)



Business Cards



Lanyard

► [Source file](#)



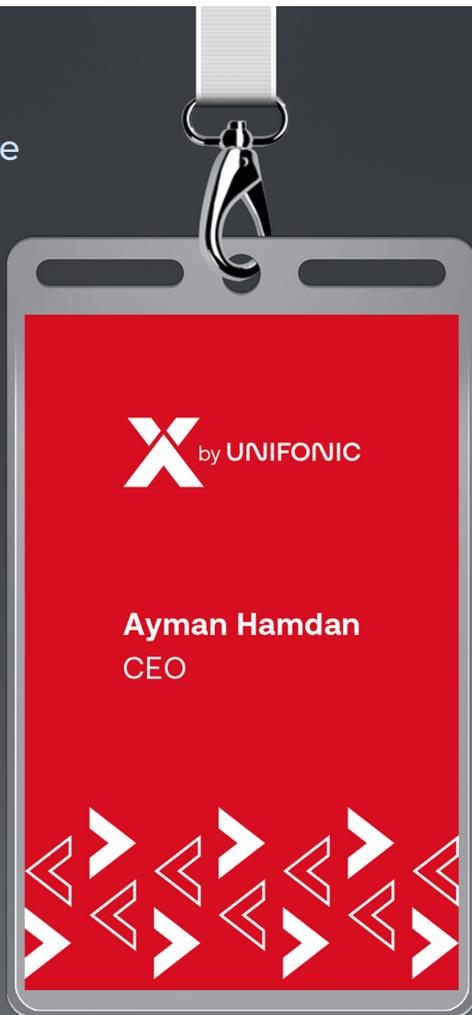
Lanyard

[Source file](#)



Employees ID Cards

➤ [Source file](#)



Pins

› [Source file](#)



Pins



Pins



Pins



Signature

▶ Animated Signature

X by Unifonic Brand Guidelines

New Message

Recipients

Subject



Khalifa Albarakati
Head of Accelerator & Venture

MOB 966506016600
EMAIL kalbarakati@unifonicx.com

[f](#) [t](#) [in](#) [ig](#)

NOTICE TO RECIPIENT | The content of this email is confidential and intended for the recipient specified in the message only. It is strictly forbidden to share any part of this message with any third party, without the written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion to ensure such a mistake does not occur in the future.

For more information about unifonicX, please visit <http://www.unifonicx.com>

Sans Serif

Send

Social Media

Twitter

➤ Header and profile images

The screenshot shows the Twitter profile for UnifonicX. At the top, there is a back arrow, the name "UnifonicX", and "511 Tweets". Below this is a large red header image with a white geometric pattern of arrows. The profile picture is a white circle containing a black "X". To the right of the profile picture are icons for a menu, messages, and notifications, followed by a "Following" button. The bio reads: "UnifonicX  @UnifonicX". Below the bio is the text: "Unifonic is a customer engagement platform that enables organizations to delight customers with remarkable omnichannel experiences." Further down are location tags for "Riyadh", website links for "unifonic.com", birth date "Born September 1", and join date "Joined May 2009". At the bottom, it shows "47 Following" and "4,353 Followers", along with a small image of the user's avatars and the text "Followed by STV, Yasmeen Fanous, and 6 others you follow".

Search Twitter

The search results for "Signal" show a tweet from August 23, 2023. The tweet features a photo of a man working on a laptop and a "Press Release" button. The text of the tweet is partially visible: "Twilio and Google Partnership to Improve Customer Experience with AI". Below the tweet are three profile pictures of individuals: Lantre Barr (Founder & CEO), Catherine Compitello (CEO), and Alan Zhang (Head of Analytics & Marketing Ops). The text "omers that is owned by the" and "ectly doing business with" is partially visible at the bottom of the search results.

