



BRAND IDENTITY

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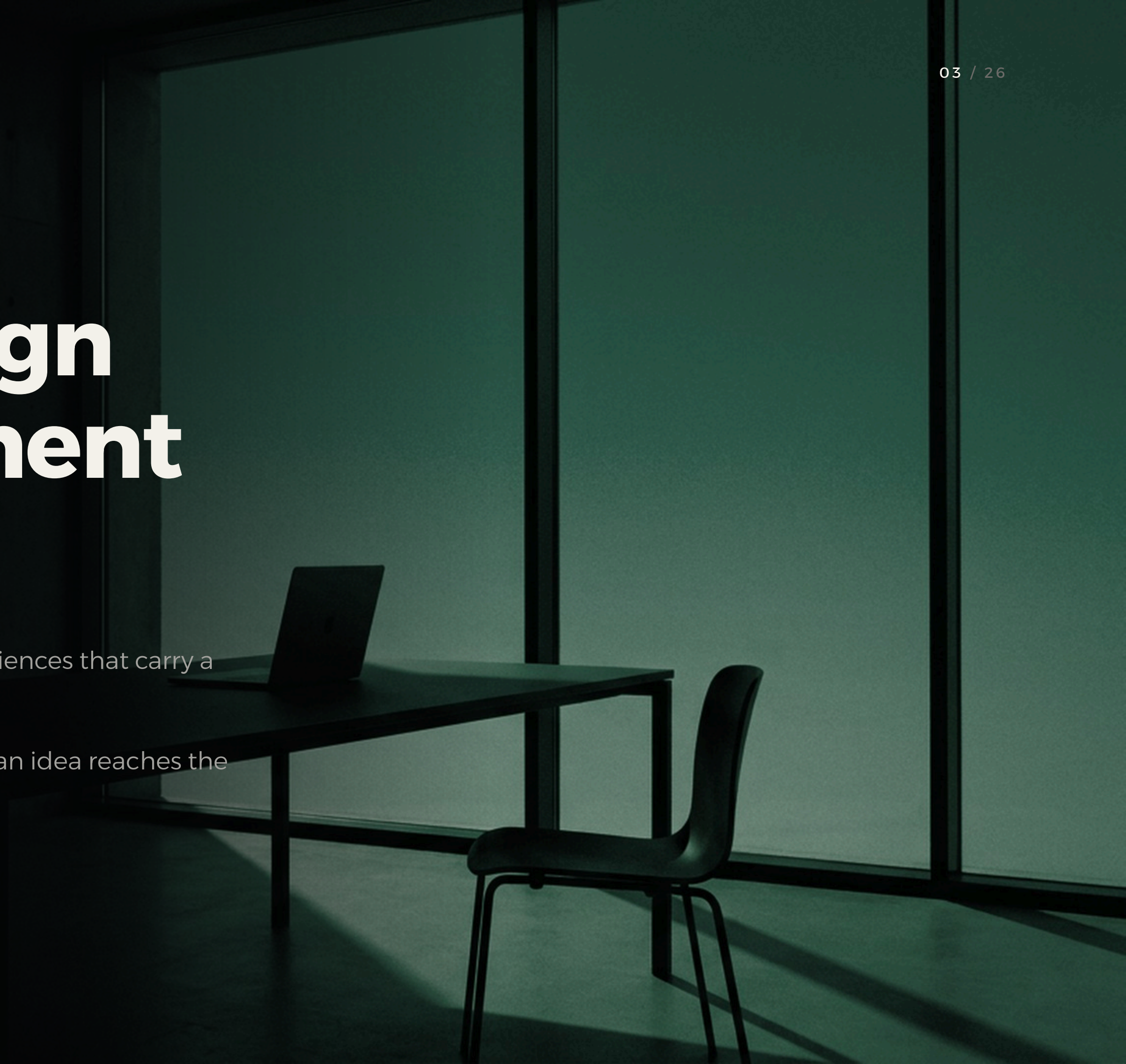
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DEFINITION

SIMA is a design and development studio.

We design and build websites and digital brand experiences that carry a brand's identity from the first screen to the last detail.

Design, development and 3D work sit in one team, so an idea reaches the screen exactly as it was drawn.

