

Brand Guidelines



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ABOUT

Qafilat Altawhid International Group

A Saudi group specialising in Hajj, Umrah and tourism services. We provide complete solutions covering accommodation, transport, trips, insurance and supporting services, with experience reaching from Makkah to destinations everywhere.

Slogan

Your partner in exploring Saudi Arabia, and your home in the Holy Lands.

Head office
Makkah, Al-Aziziyah, Al-Safa Tower

Ministry of Hajj and Umrah
Permit 1250

Ministry of Tourism
Licence 73103187

Contact
qafilat.sa +966 12 552 2200

VISION

A giant entity whose roots reach every deep valley, being the closest path to longing hearts.

MISSION

To earn the great honour of serving the guests of Allah with dedication and excellence.

GOAL

To achieve our plans with excellence and creativity, to gain Allah’s satisfaction first, then yours.

SERVICES

Umrah

Organising pilgrims’ arrival and caring for them throughout their stay.

Hotels

Hotel bookings in Makkah and Madinah, and hotel management and operation.

Tourism

Tour programmes across the Kingdom that show visitors what deserves to be seen.

Transport

Organised road transport between cities and the holy sites, and car rental.

Catering

Catering that accounts for group sizes, timings and varied tastes.

Luxury services

Reception, escort and special arrangements for those who ask for a higher level of care.



Primary logo

The horizontal lockup: the mark, with the Arabic and English names set to one width. Always place it from the master artwork. It is never redrawn, retyped or adjusted.

A HORIZONTAL



Primary. Use wherever width allows.

B STACKED



Narrow, square and centred formats.

C SYMBOL



Avatars, app icon, seals, and where the name is already present.

D GROUP, HORIZONTAL



Corporate, legal and official documents.

The logo is bilingual by design. No Arabic-only or English-only version exists.

E GROUP, STACKED



Certificates, plaques, formal covers.

F WORDMARK



Large scale only, where the mark appears elsewhere in view.



Green

Primary. Light grounds



Reversed

White on Qafilat Green



Reversed, Mint

Mint on Qafilat Green



On Mint

Hospitality and welcome



Mono, dark

One colour print, fax, stamp



Mono, light

One colour on dark material

Light grounds take the green logo. Dark grounds take white or Mint. One-colour black and white exist for single-ink production only. There are no other versions.

Construction



D The diameter of the mark. Every other dimension is a fraction of it.	$X = D / 4$ The gap between wordmark and mark in the horizontal lockup. X is the clear space unit.	Equal width The Arabic and English names are set to the same width, 3.46 D. The kashida makes this possible.	Equal height In the horizontal lockup, the two lines of the name together stand as tall as the mark.
--	---	--	--

Clear space



The unit

X is one quarter of the mark diameter, the same gap that separates the mark from the name.

The zone

Keep 2X, half the mark diameter, clear on every side of every lockup.

What stays out

Text, images, edges of the format, pattern lines and other logos.

More is better

2X is the minimum. On covers, signage and screens, give the logo far more.

Minimum size

HORIZONTAL



Screen	24 px high
Print	8 mm high

STACKED



Screen	56 px high
Print	18 mm high

GROUP , HORIZONTAL



Screen	28 px high
Print	9 mm high

SYMBOL



Screen	16 px
Print	5 mm

Shown at actual minimum screen size on the 1920 px canvas. Below these sizes the rays close up and the English name loses its counters. For embroidery, engraving and embossing, double every minimum.

Misuse



Do not stretch or condense.



Do not rotate.



Do not recolour or tint.



Do not outline.



Do not add shadows or effects.



Do not rearrange the elements.



Do not change the proportions.



Do not crop or bleed.



Do not use on weak contrast.



Do not enclose in a shape.



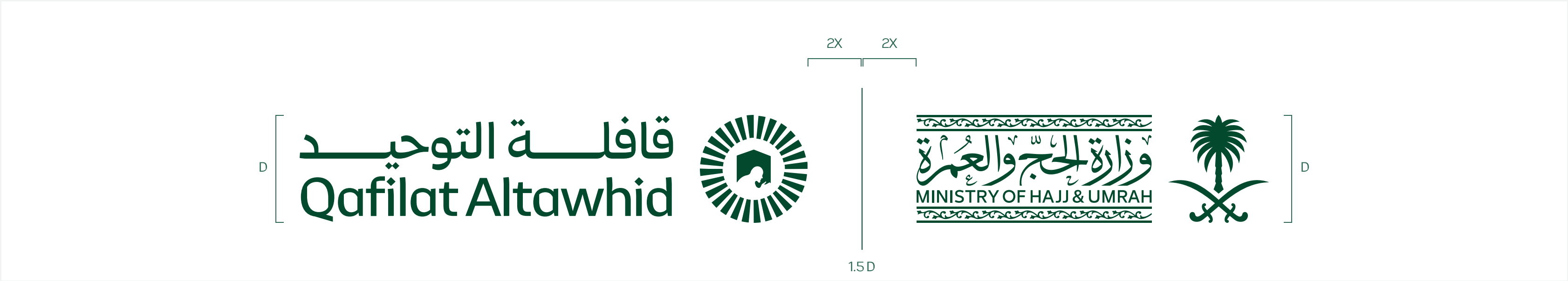
Do not retype the name.



Do not place on a busy image or surface.

With official and partner logos

Partner and official logos are placed from their owners' artwork and are never redrawn. On Qafilat Altawhid material they appear in one colour: Green on light grounds, White on Green. Where an owner requires its full-colour logo, it is placed on White.



Qafilat Altawhid leads

On our own material our logo comes first, from the reading side.



An authority leads

When a ministry or an official programme is shown as the supervising body, its logo comes first.



Several logos

One hairline between each pair. All share one height and one colour.

Official marks and platforms

Every external logo sits in a slot of the same size. The logo is centred in the slot and scaled until it reaches the height or the width limit, so that no logo looks heavier than its neighbour.

LICENCES



Ministry of Hajj and Umrah

Permit 1250

A licence mark is a credential, not a partner. It is shown with the name of the authority and the licence number, at the foot of a page, and never inside a lockup with our logo.



Ministry of Tourism

Licence 73103187

BOOKING PLATFORMS



Nusuk Umrah

Umrah packages can be booked through Nusuk Umrah.

The platforms through which Umrah packages are booked. Always shown as a pair, in the same slot and the same colour.



Mostadef

Umrah packages can also be booked through Mostadef.

PARTNERSHIPS



Umrah and Ziyarah Forum

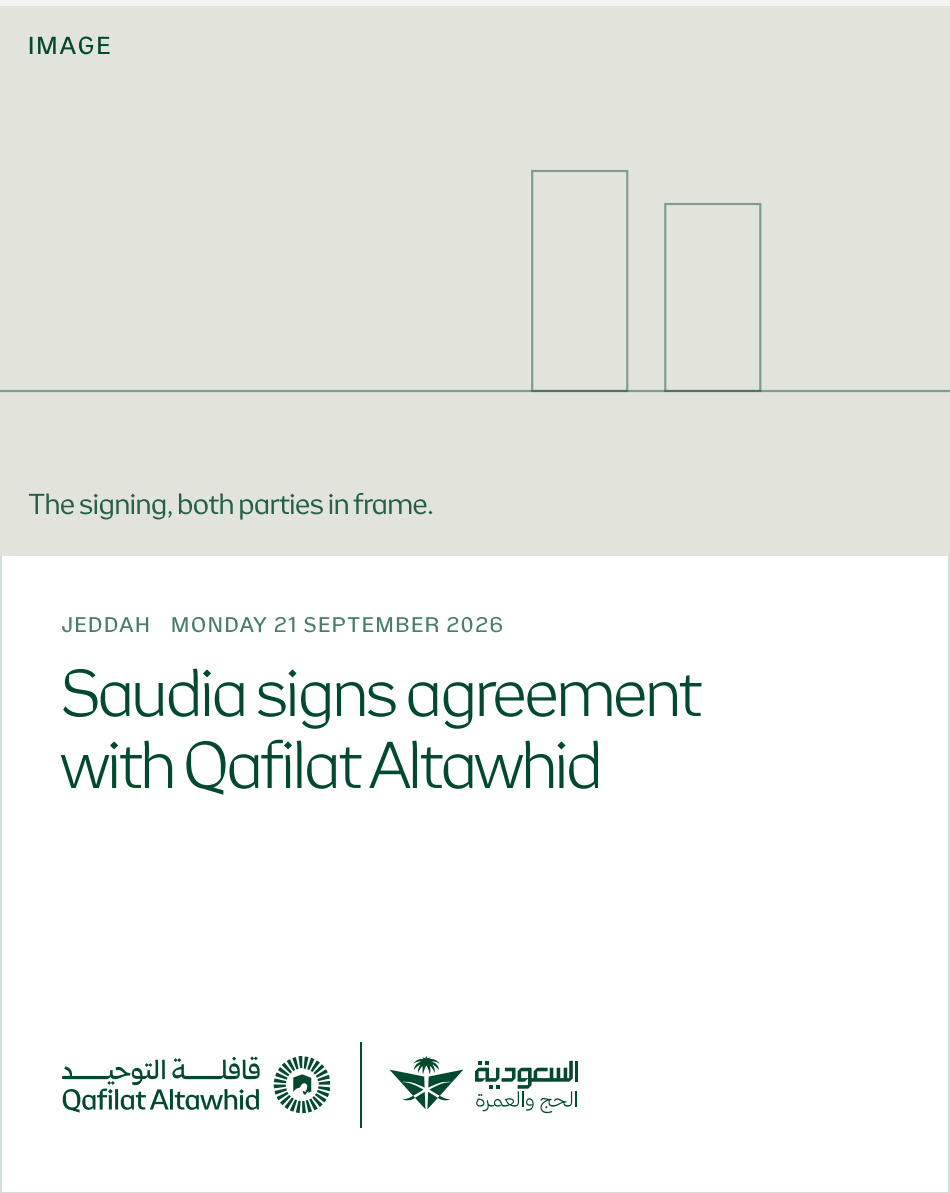
Strategic partner, 2026

A partner logo appears with one line that states the relationship. It is used for the period of the partnership only.



Saudia Hajj and Umrah

Agreement signed, September 2026



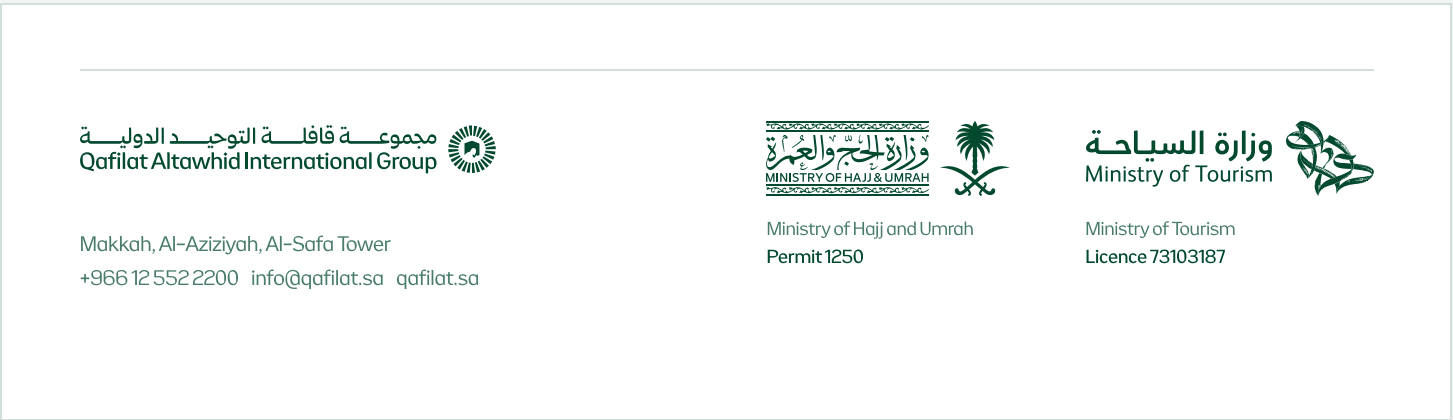
01 News post

Partnership lockup at the foot. Our logo leads on our own channel.



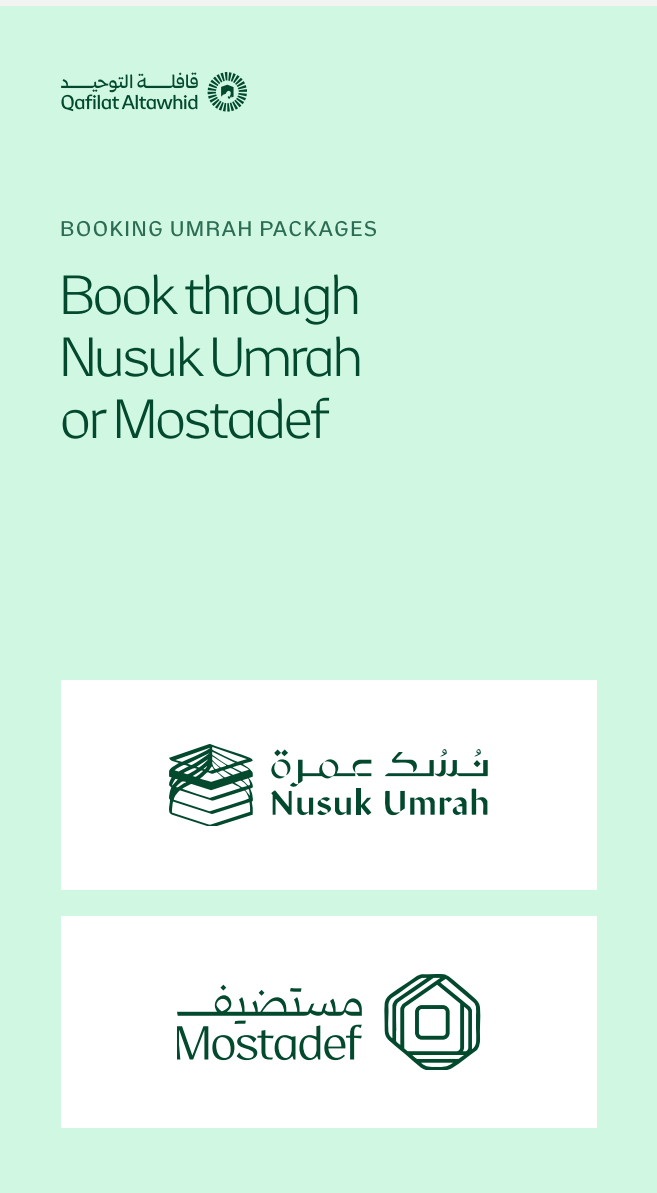
02 Event wall

The host leads. Our logo follows, with our role stated in words.



03 Document foot

Licence marks with authority and number, apart from our logo.



04 Leaflet, back

The two platforms in equal slots.

PRIMARY COLOUR

Qafilat
Green

HEX	#02492E
RGB	2, 73, 46
CMYK	90 / 43 / 87 / 48
Spot	Match by drawdown
Deep tone	Deep Green #042818

The green is the anchor of the identity. It carries the logo, all type on light grounds and full-bleed surfaces. Deep Green is its darker tone, used for depth and dark screens. The green is never tinted for decoration and never set in a gradient.

SECONDARY PALETTE

Secondary colours

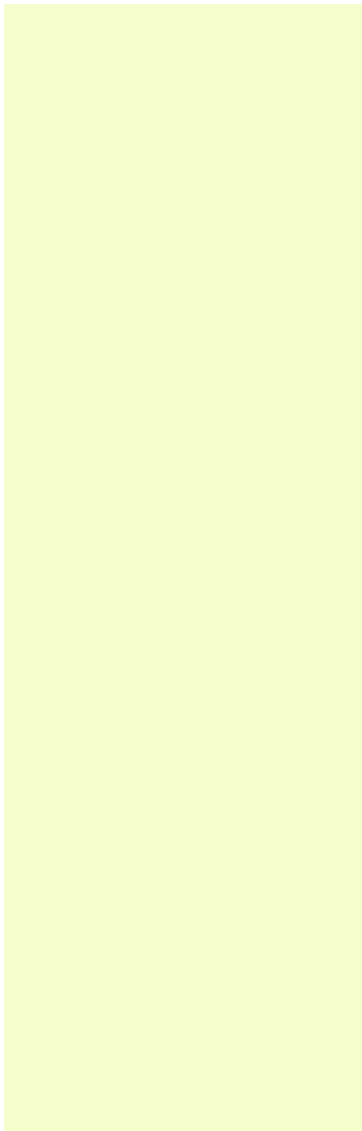
Mint is the secondary colour. Citron and Sky are accents, used sparingly. Sand and Mist are grounds. All five are light. Green, with its deeper tone, is the only dark colour of the identity.