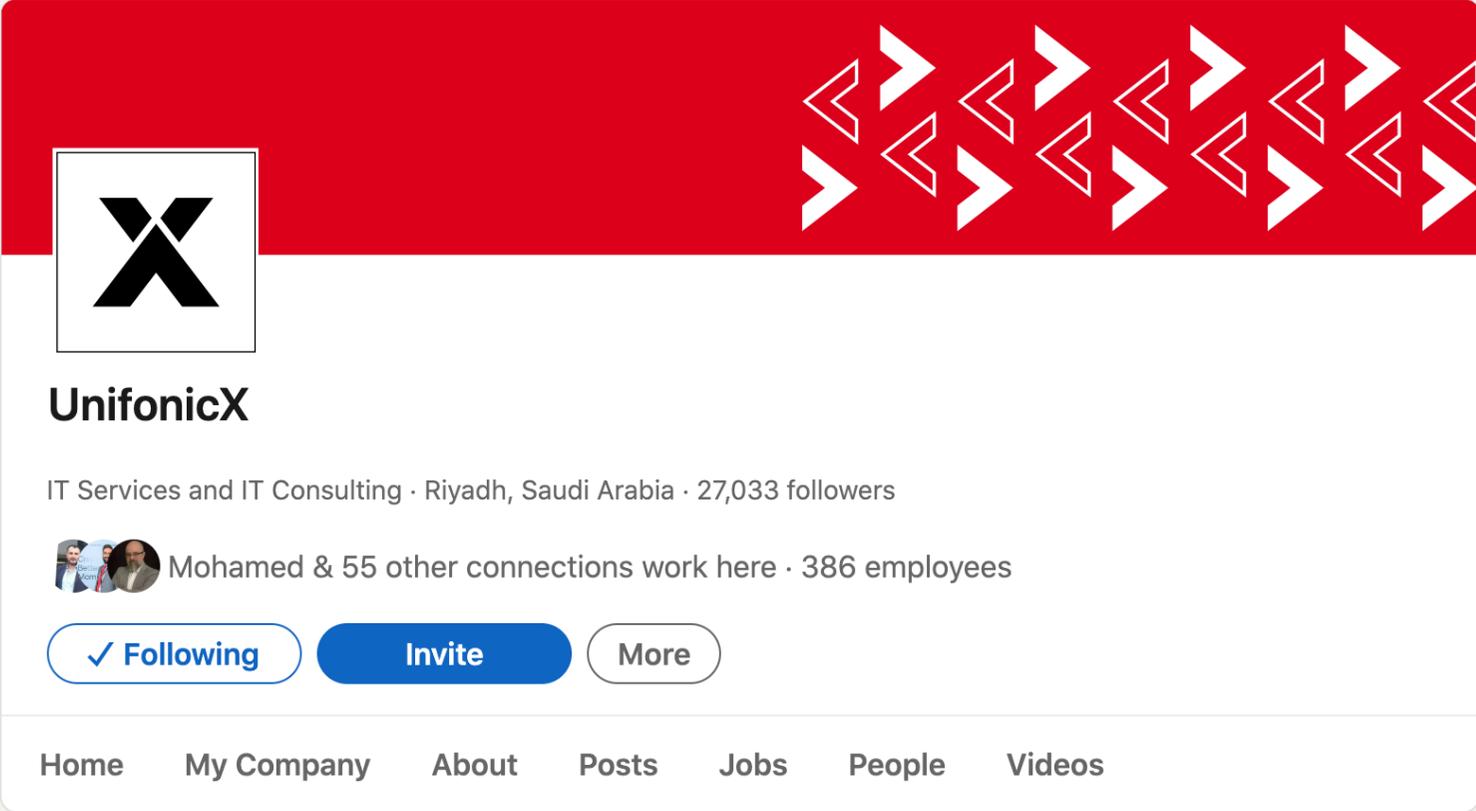
You might like

-  **فنتك السعودية**  @FintechSaudi
-  **Sary - ساري** @trysaryapp
-  **IMPACT46** @Impact_46