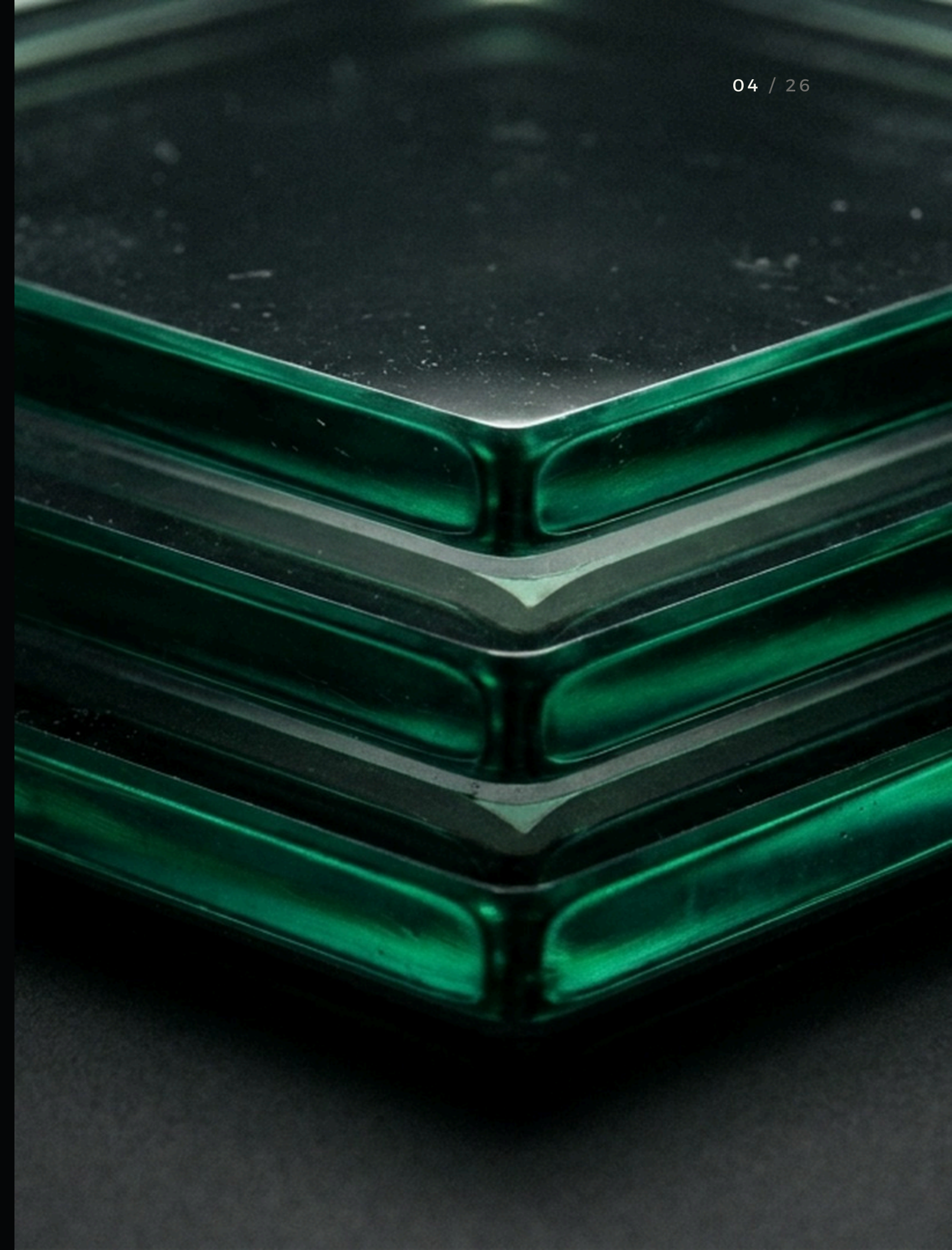


THE NAME AND THE MARK

The mark a thing is known by.

In Arabic, *sima* is the mark that sets something apart and makes it known. That is what we make: a digital presence its owner is recognised by at first sight.

The symbol joins three bands in one motion: identity, content and experience.



VISION

For every website to be the truest expression of its brand, and the first thing people remember about it.

MISSION

To turn each brand's identity into a website that is clear, fast and carefully made: designed with care, built to last.



Our values

Five principles we hold every project to.

01	Clarity	Every page has one purpose; every word has its place.
02	Craft	Small details make the lasting impression.
03	Identity first	We start from the brand, never from a template.
04	Meaningful motion	Nothing moves unless it has something to say.
05	Honesty	We show our work as it is, and label every project for what it is.