Mint

HEX #D0F7E2
RGB 208, 247, 226
CMYK 16 / 0 / 9 / 3

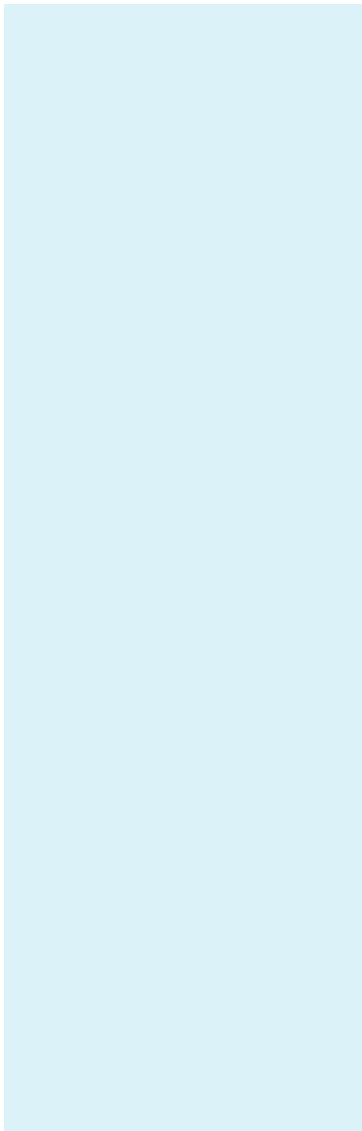
Secondary. Warmth, welcome, interaction.



Citron

HEX #F6FDCD
RGB 246, 253, 205
CMYK 3 / 0 / 19 / 1

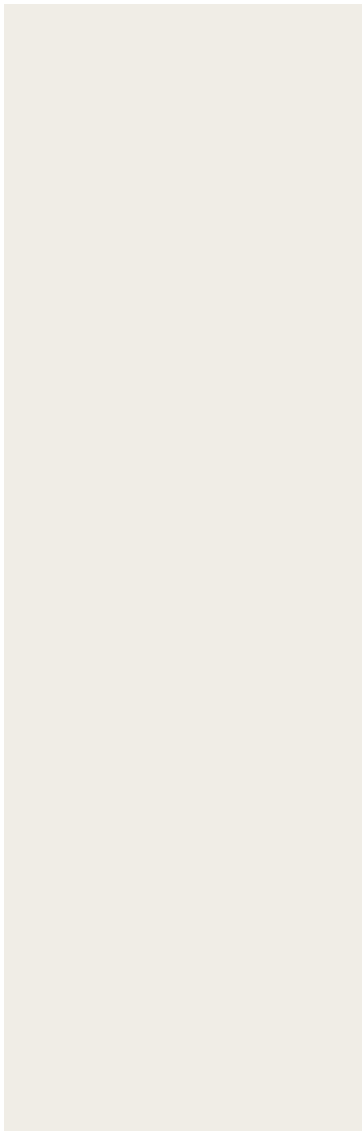
Accent. Highlight, pending, seasonal.



Sky

HEX #DCF2F9
RGB 220, 242, 249
CMYK 12 / 3 / 0 / 2

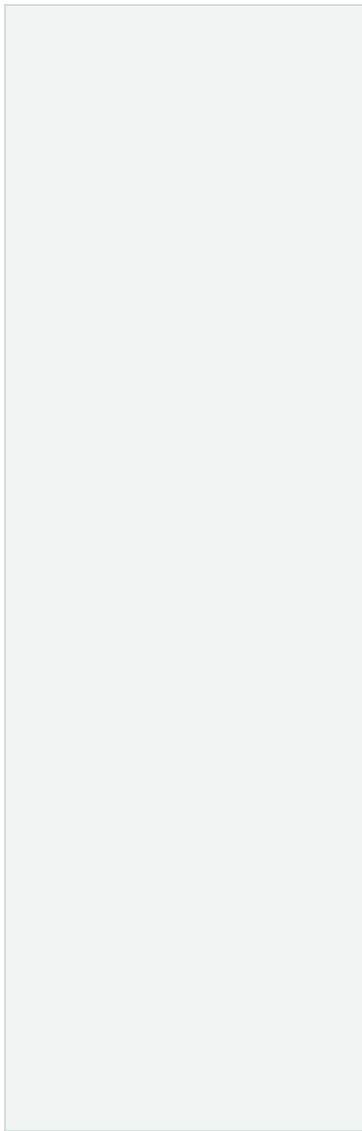
Accent. Information, travel, air.



Sand

HEX #F0EDE6
RGB 240, 237, 230
CMYK 0 / 1 / 4 / 6

Neutral ground. Paper, stone, hospitality.



Mist

HEX #F2F4F3
RGB 242, 244, 243
CMYK 1 / 0 / 0 / 4

Neutral ground. Quiet context, tables.

Proportion

In documents, interfaces and stationery, Citron and Sky together stay under five percent of a surface. In social media one of them may serve as a full ground, one accent per post.

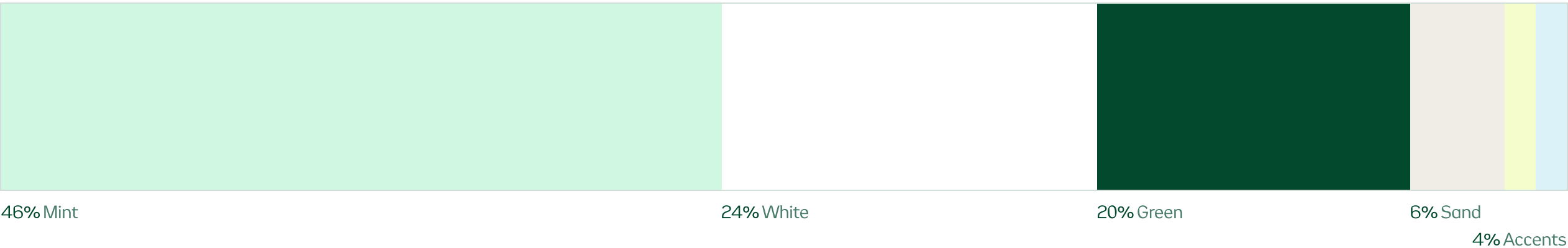
Light

Default. Documents, web, stationery.



Soft

Hospitality, social, welcome pieces.



Deep

Covers, signage, exhibition stands.



Contrast

Ratios follow WCAG 2.1. Body text requires 4.5 : 1 or better. Every permitted pairing of the palette is listed here. Pairings not shown are not used for text.

AaAAA Green on White10.5 : 1	AaAAA Green on Mist9.5 : 1	AaAAA Green on Sand9.0 : 1	AaAAA Green on Mint9.1 : 1
AaAAA Green on Citron9.9 : 1	AaAAA Green on Sky9.1 : 1	AaAAA White on Green10.5 : 1	AaAAA Mint on Green9.1 : 1
AaAAA Citron on Green9.9 : 1	AaAAA Mint on Deep Green13.7 : 1	AaAA Muted on White4.8 : 1	AaAAA Ink on White19.0 : 1

Ad

عق

ITF Zagel

One family for both scripts. Arabic and Latin were drawn together, so they share one weight and one rhythm.

No second typeface is used anywhere in the identity: not for numerals, not for interfaces, not for documents.

Light
300

Qafilat Altawhid

قافلة التوحيد

Display and large editorial headlines

Regular
400

Qafilat Altawhid

قافلة التوحيد

Headlines, body text, the default

Medium
500

Qafilat Altawhid

قافلة التوحيد

Labels, buttons, navigation, emphasis

Bold
700

Qafilat Altawhid

قافلة التوحيد

Short emphasis in text, key figures

ExtraBold
800

Qafilat Altawhid

قافلة التوحيد

Reserved. Rare, single words only

Display	Welcome	Light 300 168 px / 0.98 / -2.5%
H1	Qafilat Altawhid	Regular 400 112 px / 1.02 / -2.2%
H2	Your home in the Holy Lands	Regular 400 72 px / 1.08 / -1.8%
H3	Hotel bookings in Makkah and Madinah	Regular 400 44 px / 1.18 / -1.2%
H4	Reception, escort and special arrangements	Medium 500 30 px / 1.3 / -0.5%

Sizes are stated for the 1920 x 1080 canvas, as size / line height / tracking. On other formats, scale every role by the same factor: the ratios between roles never change.

Arabic typesetting

- 01 **Direction.** Right to left, flush right, ragged left. Never justified, never centred in running text.
- 02 **Tracking.** Always zero. Arabic letters are never spaced apart.
- 03 **Line height.** 1.22 for display, 1.45 for subheads, 1.85 for body. Arabic needs more air than Latin.
- 04 **Kashida.** Display sizes only. One elongation per word, on a joining letter, as the wordmark does. Use it to bring stacked lines to equal width.
- 05 **Line length.** 45 to 65 characters. Shorter than English, because the eye returns further.
- 06 **Vowel marks.** Only where meaning depends on them.
- 07 **Figures.** Western digits, isolated left to right inside the Arabic line.

حياكم الله في
قافلة التوحيد

مجموعة سعودية متخصصة في خدمات الحج والعمرة والسياحة، نقدم حلولاً متكاملة تشمل الإقامة، النقل، الرحلات، التأمين والخدمات المساندة، بخبرة تمتد من مكة المكرمة إلى مختلف الوجهات.

مكة المكرمة، العزيزية، برج الصفا الإداري. تصريح وزارة الحج والعمرة رقم 1250.

Welcome to Qafilat Altawhid

A Saudi group specialising in Hajj, Umrah and tourism services.
We provide complete solutions covering accommodation,
transport, trips, insurance and supporting services.

Makkah, Al-Aziziyah, Al-Safa Tower. Ministry of Hajj and Umrah permit 1250.

English typesetting

- 01 **Direction.** Left to right, flush left, ragged right. Centred setting is kept for the slogan and short invitations.
- 02 **Case.** Sentence case for headlines and buttons. Capitals for labels only, at 14 px with wide tracking. The slogan artwork keeps its own capitals.
- 03 **Tracking.** Display and headlines from -2.5 to -1.2 percent, subheads -0.5, text zero. Plus 12 percent for capital labels.
- 04 **Line height.** 0.98 to 1.08 for display, 1.18 to 1.3 for subheads, 1.46 to 1.6 for text.
- 05 **Line length.** 55 to 75 characters. Seven grid modules at body size.
- 06 **Punctuation.** No dashes as decoration. A comma, a full stop or a new line is enough.
- 07 **Emphasis.** Medium weight, never italics, never underline, never colour.

1 2 3 4 5 6 7 8 9 10 11 12 13 14

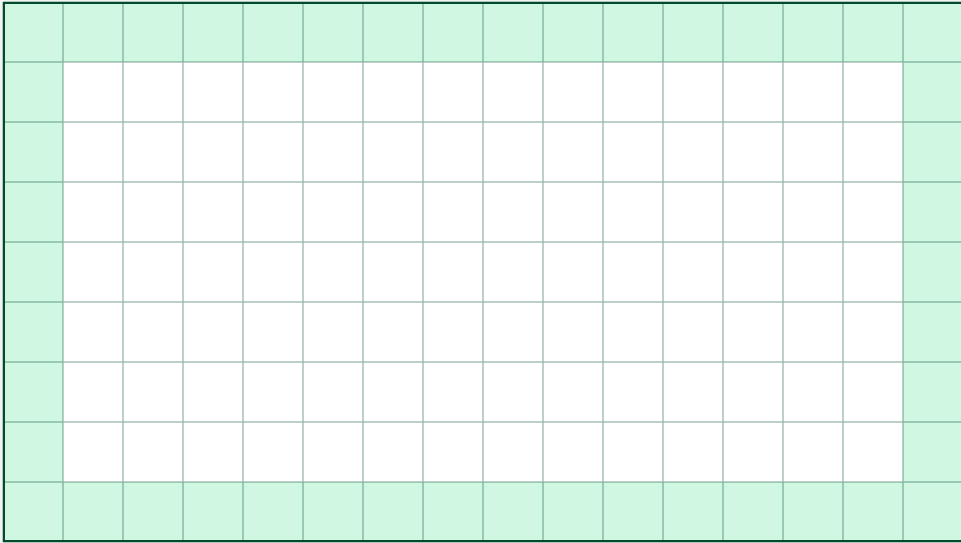
Sixteen by nine squares

The 16 : 9 canvas divides into exactly 16 by 9 squares. That square is the module, M. It is the same square the pattern is built on, so layout and pattern share one geometry.

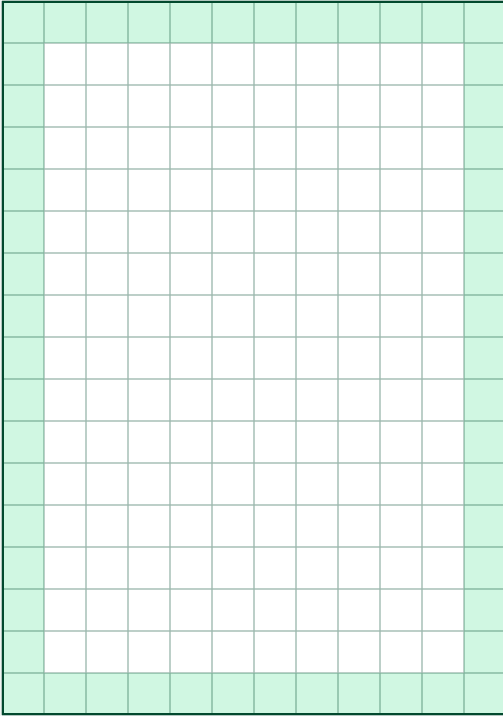
This page is drawn on its own grid. The tinted band is the margin, one module wide. Everything in this book sits on these lines.

$M = \text{WIDTH} / 16 = 120 \text{ PX}$

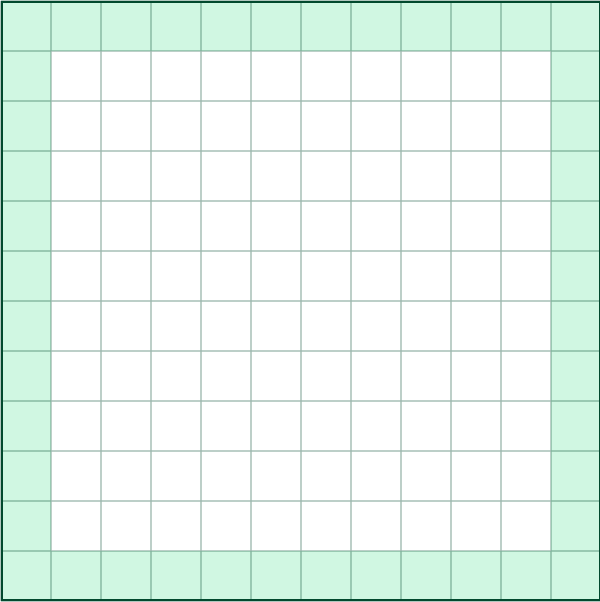
Formats



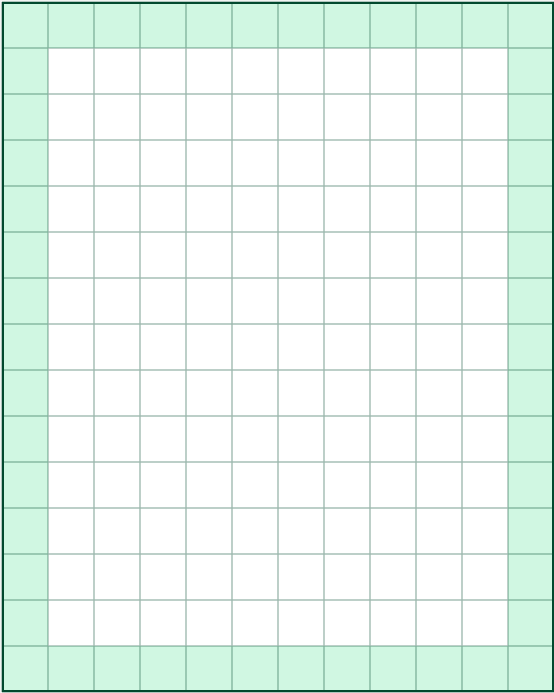
16 : 9
16 x 9 modules. Screens, slides.