Social Media

LinkedIn

➤ Header and profile images



The image shows a LinkedIn profile header for UnifonicX. It features a red banner with a white geometric pattern of arrows. On the left, there is a white square profile picture containing a black 'X' logo. Below the profile picture, the name 'UnifonicX' is displayed in bold black text. Underneath the name, the text reads 'IT Services and IT Consulting · Riyadh, Saudi Arabia · 27,033 followers'. Below this, there is a small circular image of three people and the text 'Mohamed & 55 other connections work here · 386 employees'. At the bottom of the header, there are three buttons: 'Following' (with a checkmark), 'Invite', and 'More'. Below the buttons is a navigation bar with the following items: Home, My Company, About, Posts, Jobs, People, and Videos.

Social Media

post

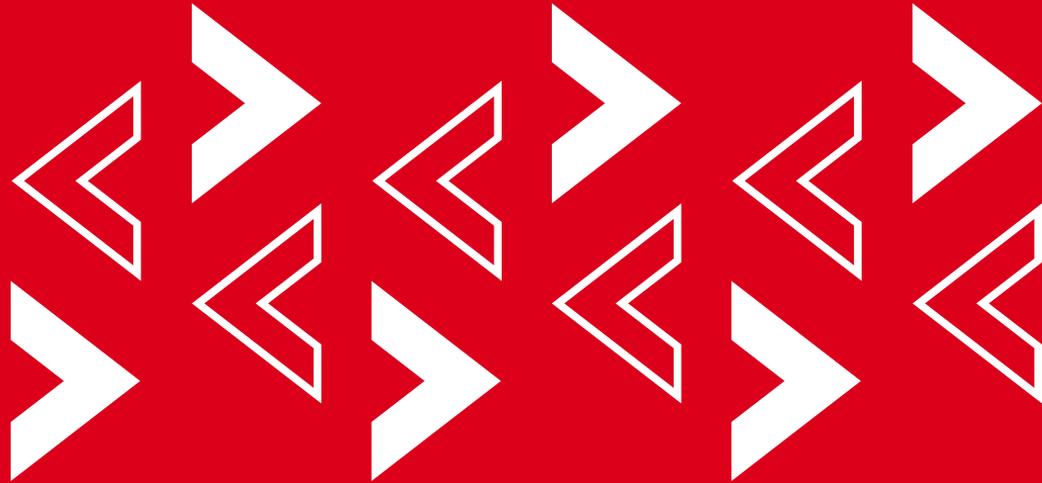
➤ Event post



Presentation Template



The Title
Goes Here



UNIFONIC

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Title One



Duis porta quis sem hi vitae pretium cenas pellentesque finibus mollis jama in cursus nibh efficitur sit nullam tempor, nunc fat.

Title Two



Duis porta quis sem hi vitae pretium cenas pellentesque finibus mollis jama in cursus nibh efficitur sit nullam tempor, nunc fat.

Title Three



Duis porta quis sem hi vitae pretium cenas pellentesque finibus mollis jama in cursus nibh efficitur sit nullam tempor, nunc fat.

Title Four



Duis porta quis sem hi vitae pretium cenas pellentesque finibus mollis jama in cursus nibh efficitur sit nullam tempor, nunc fat.

Proin non quam feugiat neque cursus vehicula. Sed maximus lacinia odio, in cursus nibh efficitur sit amet. In ac dolor rutrum, tincidunt orci quis, placerat erat. Praesent in odio tincidunt, sollicitudin elit non, suscipit metus. In non cursus nunc. Sed augue mauris.

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Title One
Out of the venture studio



Title Two
Accelerated with equity

The Title Goes Here

➤ Subtitle One

Proin non quam feugiat neque cursus vehicula. Sed maximus lacinia odio, in cursus nibh efficitur sit amet. In ac dolor rutrum, tincidunt orci quis, placerat erat. Praesent in odio tincidunt, sollicitudin elit non, suscipit metus. In non cursus nunc. Sed augue mauris, elementum ut magna et, convallis molestie tortor. Fusce at eros porttitor, hendrerit quam eget, sollicitudin metus. Quisque.