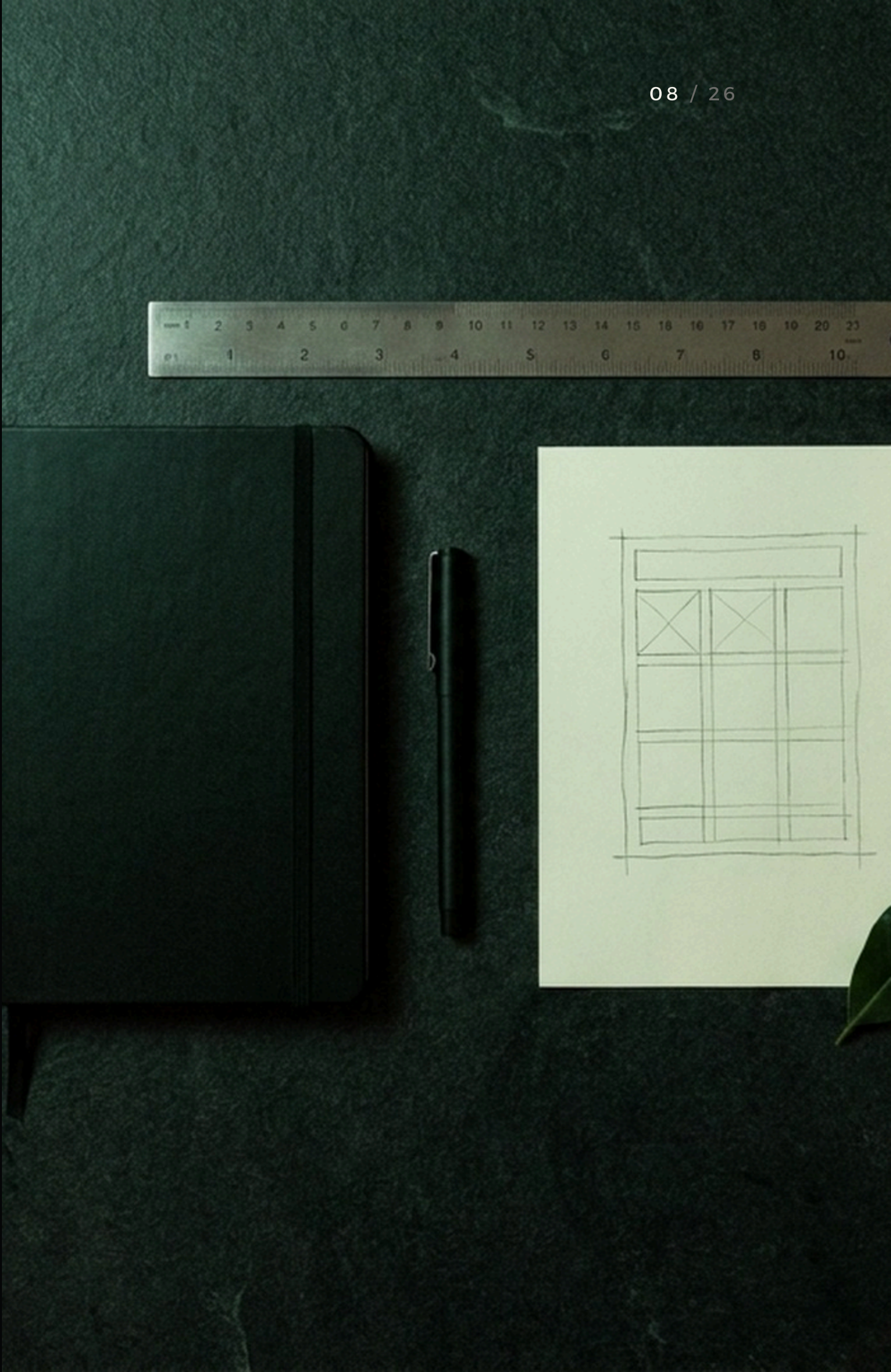
Leave your mark.

A promise to every client, and the standard for everything we make.

What we do

We design and build, from the first idea to launch.