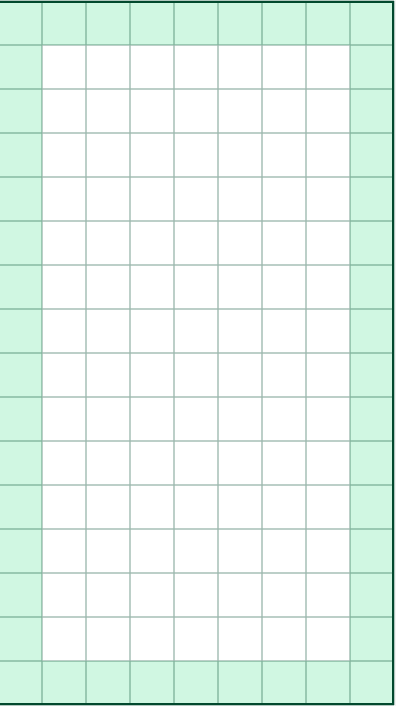
A4
12 x 17. M = 17.5 mm.



1 : 1
12 x 12. Social square.



4 : 5
12 x 15. Social portrait.



9 : 16
9 x 16. Stories, mobile.

Divide the width

Landscape formats divide their width by 16. Portrait and square formats divide it by 12, or by 9 for tall screens.

Margins

One module on every side. On small formats, half a module is the minimum.

Columns

Content spans whole modules. Gutters are a quarter module. There is no separate column grid.

Remainders

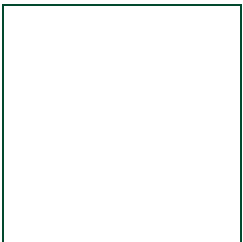
Where rows do not divide evenly, as on A4, the remainder goes to the bottom margin.

Spacing

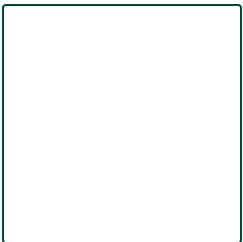
M / 8		15 px Baseline. Line to line.
M / 4		30 px Gutter. Between related items.
M / 2		60 px Between groups.
M		120 px Margin. Between sections.
2M		240 px Between major blocks.
4M		480 px Visual pause.

Vertical rhythm: every line of text sits on the M / 8 baseline. Horizontal rhythm: every edge sits on a module line or a quarter of one. In interfaces, spacing follows a 4 px base instead: 4, 8, 16, 24, 32, 48, 64, 96.

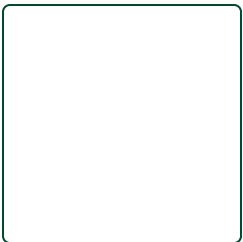
CORNER RADIUS



0 px
Layout, print



2 px
Controls

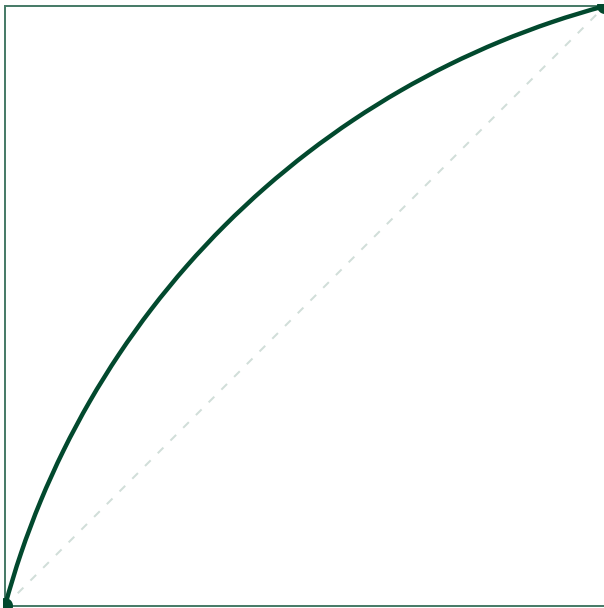


4 px
Panels, maximum

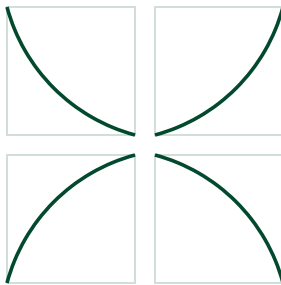
The system is square. Blocks, images and frames keep sharp corners. The only large curve the brand draws is the arc, and it is never used to round a box.

PATTERN SYSTEM

One square, one arc

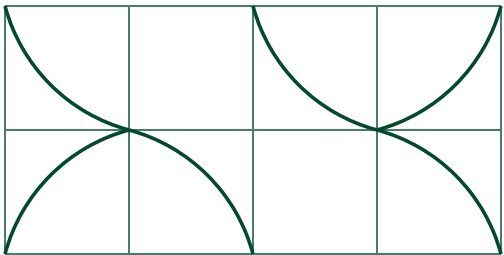


The arc joins two diagonal corners of the square module. Its radius equals the diagonal, so it spans 60 degrees.



Four positions.

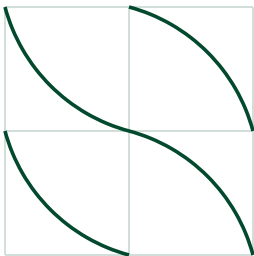
The base pattern and every pattern that follows are drawn with this square and this arc only. No other curve, angle or ornament is added.



Rhythm

Arcs and empty squares in a fixed sequence, with the grid.

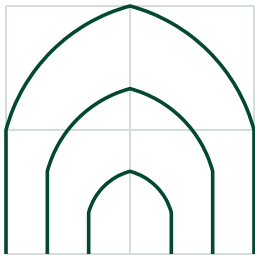
Base, Mosaic



Run

Arcs continue corner to corner along the diagonal.

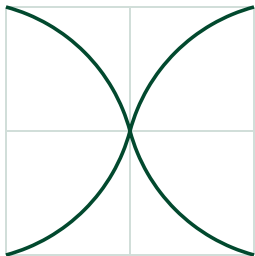
Flow, Ribbon



Arch

Two arcs meet at a point and stand on straight lines.

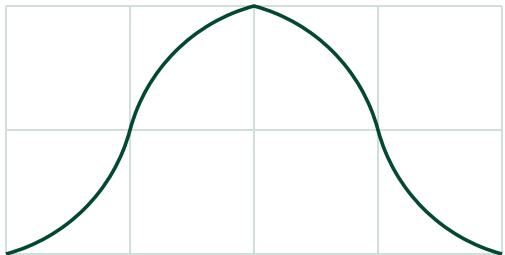
Arcade, Portal



Ring

Four arcs close around a point of the grid.

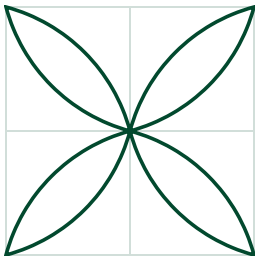
Chain



Wave

Four arcs rise and fall as one line.

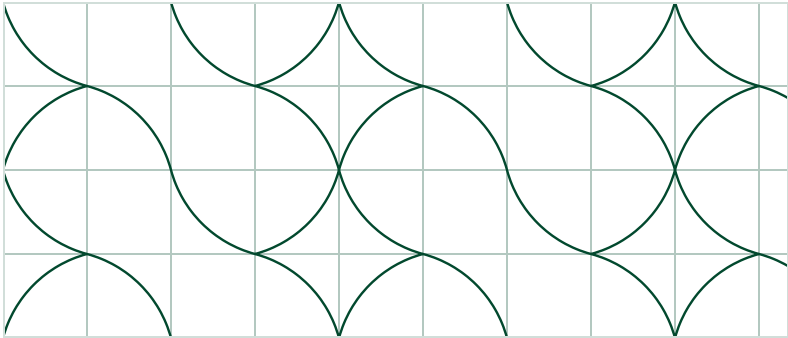
Dunes



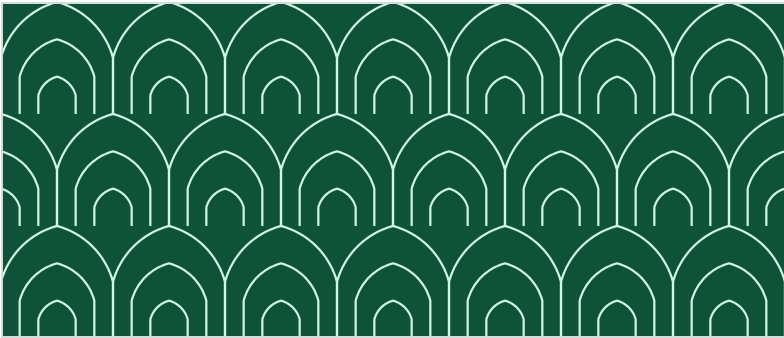
Petal

Two arcs share one diagonal and close.