➤ Subtitle Goes Here

Ut ultrices blandit consectetur. Pellentesque eu aliquet purus. Nullam tempor, nunc in placerat consequat, urna est vulputate justo, efficitur venenatis lectus velit sed eros. Phasellus eget accumsan augue, quis aliquet arcu. In viverra nunc et suscipit efficitur. Donec gravida elit viverra, posuere estat.

Donec condimentum magna vitae convallis scelerisque. Suspendisse ultrices ac felis eu placerat vitae laoreet elit congue. Donec odio arcu, pretium vel leo quis, tempor mattis turpis.



The Title Goes Here

Proin non quam feugiat neque cursus vehicula. Sed maximus lacinia odio, in cursus nibh efficitur sit amet. In ac dolor rutrum, tincidunt orci quis, placerat erat. Praesent in odio tincidunt, sollicitudin elit non, suscipit metus. In non cursus nunc. Sed augue mauris.

Elementum ut magna et, convallis molestie tortor. Fusce at eros porttitor, hendrerit quam eget, sollicitudin metus. Quisque blandit gravida tellus. Quisque ac consectetur ex, sit.

Proin non quam feugiat neque cursus vehicula. Sed maximus lacinia odio, in cursus nibh efficitur sit amet. In ac dolor rutrum, tincidunt orci quis, placerat erat. Praesent in odio tincidunt, sollicitudin elit non, suscipit metus. In non cursus nunc. Sed augue mauris, elementum ut magna et.

Convallis molestie tortor. Fusce at eros porttitor, hendrerit quam eget, sollicitudin metus. Quisque blandit gravida tellus. Quisque ac consectetur ex, sit amet auctor eros. Donec elit lorem.

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The Title Goes Here

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- Justo, efficitur venenatis lectus velit sed eros. Phasellus eget accumsan augue, quis aliquet arcu. In viverra nunc et suscipit efficitur. Donec gravida elit viverra, posuere est at, auctor nunc.
- Donec condimentum magna vitae convallis scelerisque. Suspendisse ultrices ac felis eu placerat. Pellentesque suscipit.
- Massa vel orci mollis, vitae laoreet elit congue. Donec odio arcu, pretium vel leo quis, tempor mattis turpis. Maecenas neque nibh, sodales nec urna at,