01	Company & Brand Websites	A site that presents the company as it is: its identity, its services and how to reach it, clear and fast.
02	Online Stores	A store that is easy to browse and buy from, from the first product photo to checkout.
03	3D Product Experiences	The product in three dimensions: it turns, comes closer and shows every detail, as if in the visitor's hands.
04	Campaign Pages	A focused page for a launch, an offer or an occasion, built around one message and one goal.
05	Website Redesign	An existing site rebuilt with a clearer identity and faster performance, keeping the presence it has earned.



Why SIMA

01

One team, idea to launch

Design, development and 3D under one roof, so nothing is lost between stages.

03

Two languages, equal care

Arabic and English are each written and designed in their own right, never translated one from the other.

02

Nothing off the shelf

Every project starts from a blank page, so no site we make looks like another.

04

Performance, tested

Fast on mobile, clean underneath, and every detail tested before launch.





PART TWO

The identity

The logo system, colour, type,
imagery and motion.

Primary logo

The bilingual lockup is the brand's main signature: horizontal for wide spaces, stacked for tall ones. When both languages appear, the Arabic comes first.



HORIZONTAL



HORIZONTAL



STACKED



STACKED

English lockups

For layouts where everything else is in English.



WORDMARK



HORIZONTAL



STACKED



SUBMARK LOCKUP

Arabic lockups

For layouts where everything else is in Arabic. The Arabic wordmark is drawn from Cairo Black and is never retyped.

سبعة

WORDMARK

سبعة

HORIZONTAL

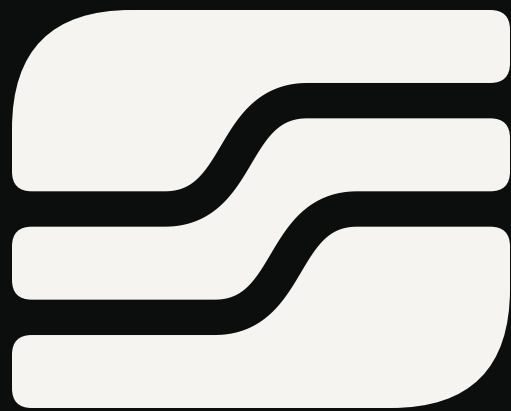
سبعة

STACKED

سبعة

SUBMARK LOCKUP

Brandmark, submark and seal



Brandmark

The three-band S. Used alone where the brand is already known in context.



Submark

The solid S, for small spaces: app icon, profile picture, favicon.