Petal, Trellis, Screen, Bloom



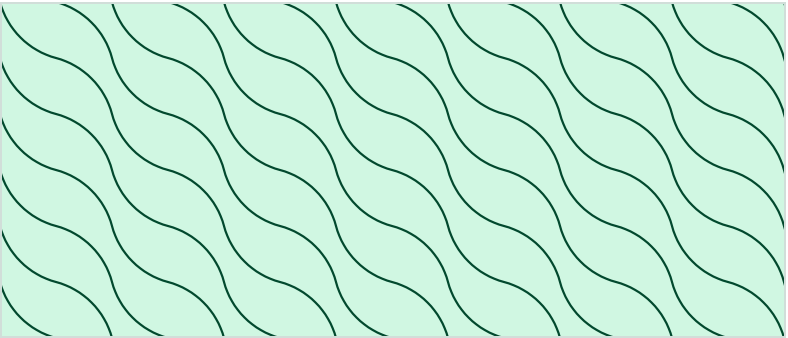
01 Base Line



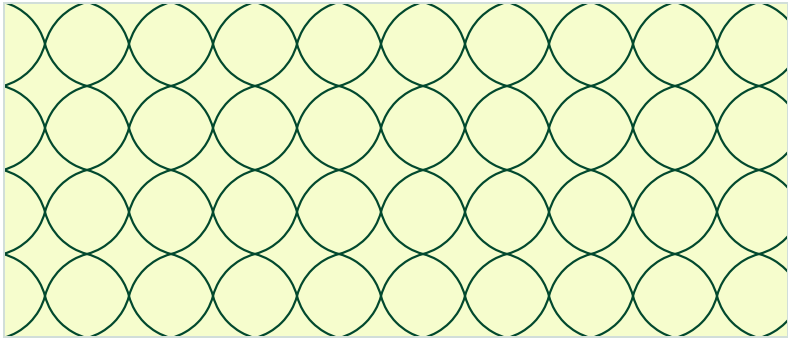
02 Arcade Line



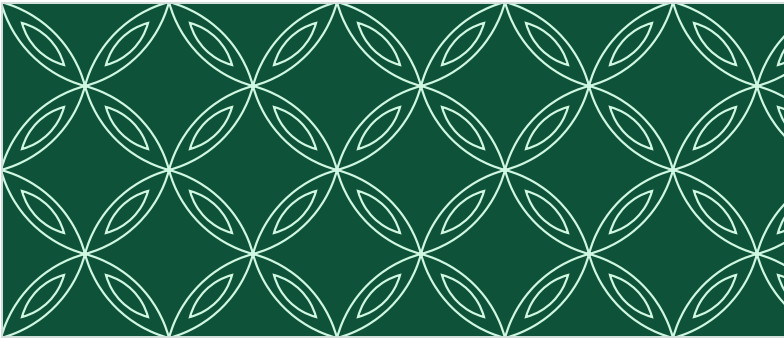
03 Dunes Line



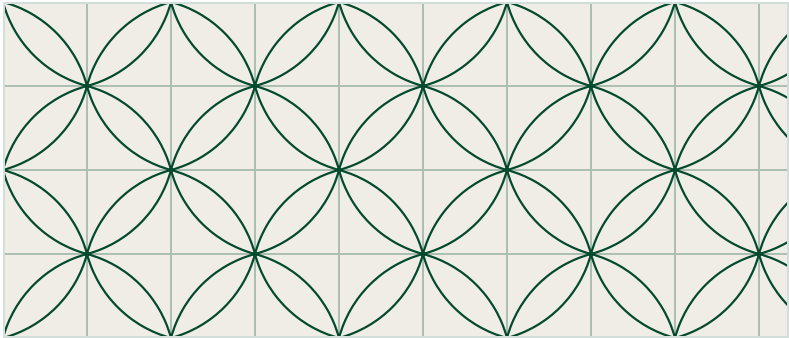
04 Flow Line



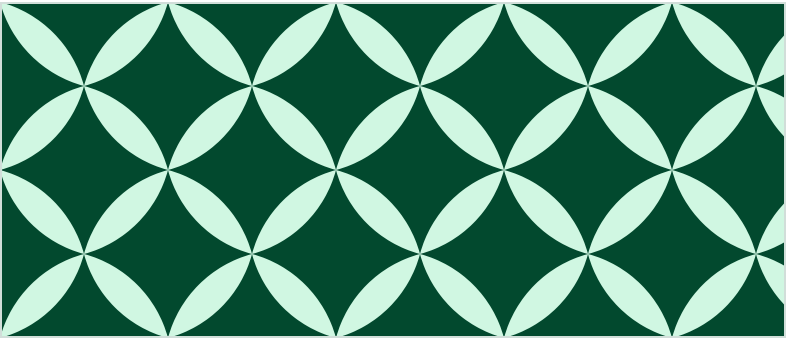
05 Chain Line



06 Petal Line



07 Trellis Line



08 Screen Solid



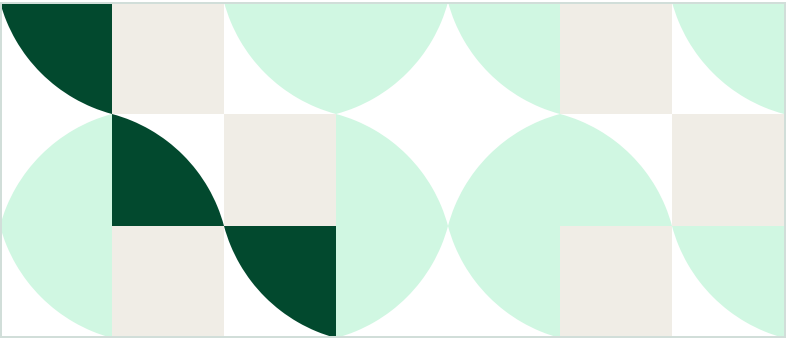
09 Bloom Solid



10 Ribbon Solid

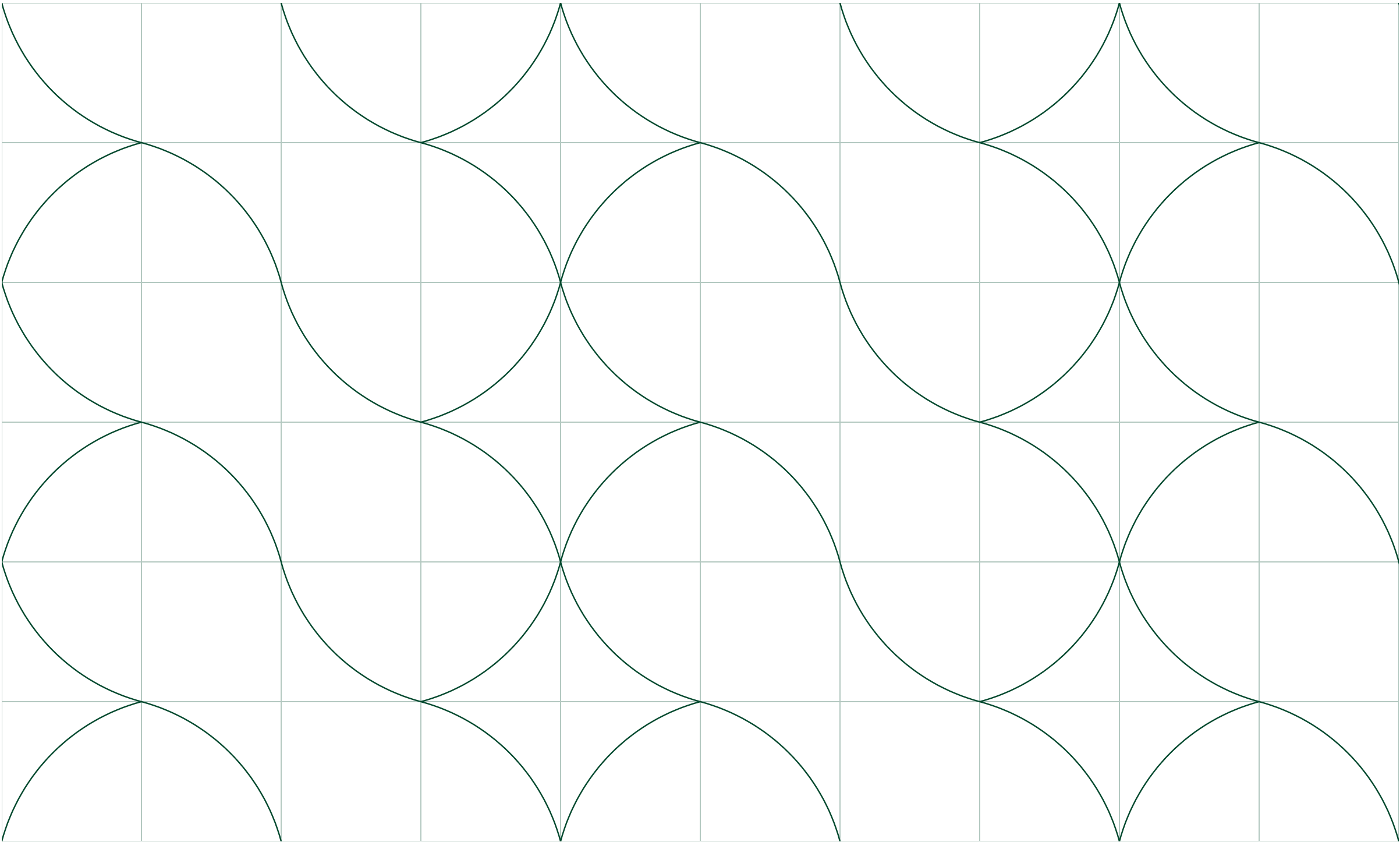


11 Portal Solid



12 Mosaic Solid

Seven line patterns for print, screens and fine detail. Five solid patterns for covers, walls and exhibition stands. All twelve share one module and one arc.

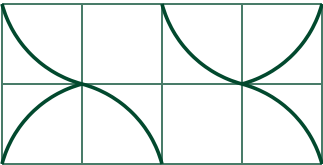


LINE PATTERN 01

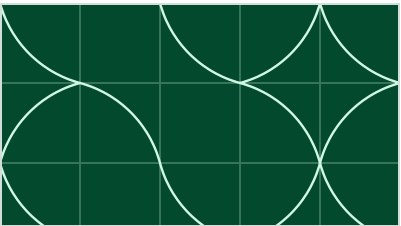
Base

The base of the family. A grid of squares in which some hold an arc and some stay empty.

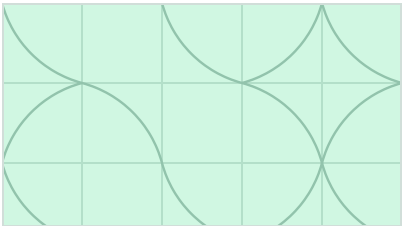
Unit



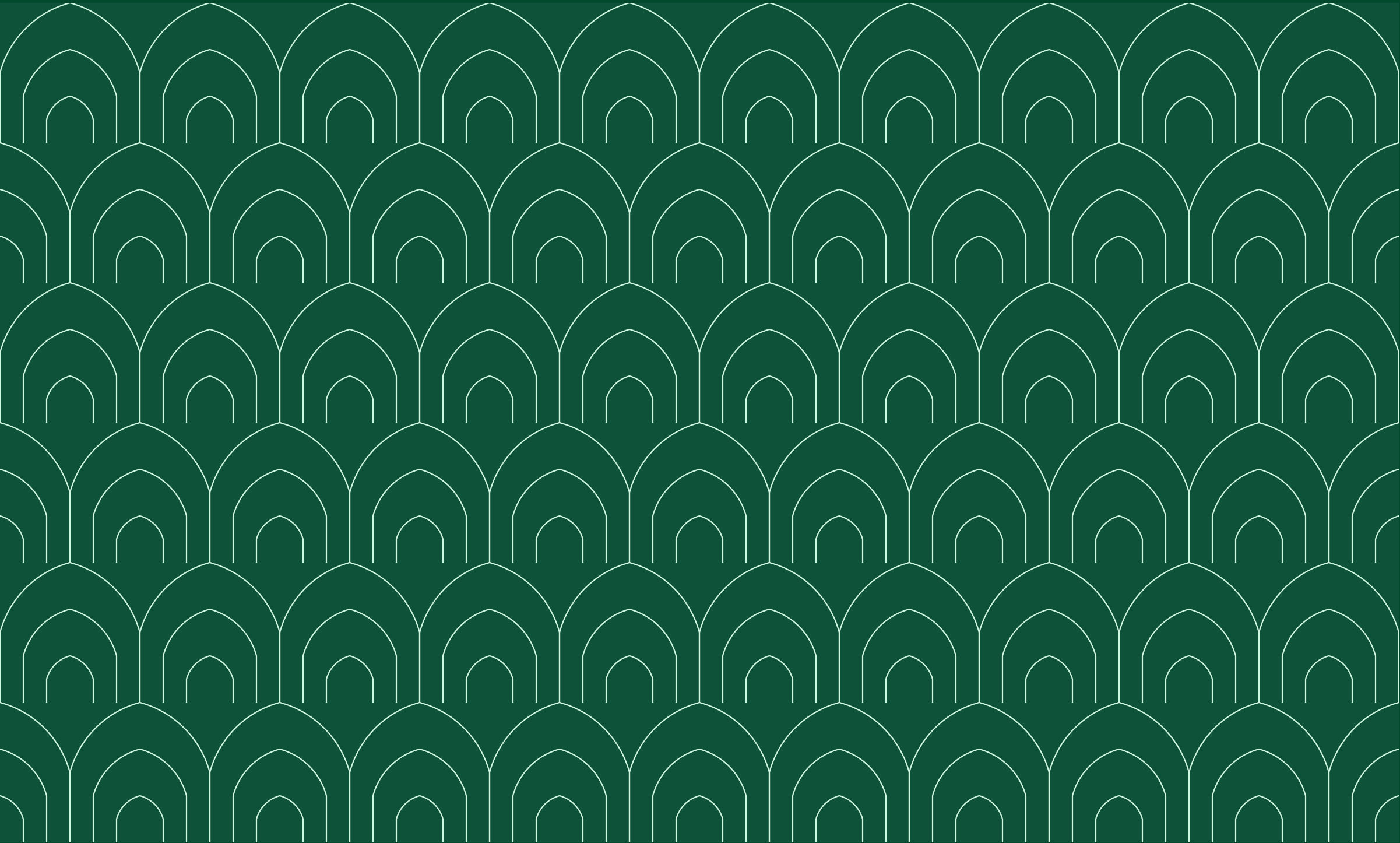
Module	10 to 60 mm
Line	Hairline. Grid lighter than arcs
Use	Documents, dividers, inner pages



On Green



Tone on Mint



LINE PATTERN 02

Arcade

Two arcs meet as an arch. Arches are nested three deep and stand on straight lines. Each row shifts by one module.

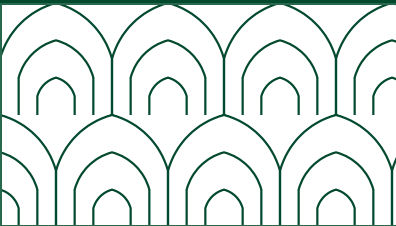
Unit



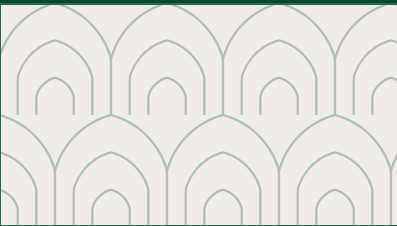
Module 8 to 40 mm

Line Hairline, one colour

Use Folders, invitations, hospitality items



On White



Tone on Sand

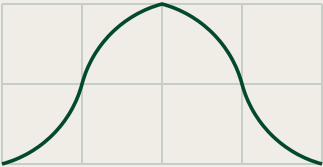


LINE PATTERN 03

Dunes

Four arcs form one wave. The wave repeats as parallel lines at a fixed step.

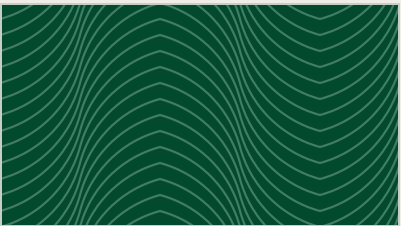
Unit



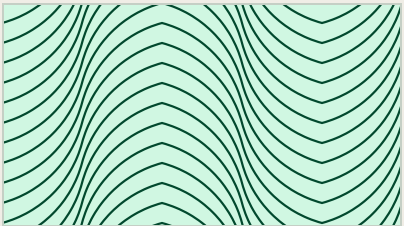
Module 10 to 80 mm

Step One quarter to one fifth of the module

Use Covers, brochures, long walls



Tone on Green



On Mint

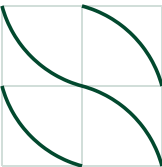


LINE PATTERN 04

Flow

Arcs run corner to corner along the diagonal and join into continuous lines.

Unit



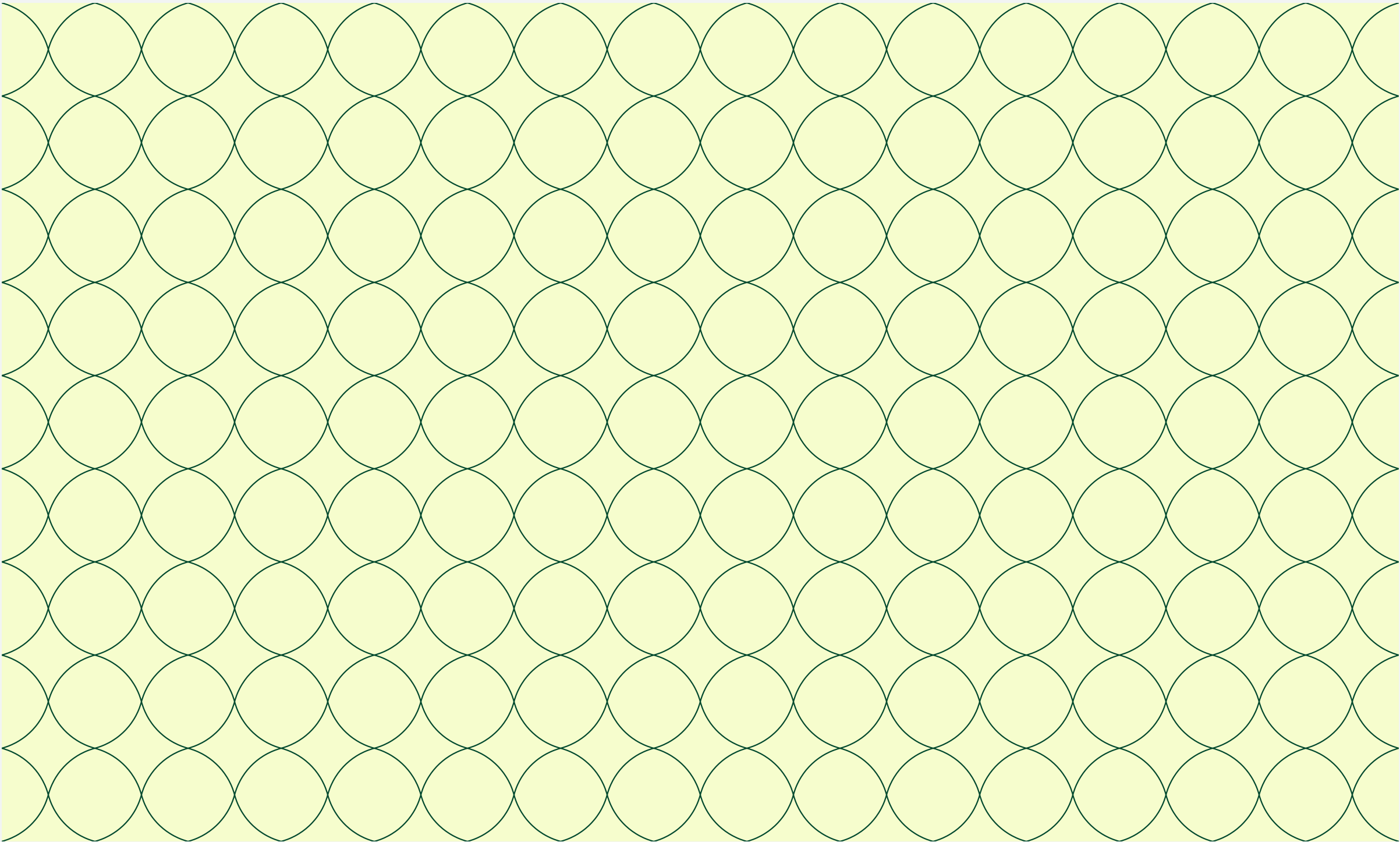
Module	6 to 60 mm
Line	Hairline, one colour
Use	Backgrounds, digital headers, vehicles



Tone on Sand



On Green

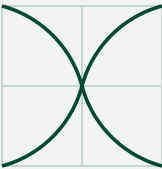


LINE PATTERN 05

Chain

Four arcs close around every second point of the grid.
The smallest and calmest member of the family.

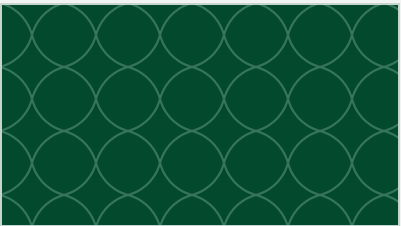
Unit



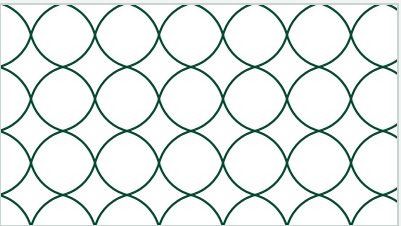
Module 3 to 20 mm

Line Hairline, tone on tone

Use Linings, envelopes, tissue, document backgrounds



Tone on Green



On White



LINE PATTERN 06

Petal

Two arcs share one diagonal and close into a petal. Petals alternate direction and meet in fours. A second, smaller petal may sit inside.