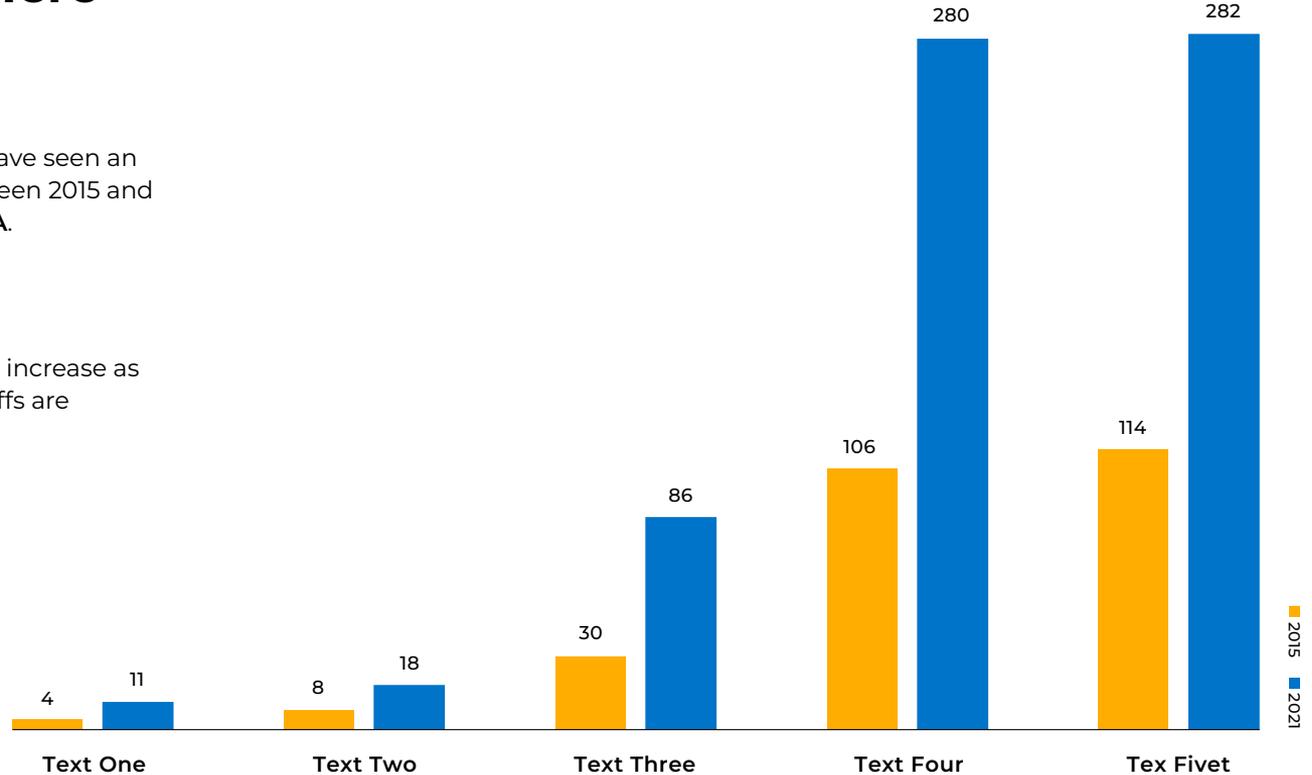
The Title Goes Here

➤ Subtitle One

North America and Europe have seen an average growth of 155% between 2015 and 2021. **15 Studios only in MENA.**

➤ Subtitle Goes Here

Rate of growth is expected to increase as more successful studio spinoffs are emerging.

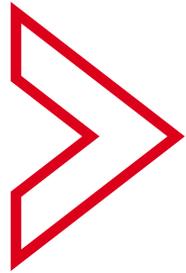


The Title Goes Here

	Title One	Title Two	Title Three	Title Four
Title One	Text one	In ac dolor rutrum, tincidunt orci quis sollicitudin.	\$5,000M	In ac dolor rutrum, tincidunt Sed augue mauris, elementum ut magna ett orci.
Title Two	Text two	In ac dolor rutrum, tincidunt orci quis sollicitudin.	\$5,000M	In ac dolor rutrum, tincidunt Sed augue mauris, elementum ut magna ett orci.
Title Three	Text three	In ac dolor rutrum, tincidunt orci quis sollicitudin.	\$5,000M	In ac dolor rutrum, tincidunt Sed augue mauris, elementum ut magna ett orci.
Title Four	Text four	In ac dolor rutrum, tincidunt orci quis sollicitudin.	\$5,000M	In ac dolor rutrum, tincidunt Sed augue mauris, elementum ut magna ett orci.
Title Five	Text five	In ac dolor rutrum, tincidunt orci quis sollicitudin.	\$5,000M	In ac dolor rutrum, tincidunt Sed augue mauris, elementum ut magna ett orci.
Title Six	Text six	In ac dolor rutrum, tincidunt orci quis sollicitudin.	\$5,000M	In ac dolor rutrum, tincidunt Sed augue mauris, elementum ut magna ett orci.
Title Seven	Text seven	In ac dolor rutrum, tincidunt orci quis sollicitudin.	\$5,000M	In ac dolor rutrum, tincidunt Sed augue mauris, elementum ut magna ett orci.