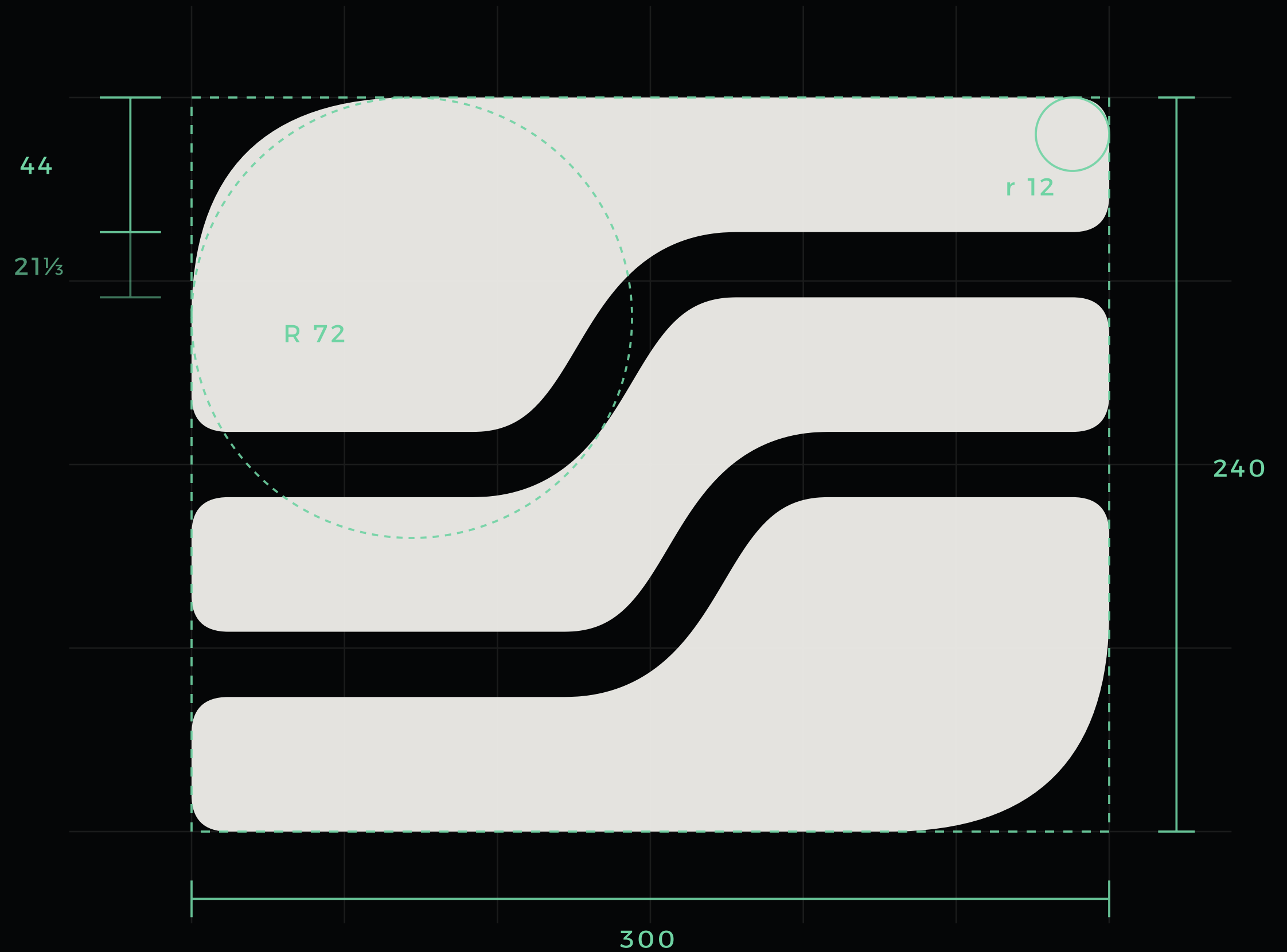


Seal

The brandmark in a ring of text, for stickers, packaging and stamps.

Three bands, one motion.

Three bands of equal weight on a 300 × 240 grid, separated by a fixed gap and joined by one curve used three times. Outer corner radius 72, inner corners 12.



Clear space and minimum size

Keep a clear space of one quarter of the S height on every side. No text, image or edge enters it.