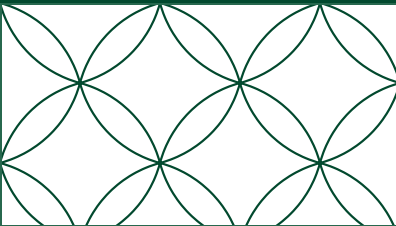
Unit



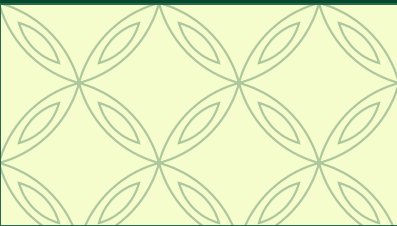
Module 10 to 80 mm

Line Hairline, one colour

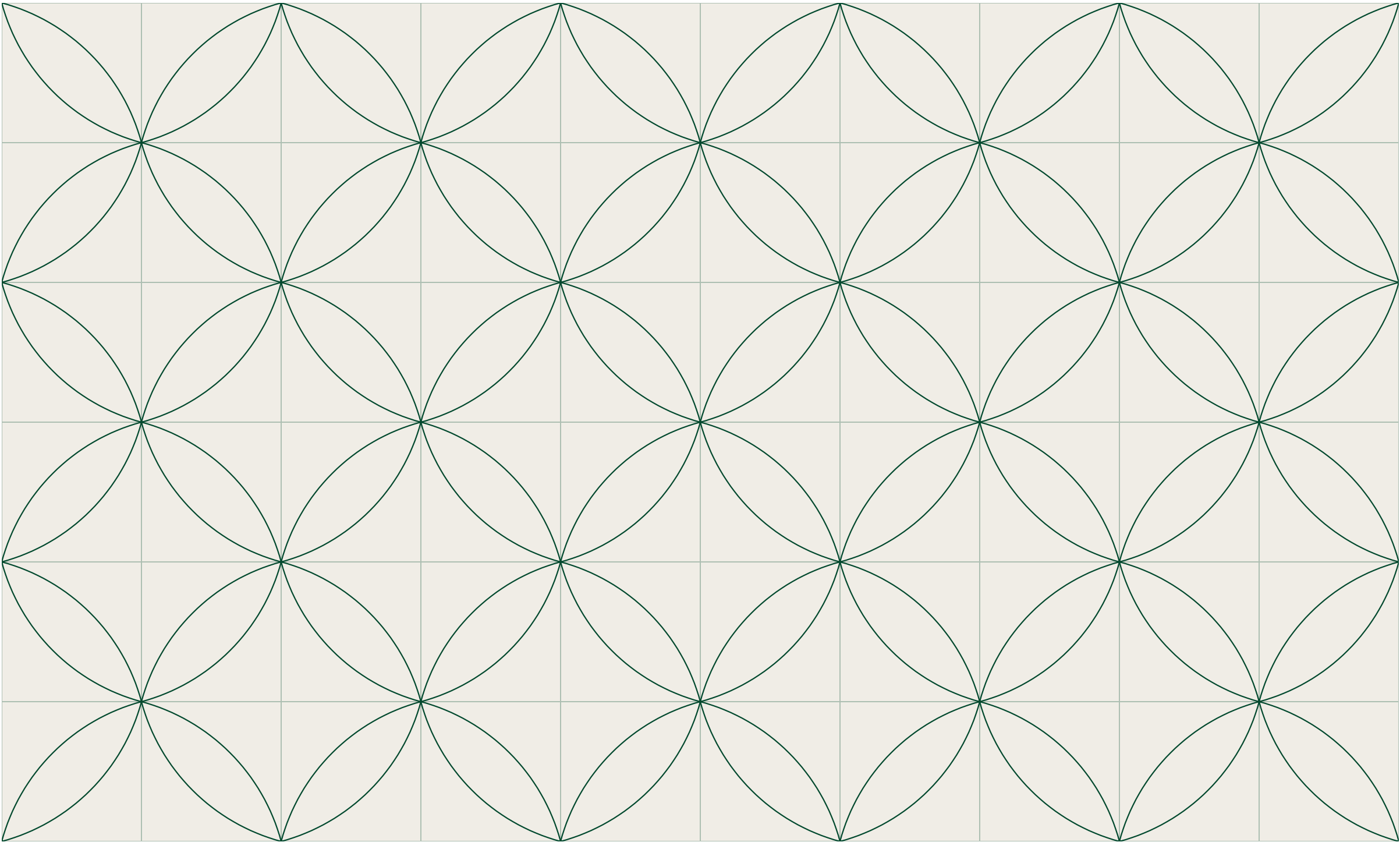
Use Gift items, invitations, certificates



On White



Tone on Citron

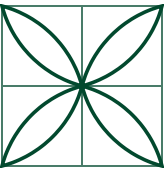


LINE PATTERN 07

Trellis

Petal drawn together with the square grid of the base pattern.

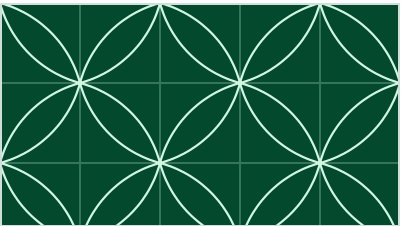
Unit



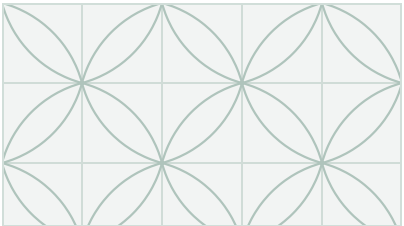
Module 15 to 120 mm

Line Hairline. Grid lighter than petals

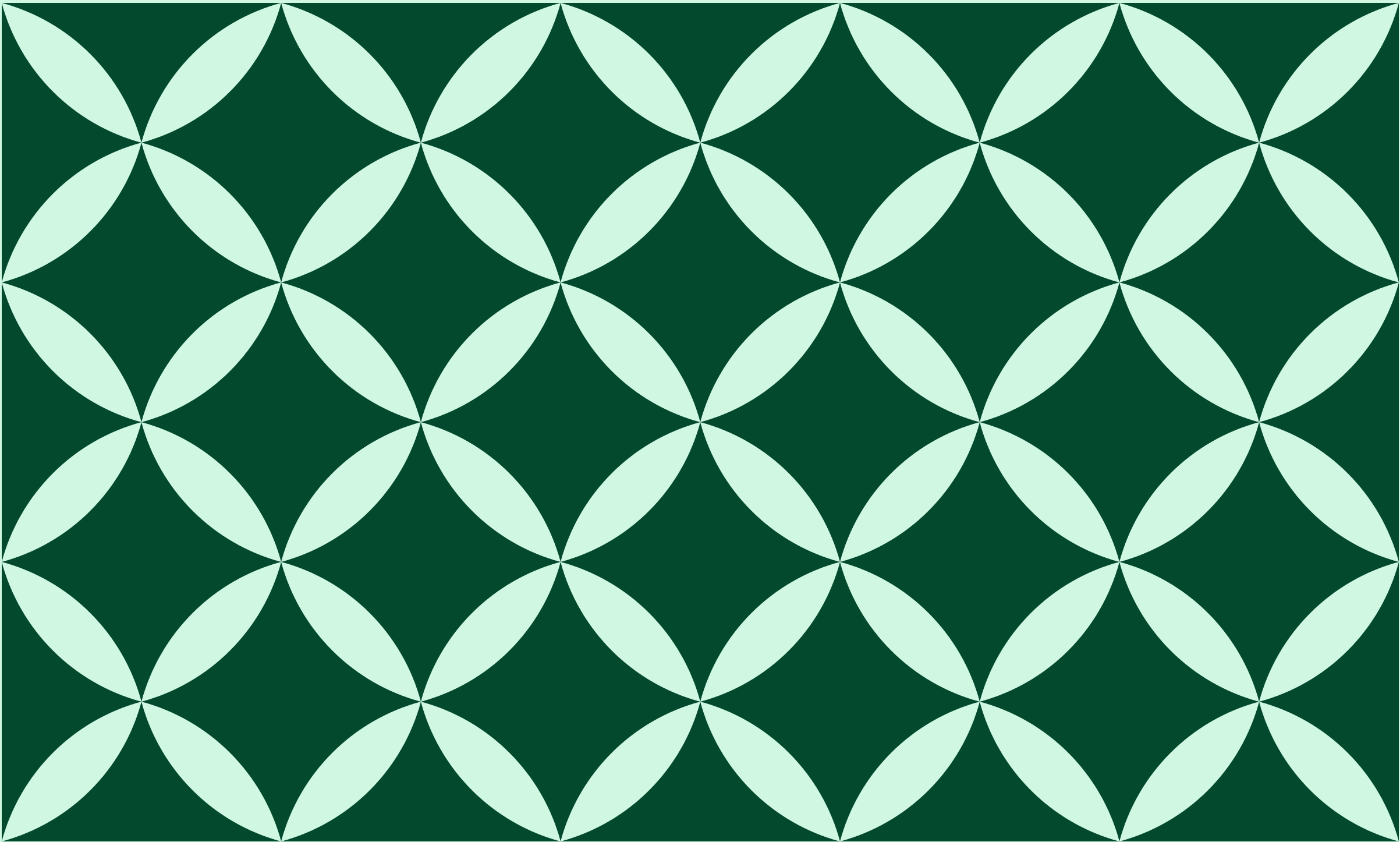
Use Glass film, partitions, counters



On Green



Tone on Mist



SOLID PATTERN 08

Screen

Petal as a solid shape. It can be printed, cut out of board or metal, or applied as film on glass.

Unit



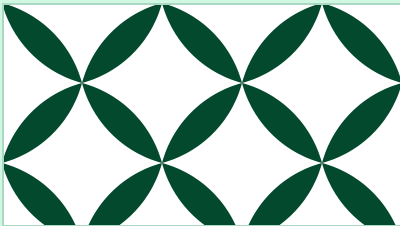
Module 20 to 500 mm

Colour Two flat colours

Use Partitions, counters, stand screens, packaging



White on Sand



Green on White



SOLID PATTERN 09

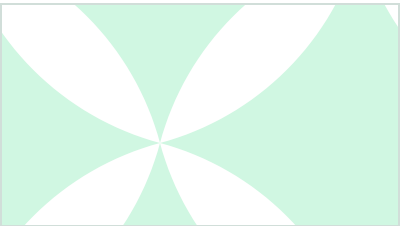
Bloom

Petal at very large scale, cropped by the format so that two to four petals are visible.

Unit



Module	Three quarters of the short side
Colour	One tonal step from the ground
Use	Covers, back walls, stage backdrops



White on Mint



White on Citron



SOLID PATTERN 10

Ribbon

Flow as solid bands. Two or three flat tones of one colour, never a gradient.

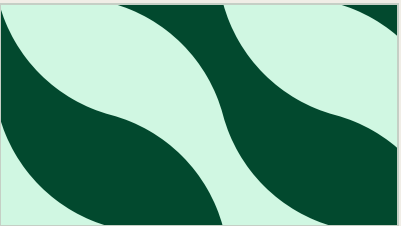
Unit



Module	One third of the short side
Colour	Tonal steps of the ground
Use	Exhibition walls, roll-ups, vehicles, covers



White and Mint on Sand



Green on Mint



SOLID PATTERN 11

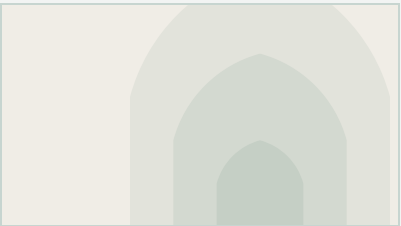
Portal

Arcade at very large scale. One arch, nested in three tonal steps and cropped by the format.

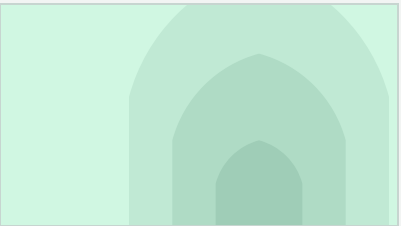
Unit



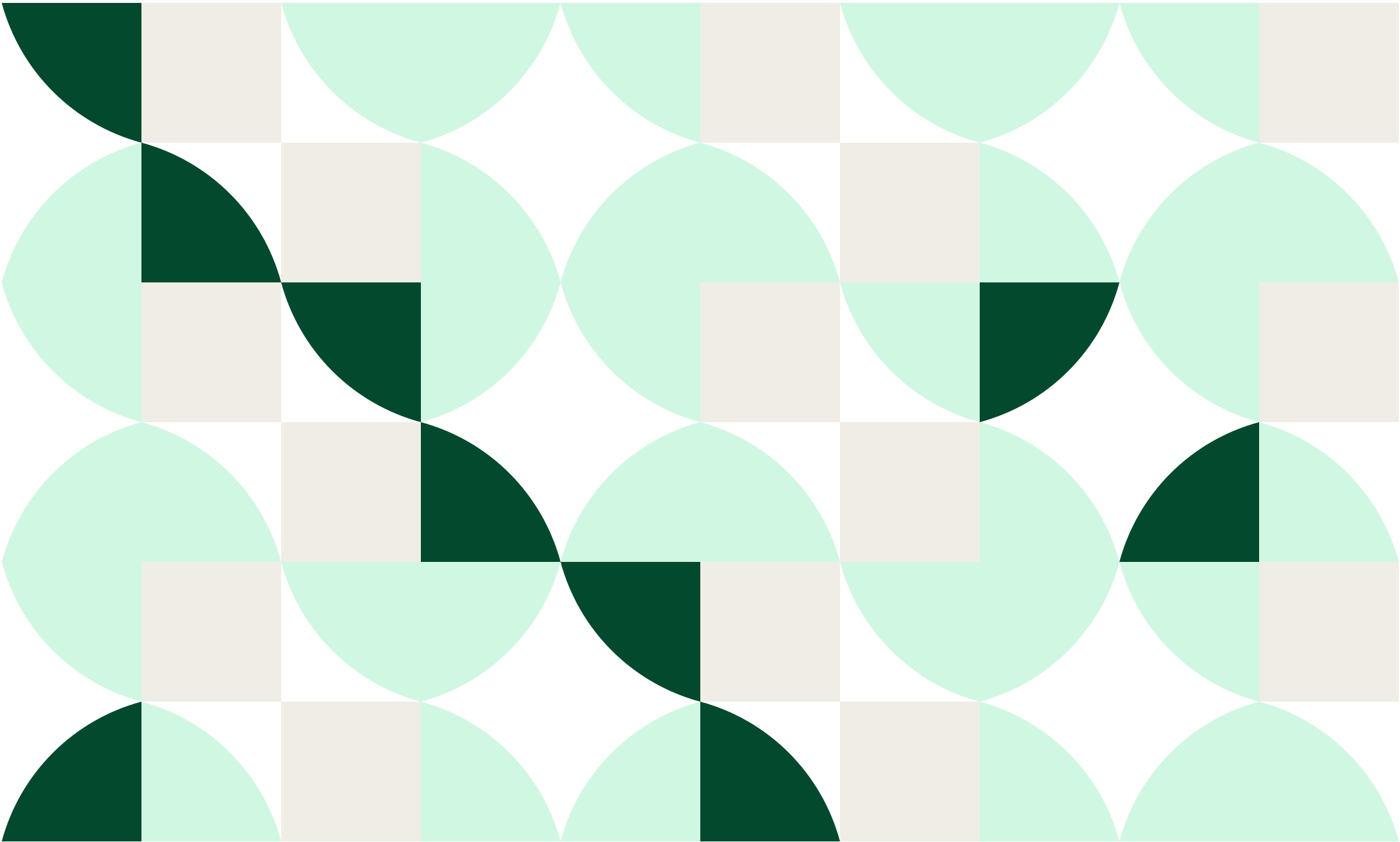
Size	Arch wider than half the format
Colour	Three tonal steps of the ground
Use	Folders, towers, entrance walls



On Sand



On Mint

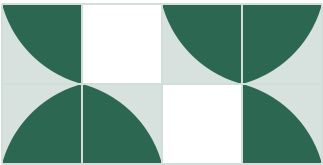


SOLID PATTERN 12

Mosaic

The base pattern with its tiles filled. Arc tiles carry two tones, empty tiles stay open.