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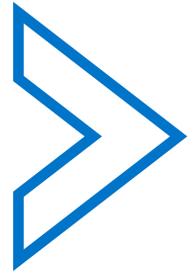
Nullam tempor, nunc in placerat consequat, urna est vulputate justo, efficitur venenatis lectus velit sed eros. Phasellus eget accumsan augue, quis aliquet arcu. In viverra nunc et suscipit efficitur. Donec gravida elit viverra, posuere est at, auctor nunc.



**Tite One
Goes Here**



**Title Two
Goes here**



Subtitle One

In non cursus nunc. Sed augue mauris, elementum ut magna et, convallis molestie.

Subtitle Two

In non cursus nunc. Sed augue mauris, elementum ut magna et, convallis molestie.

Subtitle Three

In non cursus nunc. Sed augue mauris, elementum ut magna et, convallis molestie.

Subtitle Four

In non cursus nunc. Sed augue mauris, elementum ut magna et, convallis molestie.

Subtitle Five

In non cursus nunc. Sed augue mauris, elementum ut magna et, convallis molestie.

The Title Goes Here

Ut ultrices blandit consectetur. Pellentesque eu aliquet purus. Nullam tempor, nunc in placerat consequat, urna est vulputate justo, efficitur vene.

Title One

Donec gravida elit viverra, posuere eshy.



Title Two

Donec gravida elit viverra, posuere eshy.



Title Three

Donec gravida elit viverra, posuere eshy.



Title Six

Donec gravida elit viverra, posuere eshy.



Title Four

Donec gravida elit viverra, posuere eshy.

Title Five

Donec gravida elit viverra, posuere eshy.



The Title Goes Here

Title One

Nullam rhoncus maximus ultricies. Fusce vel tellus tortor. Proin eu arcu magna, Aliquam condimentum, nulla vel.

up to **\$1m**
Lorem ipsumo dolor sit

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up to **%30**
Lorem ipsumo dolor sit



Title Two

Nullam rhoncus maximus ultricies. Fusce vel tellus tortor. Proin eu arcu magna, Aliquam condimentum, nulla vel.

\$150k
Lorem ipsumo dolor sit

=

up to **%7**
Lorem ipsumo dolor sit

The Title Goes Here



Ayman Hamdan
CEO & Managing Partner



- Proin non quam feugiat neque cursus vehicula.
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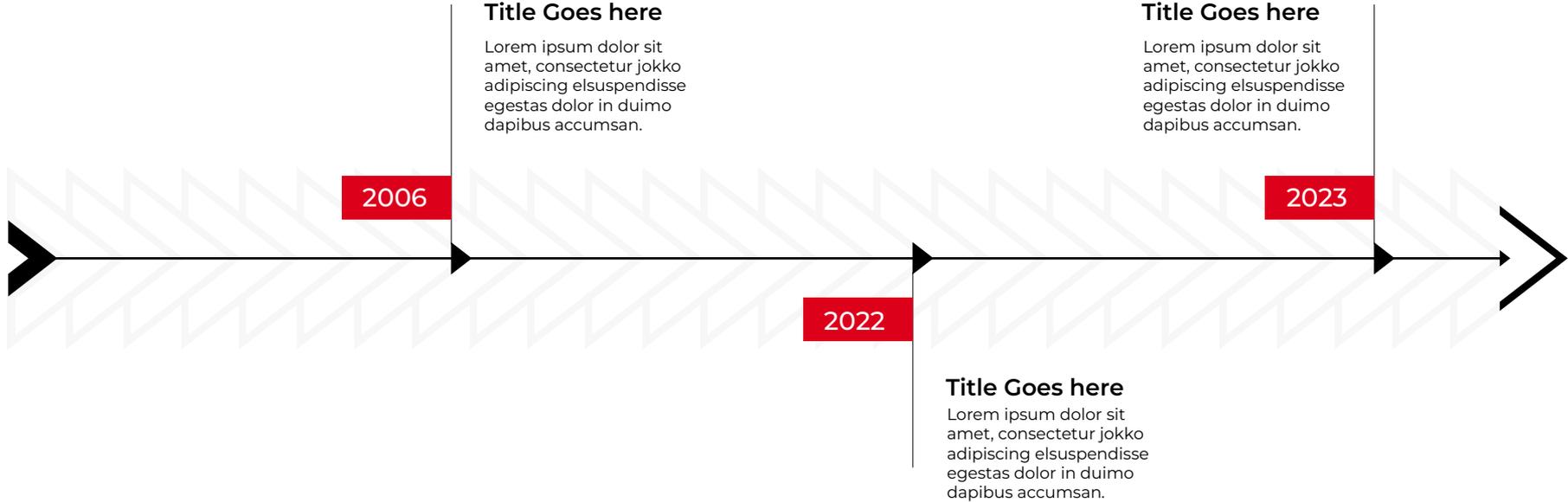
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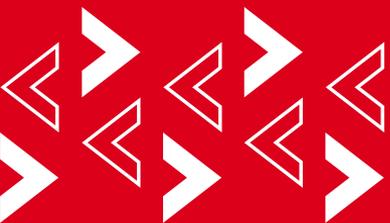
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Title Eight