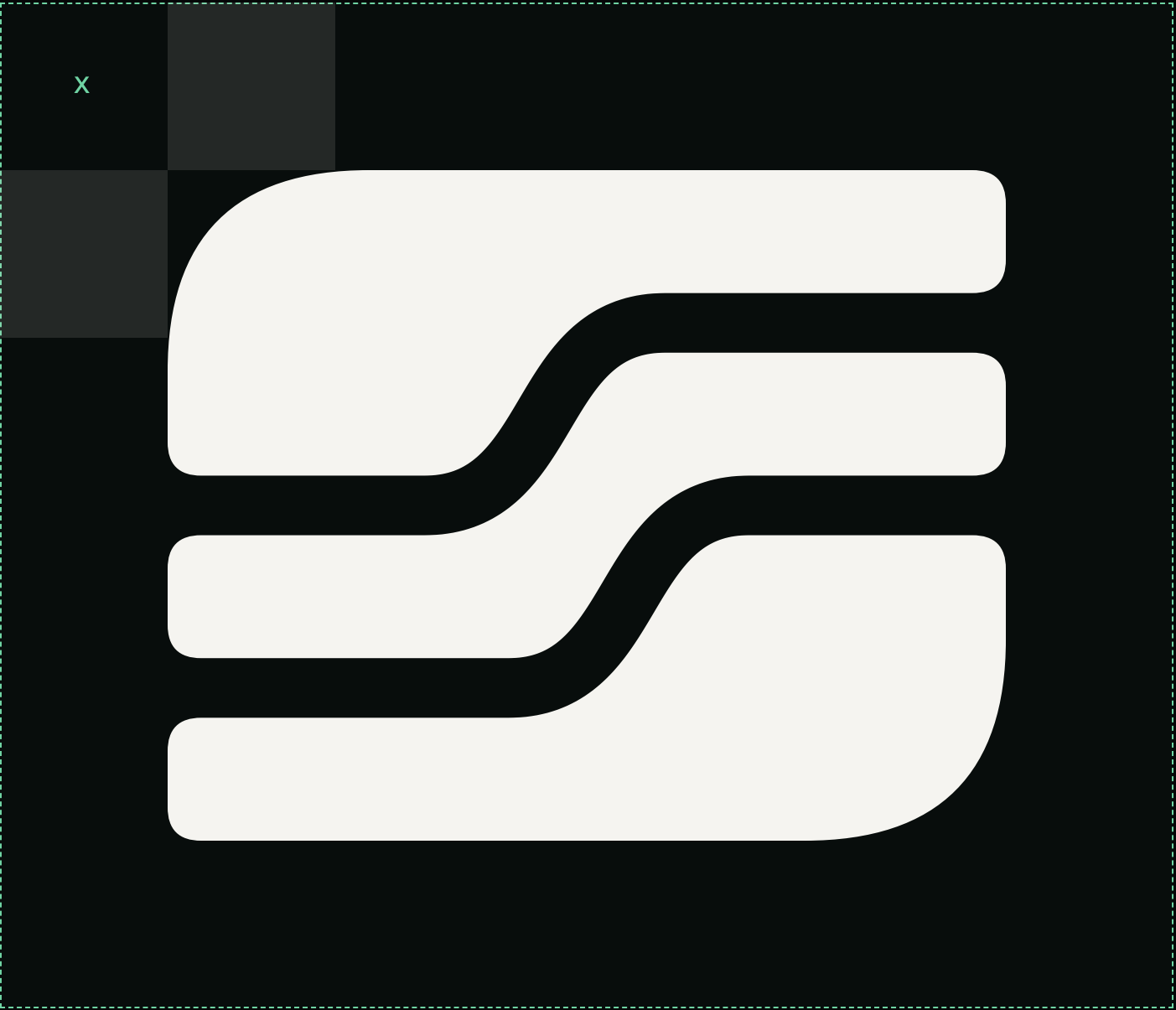
Submark
16 PX · 5 MM



Brandmark
24 PX · 7 MM



Horizontal logo
130 PX · 30 MM



X = ¼ S

Misuse



✗ DON'T RECOLOUR IT



✗ DON'T STRETCH OR SQUASH IT

سمة

✗ DON'T RETYPE THE NAME



✗ DON'T ADD SHADOWS OR EFFECTS