Unit



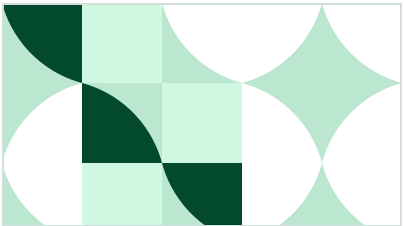
Module 20 to 500 mm

Colour Two tones and Green as the accent

Use Event graphics, floors, gift wrap



On Green

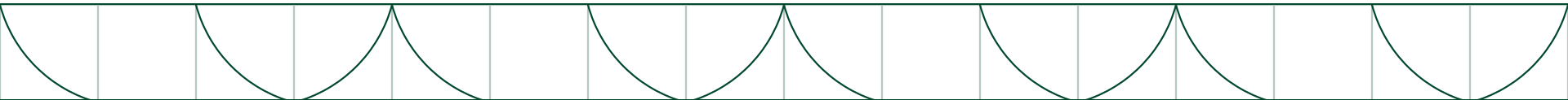


On Mint

Borders

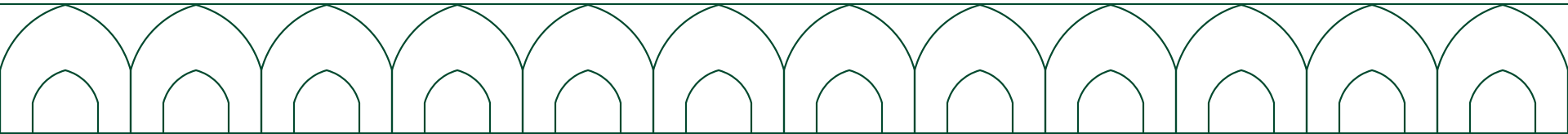
One row of a pattern between two rules. Borders close a page, edge a panel or run along a strap. They are not used as frames on all four sides.

Base



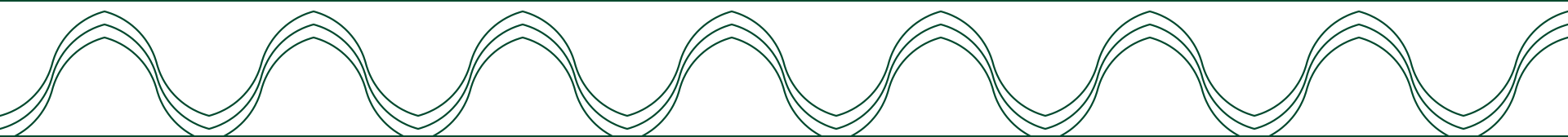
Page head and foot, document edges

Arcade



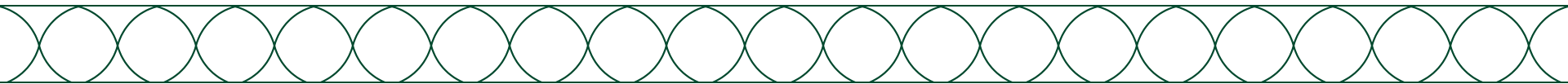
Invitations, menus, stand fascia

Dunes



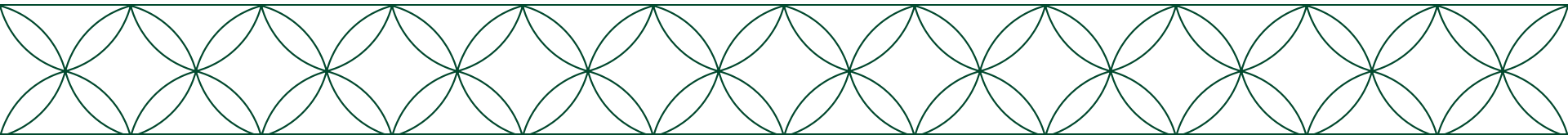
Brochure edges, roll-up foot

Chain



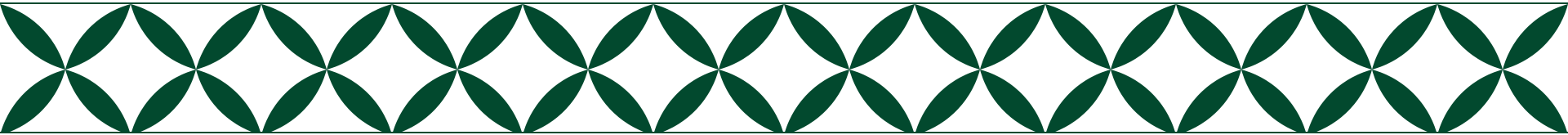
Lanyards, ribbon, tape, seals

Petal



Certificates, gift wrap bands

Screen



Counter edges, glass manifestation

Line colour

Pattern lines and hairlines are never a new colour. They are the ground itself, mixed toward Green on light grounds or toward Mint on dark ones.

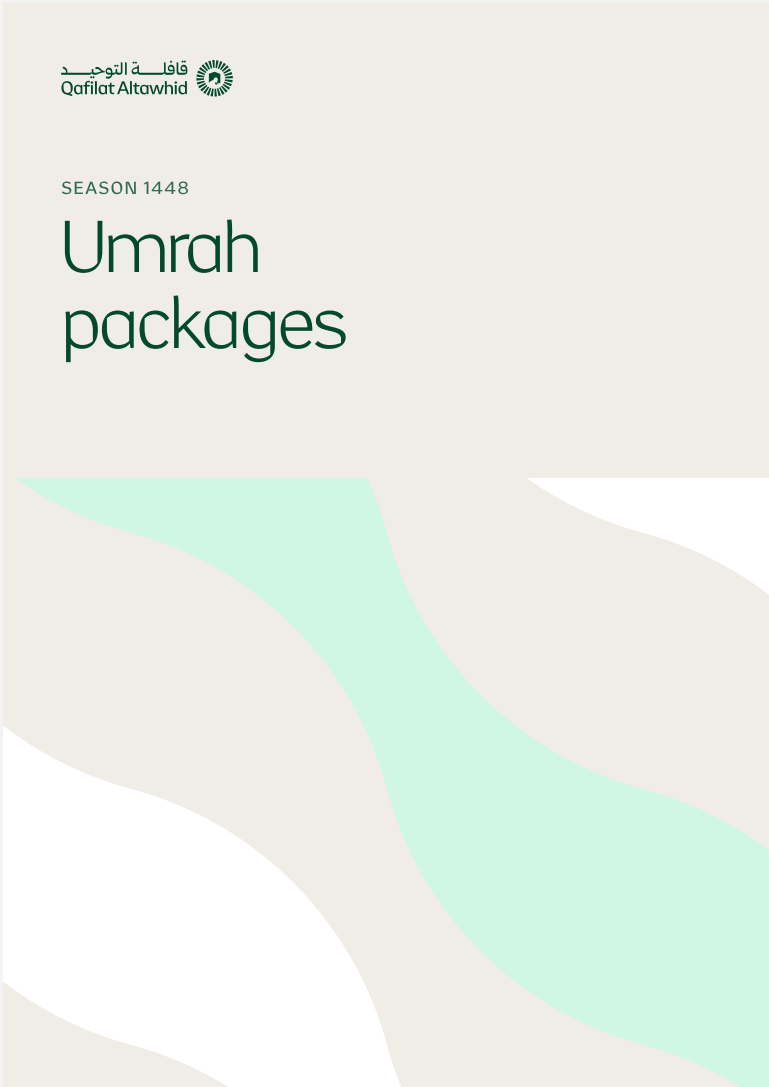
GROUND	STEP 6%	STEP 12%	STEP 18%	MUTED TEXT	IN USE
White	#F0F4F2	#E1E9E6	#D1DED9	#497C69	Muted caption
Mist	#E4EAE7	#D5DFDB	#C7D5D0	#326B55	Muted caption
Sand	#E2E3DB	#D3D9D0	#C5CFC5	#326A53	Muted caption
Mint	#C4EDD7	#B7E2CC	#ABD8C2	#2B6C52	Muted caption
Citron	#E7F2C3	#D9E7BA	#CADD B0	#336D4E	Muted caption
Sky	#CFE8ED	#C2DEE1	#B5D4D4	#2E6B57	Muted caption
Qafilat Green	#0E5339	#1B5E44	#27684E	#8EBFA8	Muted caption
Deep Green	#103424	#1C4130	#294D3C	#8FB5A1	Muted caption

Step 6 is for grids and blind detail, step 12 for background arcs, step 18 for borders and visible hairlines. Muted text is Green at 72 percent on white and 80 percent on tints, and Mint at 68 percent on green.



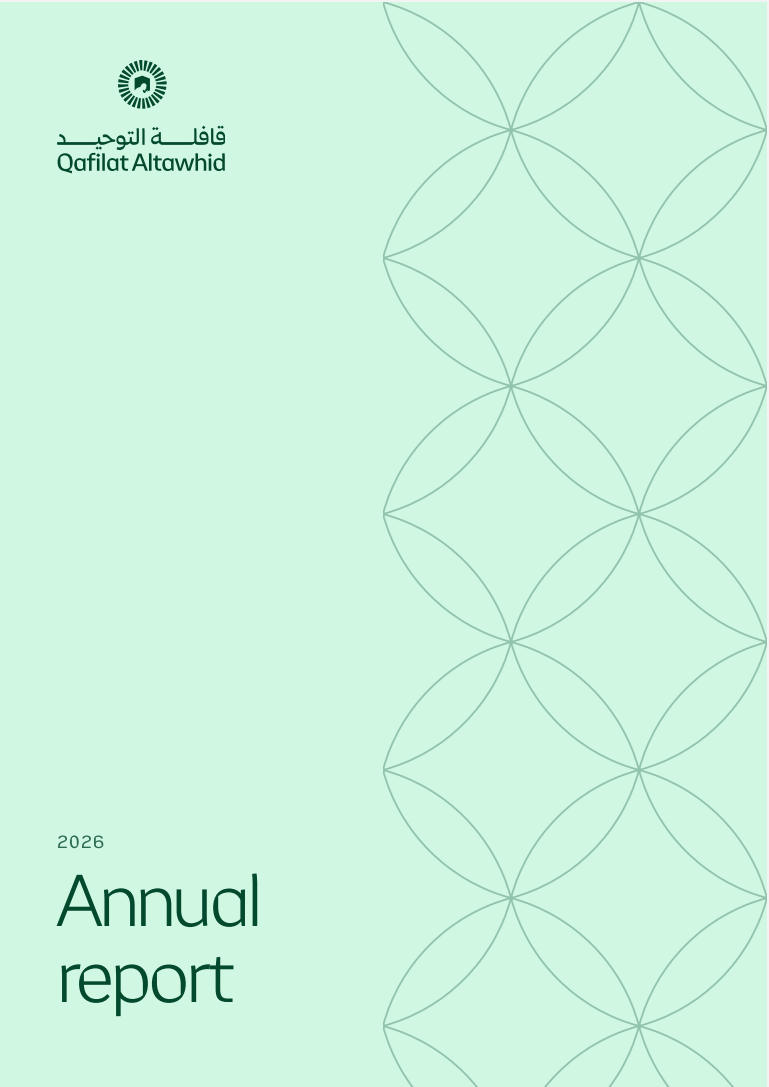
Company profile

Bloom, tonal on Green



Programme brochure

Ribbon, White and Mint on Sand



Annual report

Petal, tone on Mint



Service brochure

Arcade, line on White

Two zones

Every cover has a pattern zone and a title zone. The zones meet on a module line.

Logo on plain ground

The logo and the title sit in the title zone. Pattern lines never pass behind them.

One pattern

A cover carries one pattern in one colourway.

A series

Publications in a series keep the layout and change the pattern or the ground.



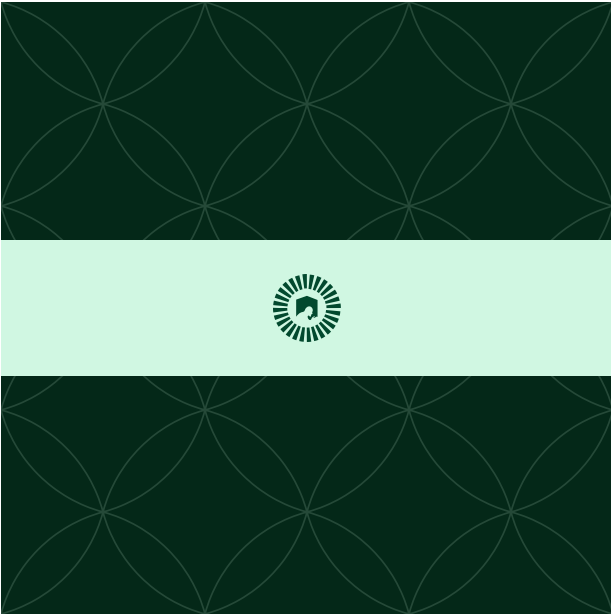
Presentation folder

Portal. 220 x 310 mm



Notebook

Chain, blind on cloth. A5



Gift box

Petal, tone on Deep Green



Bag

Ribbon, Mint and Sand



Document wallet, slide cover

Screen. Base at large scale

Solid patterns lead

Large covers take a solid pattern: Portal, Bloom or Ribbon, in tonal steps.

Line patterns support

Small and tactile items take a line pattern, tone on tone or blind embossed.

A plain band

Where the pattern covers the whole item, a plain band or panel carries the mark.

Finish

Matte stock. Blind emboss or tone-on-tone print. No foil, no gloss.

Exhibition stand

- 1 Hanging sign. Logo on flat Green, Chain border at the foot.
- 2 Tower. Portal in three tonal steps.
- 3 Back wall. Ribbon. One module equals one metre.
- 4 Counter. Trellis, one tone from the ground.
- 5 Partition. Screen, cut from board or applied as film.
- 6 Fascia. White, logo and web address.
- 7 Screen. The mark on Deep Green when idle.



Front elevation of a 13 x 6 m island stand. One solid pattern leads, one line pattern supports. The logo appears on plain surfaces only.



01 Roll-up banners

85 x 200 cm. Title zone above, pattern zone below. Bloom, Dunes, Ribbon.

02 Backdrop wall

300 x 230 cm. One logo on the plain third, Ribbon on the rest. No repeated logos.

03 Counter

100 x 100 cm. Trellis, one tone from the ground.

04 Flag

64 x 240 cm. Ribbon above, the mark alone on the plain foot.

05 Hanging sign

Logo on flat Green, Chain border at the foot.

06 Floor graphic

Mosaic. One module equals 50 cm.

One scale

All pieces are drawn at one scale. One pattern module equals 50 cm or one metre.

Two zones

Banners and walls keep a plain zone for the logo and the headline.

One solid pattern

A stand takes one solid pattern as its main graphic and one line pattern in support.

Artwork

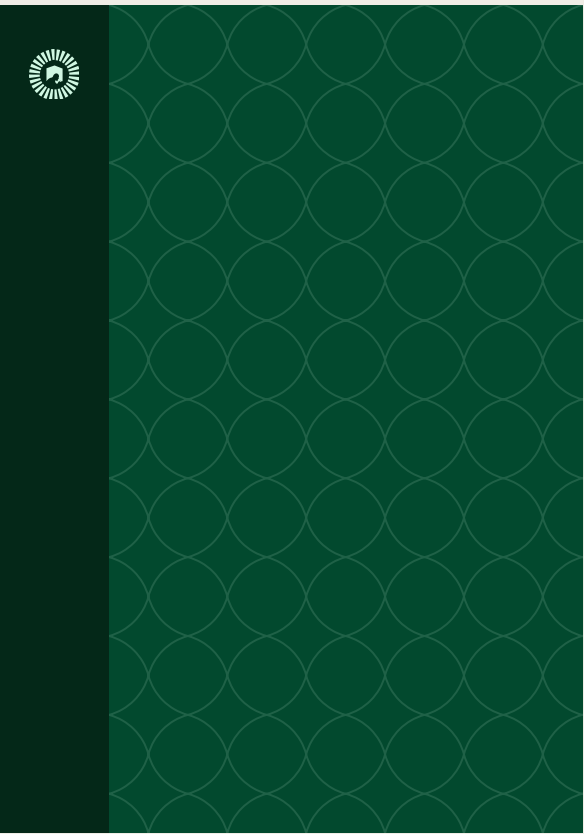
Every piece is supplied as an Illustrator file at one tenth of real size.



Bag
Petal, tone on Mint



Badge and lanyard
Chain border



Notebook
Chain, blind



Leaflet
Dunes, tone on Sand



Gift box
Petal, plain band



Pin, cup
Mark. Flow band



Pen
Flat Green, one tonal band

Line patterns

Small items take a line pattern or a border, tone on tone.

Once

The mark or the logo appears once per item, on a plain area.