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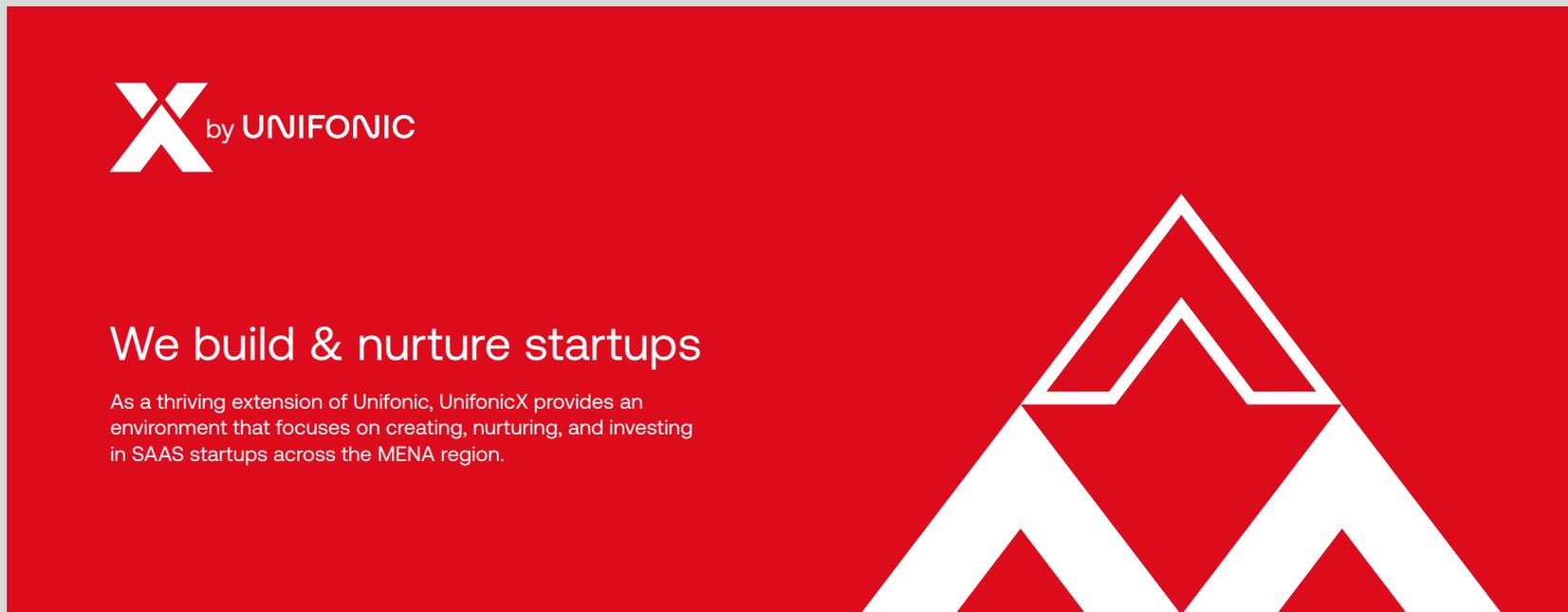
Thank You