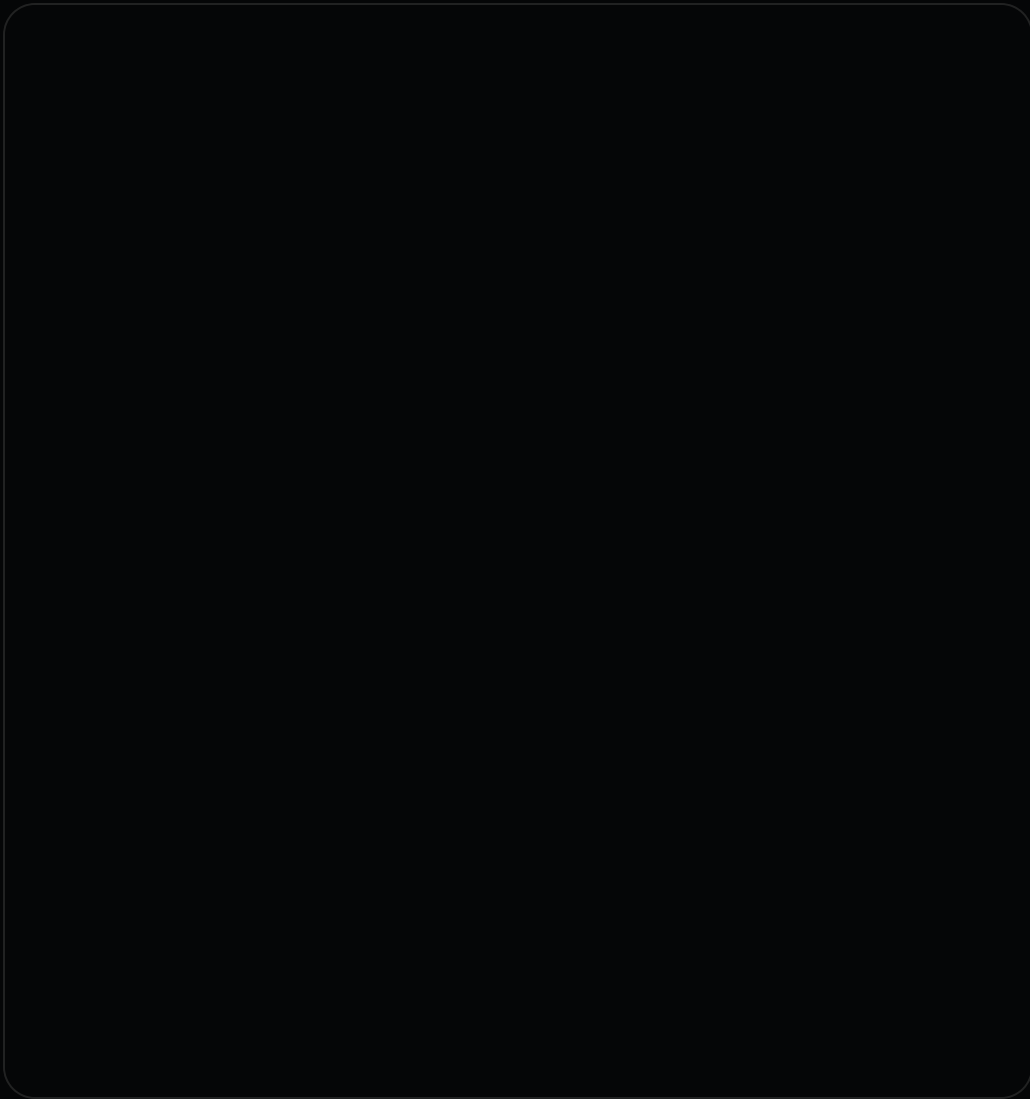
✗ DON'T ROTATE IT



✗ DON'T PLACE IT WHERE IT LOSES CONTRAST

Colour palette

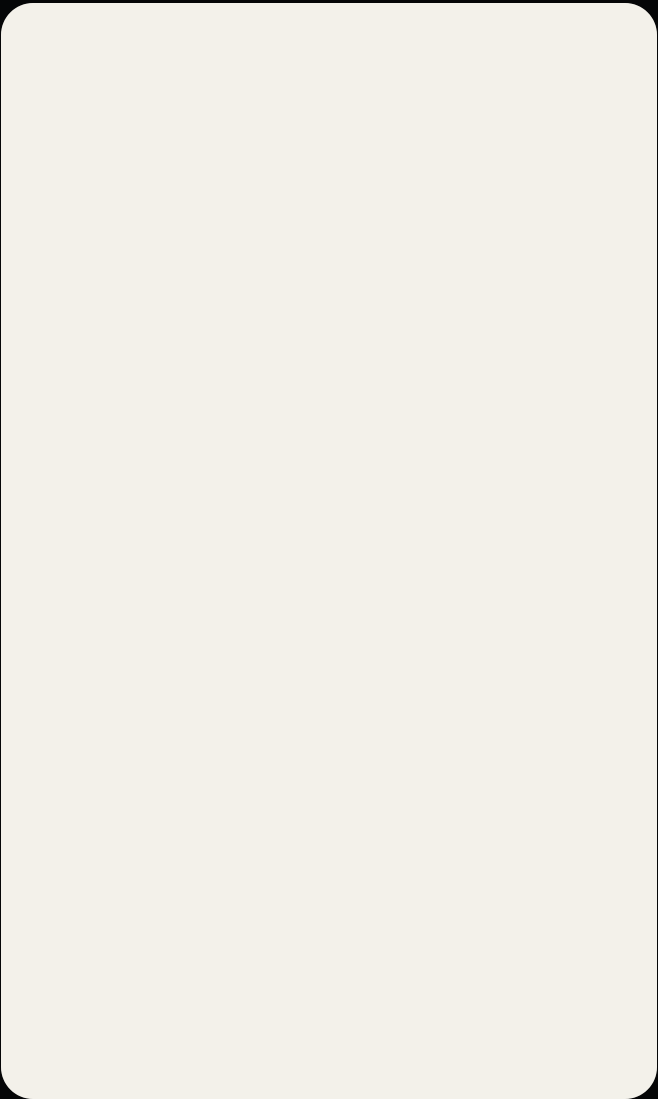
Five colours. Obsidian and ivory carry the identity; the two emeralds and dawn are for details.