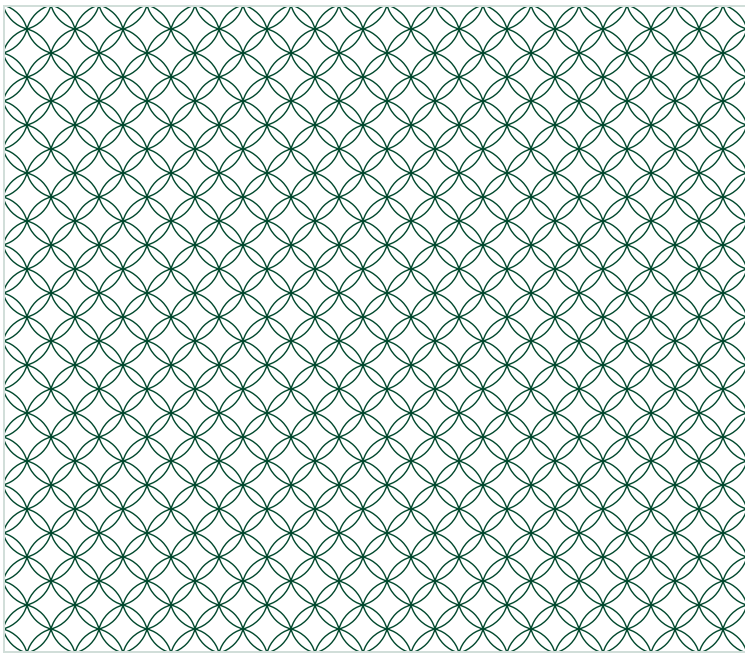
Materials

Cotton, uncoated paper, cloth, matte card.

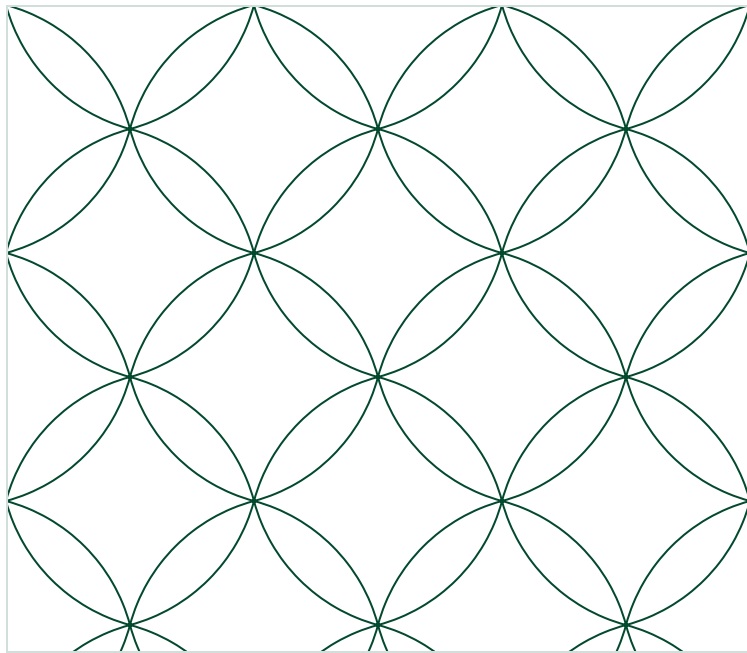
Green leads

Green, Mint and Sand. Citron and Sky are not used on merchandise.

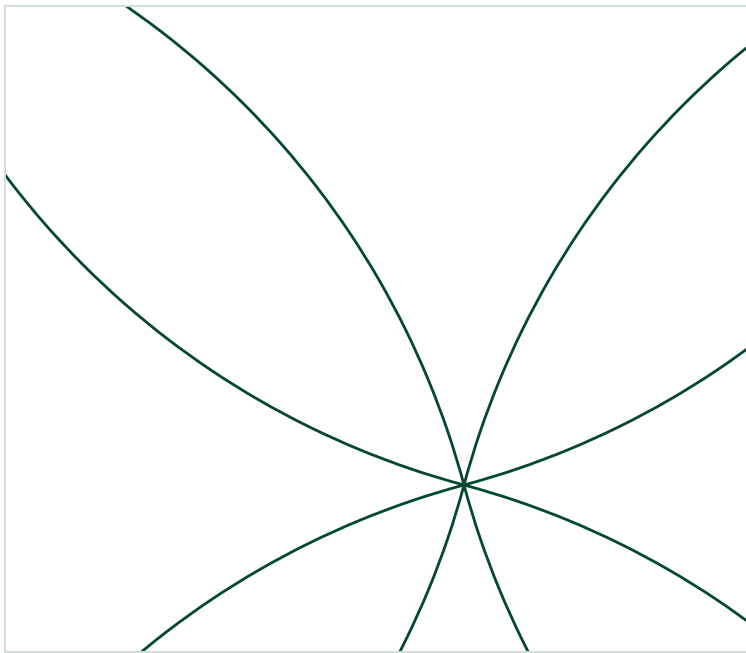
Scale and rules



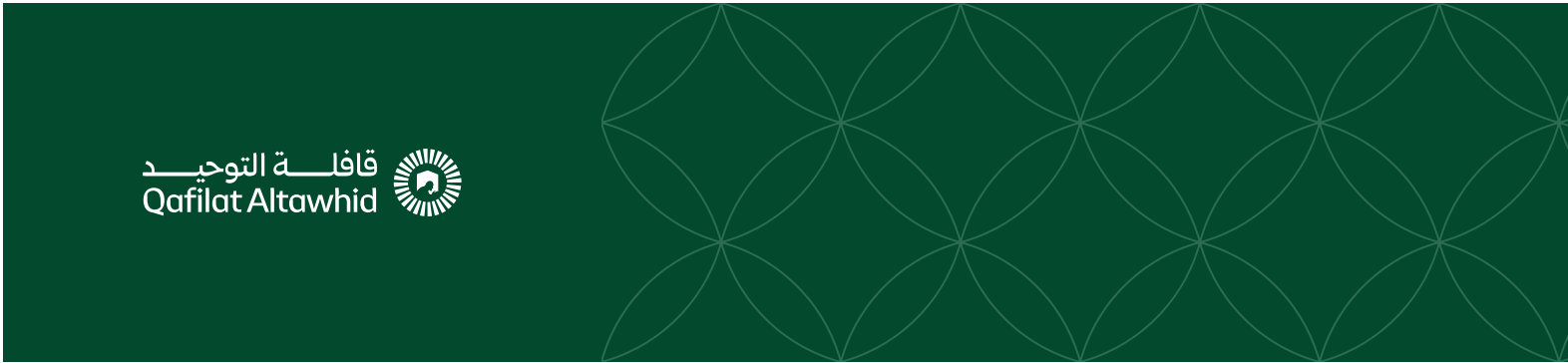
Texture
Module 3 to 10 mm. Linings, envelopes, small print.



Standard
Module 10 to 80 mm. Covers, panels, packaging.

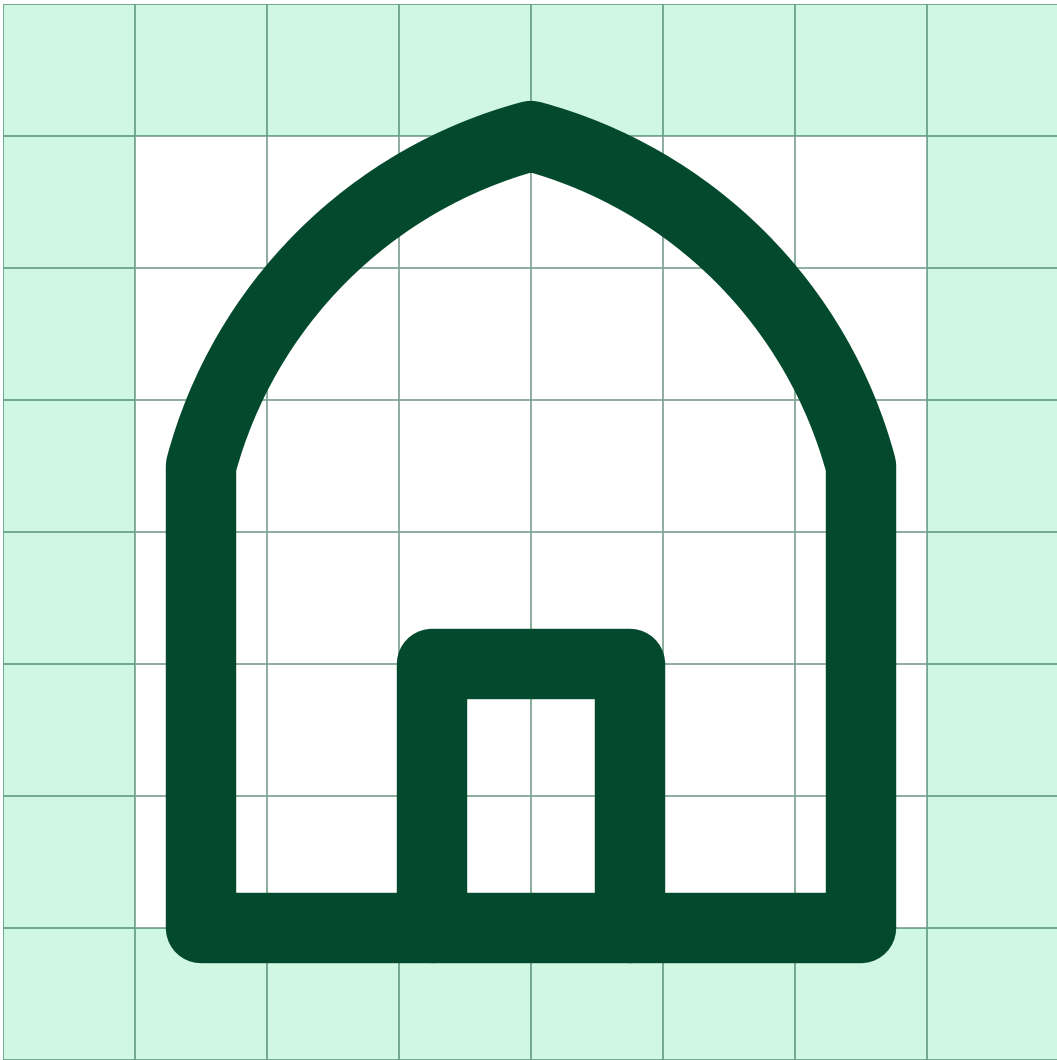


Large format
Module 0.5 to 2 m. Walls, stands, vehicles.



The logo stands on a plain area. The pattern stops at a module line, at least 2X away from the logo.

- 01 One pattern on one surface.
- 02 Tone on tone by default. Full contrast is for large solid patterns.
- 03 Colours from the palette only. Flat tones, no gradients.
- 04 The module is square. Never stretch, rotate or skew a pattern.
- 05 Line patterns keep one line weight across a piece.
- 06 No text and no logo on top of pattern lines.
- 07 Crop on module lines.
- 08 No added ornament, symbol or illustration inside a pattern.



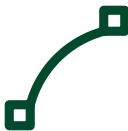
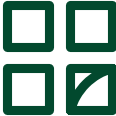
ICON SYSTEM

Icon construction

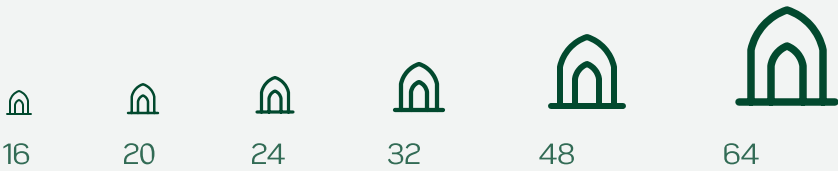
Canvas	24 x 24 units
Margin	3 units, the tinted band
Module	3 units. Edges sit on whole or half modules
Stroke	1.6 units to 32 px, 1.3 above
Ends and joins	Round

Curves	The brand arc only: radius equals chord
Circles	Wheels and heads only
Fill	None. Outline icons throughout
Colour	Qafilat Green, or Mint on green
Behind the icon	Nothing. No tile, ring or disc

Optical correction: pointed shapes may rise half a unit into the margin so that they look as tall as square ones. Icons are mirrored in right-to-left layouts only when they show direction.

 Home	 Hospitality	 Travel	 Location	 Calendar	 Booking	 Documents	 Support
 Services	 Transport	 Hotel	 Destination	 User	 Company	 Communication	 Payment

SIZES



ON GREEN

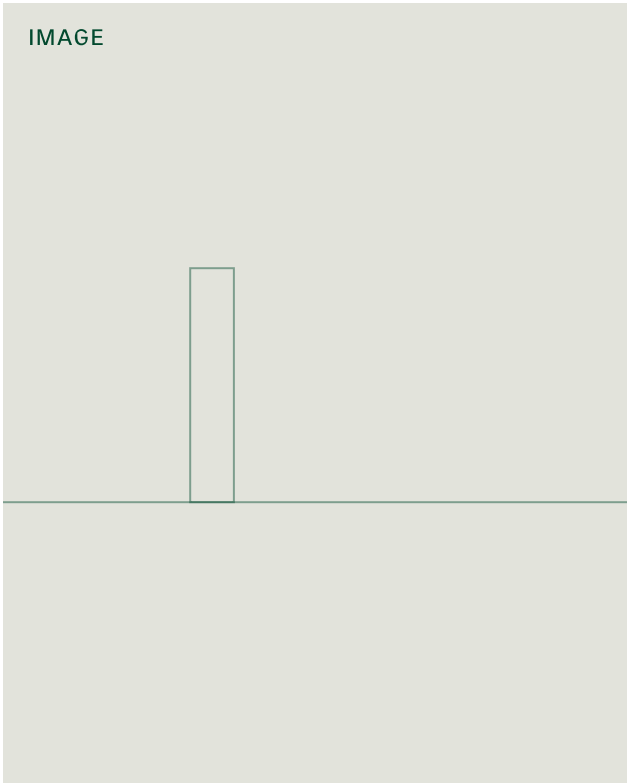


WITH A LABEL



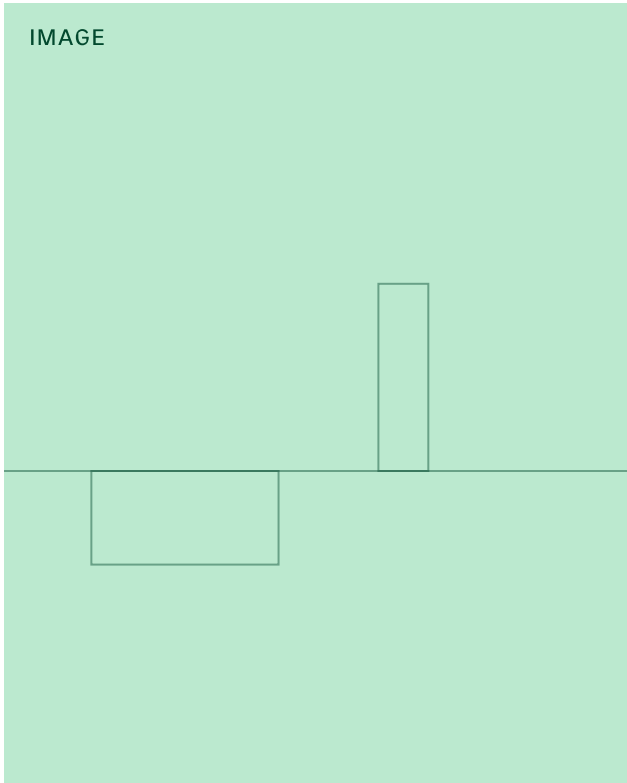
Space between icon and label: half the icon size.