 +0000 000 00 966

 name@unifonicx.com

Website Banner

➤ Banner image

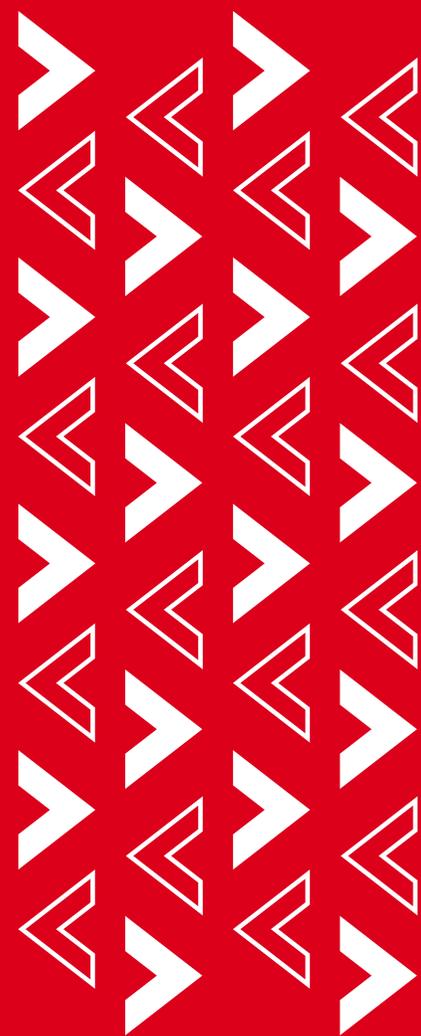


Zoom and Google Meet Backgrounds

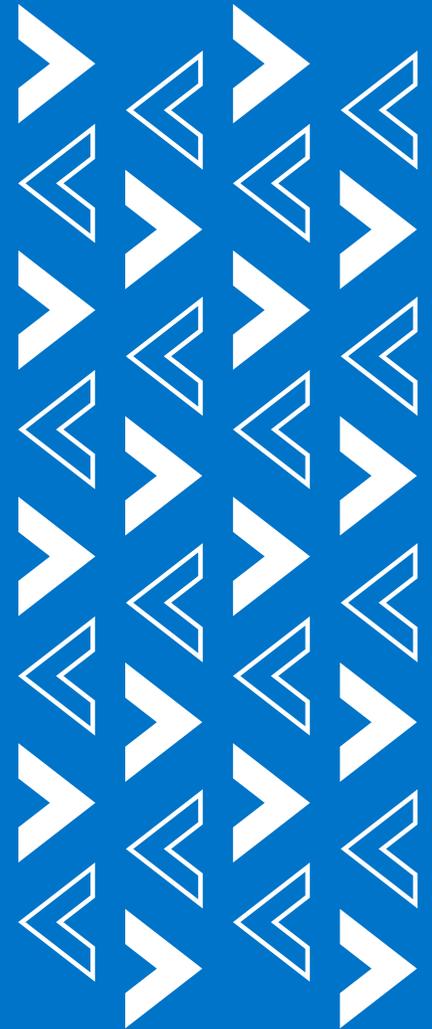
➤ Background Images



Zoom and Google Meet Backgrounds



Zoom and Google Meet Backgrounds



Zoom and Google Meet Backgrounds



Zoom and Google Meet Backgrounds



Zoom and Google Meet Backgrounds



Zoom and Google Meet Backgrounds



Thank You