Obsidian

#050607 · RGB 5 6 7
CMYK 75 65 60 90

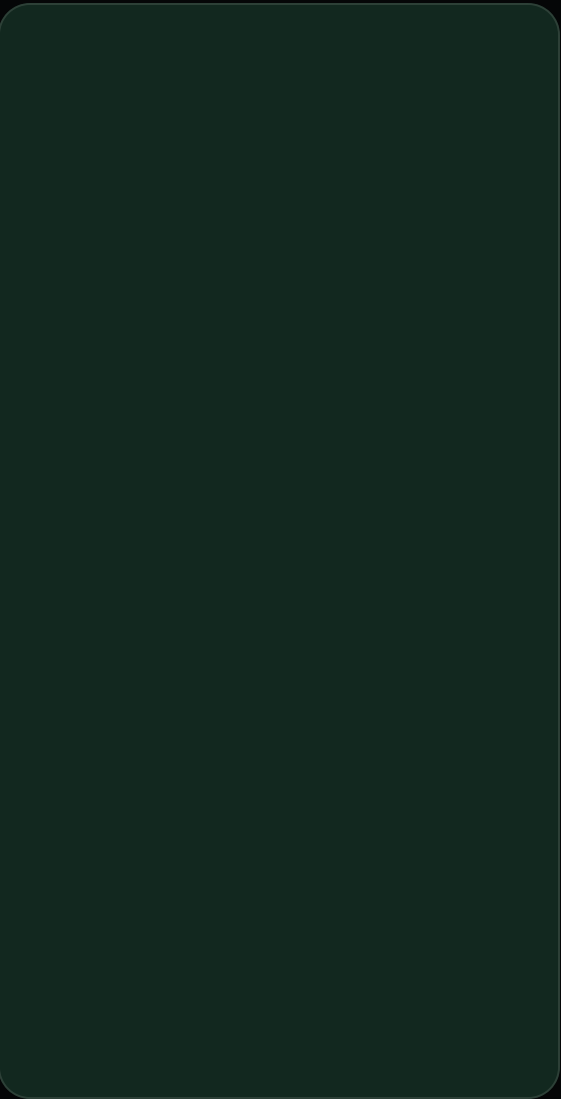
The main ground.



Ivory

#F3F1EA · RGB 243 241 234
CMYK 3 3 7 0

Logo and text.



Deep emerald

#12281F · RGB 18 40 31
CMYK 80 45 70 65

Secondary ground and print.



Emerald

#2F6B4F · RGB 47 107 79
CMYK 78 30 72 18

Small accents, never behind the logo.



Dawn

#E0DBC3 · RGB 224 219 195
CMYK 12 11 25 0

Details and secondary text.

Typography

Cairo for Arabic: Black for headlines, Regular for text. Alexandria for Latin text, numbers and labels. Two clear families that sit side by side without competing.

CAIRO · BLACK 900 / REGULAR 400

أ ب ج د

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

ALEXANDRIA · BOLD 700 / LIGHT 300

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 0123456789

HIERARCHY

WHAT WE DO · 2026

A website that introduces you at first glance.

Clear, fast and well made.

We design each site from the brand’s identity and build it to be fast and easy to use on every screen.

Label	Alexandria 500 · 15 · tracked
Headline	Alexandria 700 · 60 / 1.15
Subhead	Alexandria 400 · 30
Body	Alexandria 300 · 22 / 1.65

Imagery

Calm, dark pictures from one colour family, telling the story through objects and places more than words.

People are shown from behind; faces never appear.

Blacks and emeralds only, no colours outside the palette.

The logo on a product is printed or stitched, never pasted on top.





Profile picture

The ivory submark on obsidian, on every platform.



Icons

App and browser icons at their actual sizes, from 1024 down to 16 pixels.

Stationery

Ivory paper with graphite ink, obsidian cards printed in ivory, and the seal on the envelope.



Signage

Outside and inside, the logo stands alone in one colour.



Merchandise & packaging

The logo printed in one colour on dark materials.



HOODIE · BACK PRINT



CAP · IVORY EMBROIDERY



TEE · NECK LABEL



BAG AND BOX · LABELS

Three bands meet.



The three bands enter from alternating sides, one after another, and lock into place to form the mark. Fast in, soft out, never a bounce.

One sound per move: a soft sweep on entry, one clean note on the lock, then quiet.



Leave your mark.