Subjects



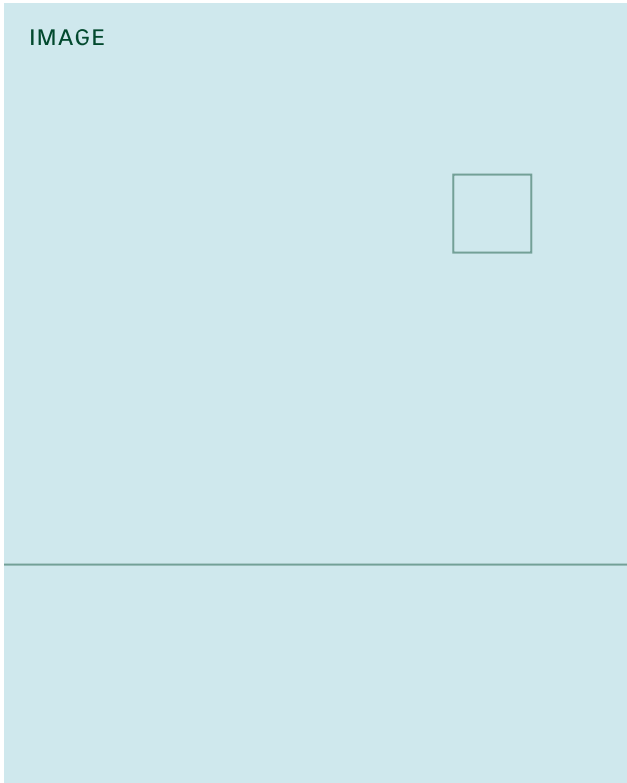
People

Guests and hosts in a real exchange. Eye level, 50 mm, never posed. Hands, gestures and profiles before faces.



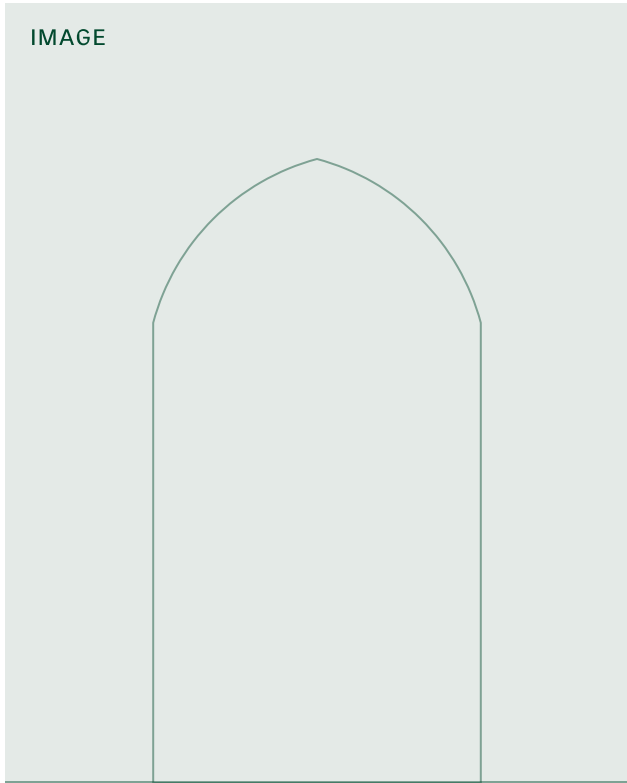
Hospitality

A room made ready, a table laid, a cup offered. Soft window light. The care is the subject, not the product.



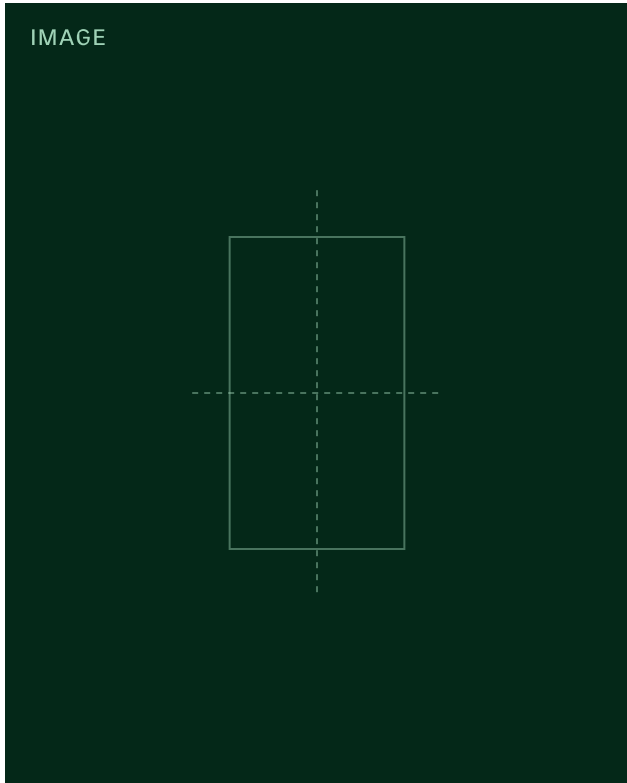
Destination

The Kingdom at human scale. Wide, level horizon, two thirds sky or ground. First and last light only.



Architecture

Arches, courtyards, thresholds. Straight verticals, one point perspective, long shadows, no wide-angle distortion.



Detail

Textile, stone, wood, paper, a key, a date on a plate. Close, shallow focus, one material per frame.

Image areas in this book are briefed placeholders. They mark where commissioned photography will sit and describe what it must show.

Photography rules



Composition

One subject, placed on a module line. Half the frame or more is left quiet for type.

Light

Natural light. Early morning, late afternoon, or soft interior light. No flash, no coloured gels.

Contrast

Soft blacks, held highlights. Detail in white garments and in shadow.

Negative space

Sky, wall, floor, cloth. Empty areas are composed on purpose and carry the headline.

Perspective

Eye level and level horizons. No drone spectacle, no tilted frames, no fisheye.

Colour

True colour, gently warm. Greens kept natural. Saturation slightly under reality, never over.

Cropping

Crop on module lines. Never crop through a face, hands in prayer, or a sacred site.

Respect

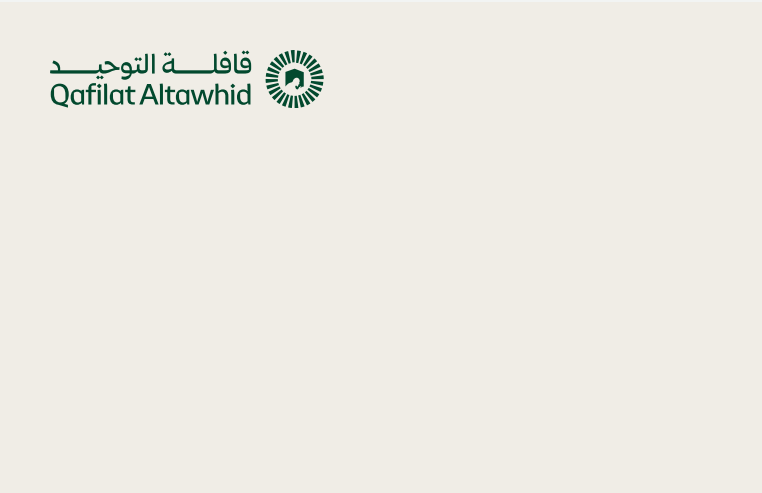
Consent before every portrait. Worship is never a backdrop for a sales message.



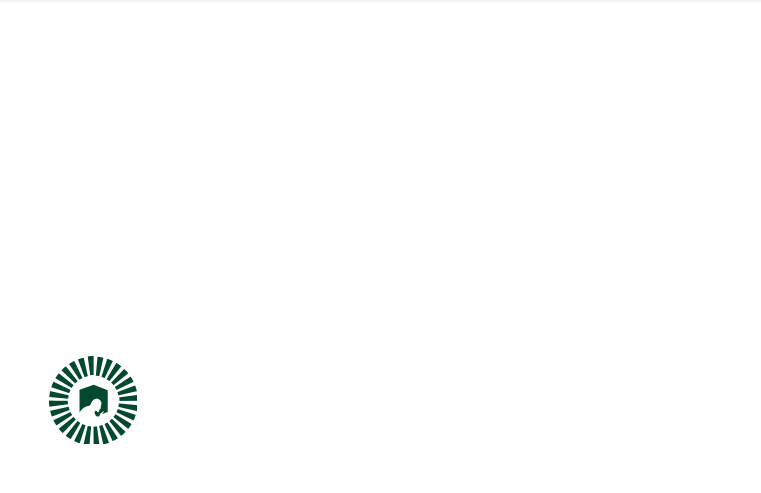
A Deep front, light back
The standard card.



B Light front, deep back
For senior leadership.



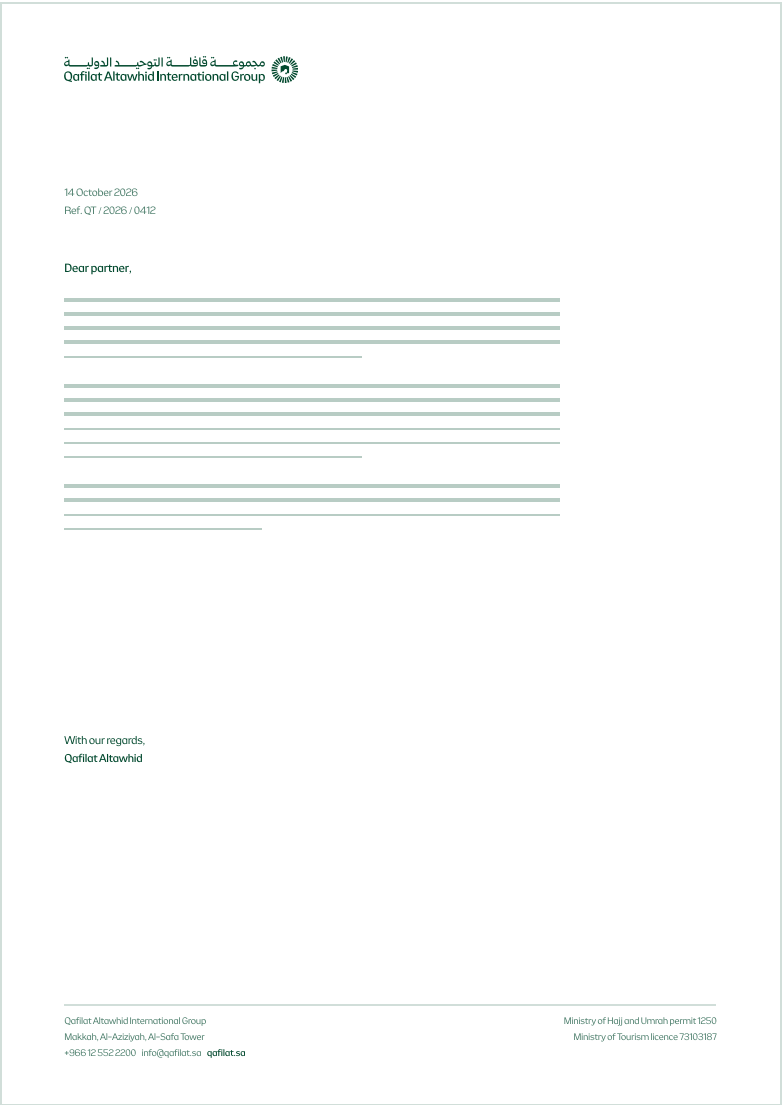
C Sand stock
For hospitality teams.



D Mark only
The mark alone, in green.



85 x 55 mm. Uncoated 600 gsm duplex board, square corners. Name, role and contact details only.



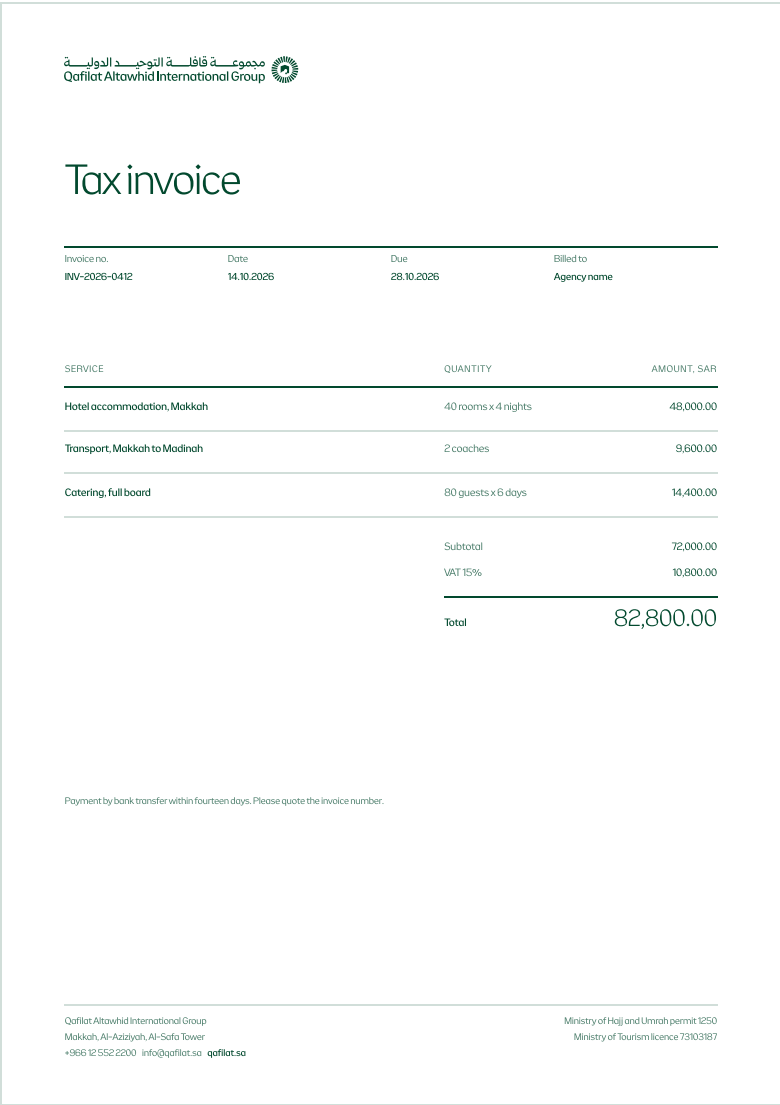
Letterhead

English-first



Continuation sheet

The mark only



Tax invoice

Hairline table, figures aligned right

Letterhead

FormatA4, 210 x 297 mm

Margins17.5 mm, one module

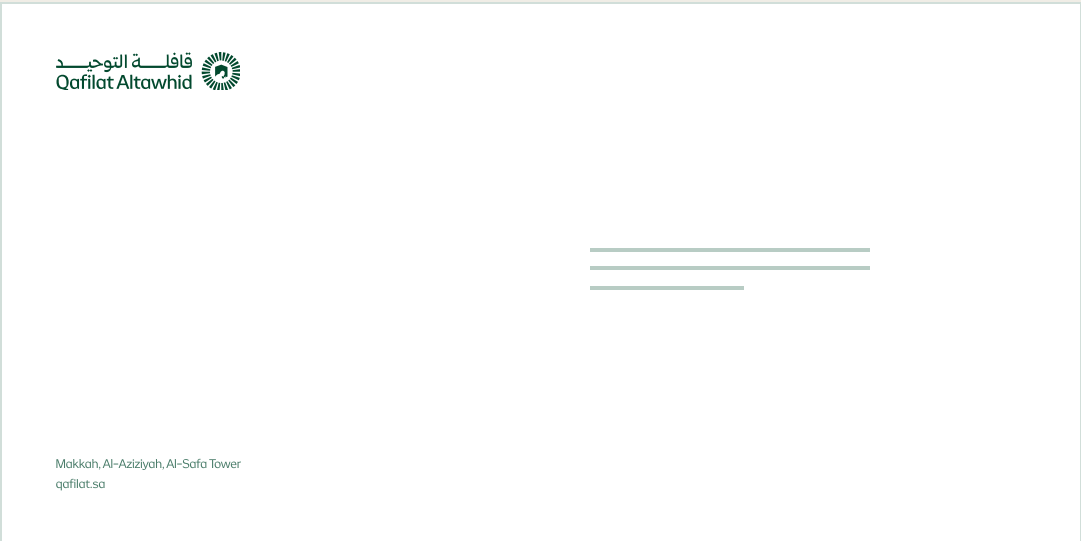
LogoGroup lockup, 9 mm high

TextRegular 9.5 pt on 15 pt

FooterSmall 7.5 pt. Address and licences

StockUncoated 120 gsm

The same file serves print and screen. No watermark and no colour band. An Arabic letterhead mirrors this layout from the right margin.



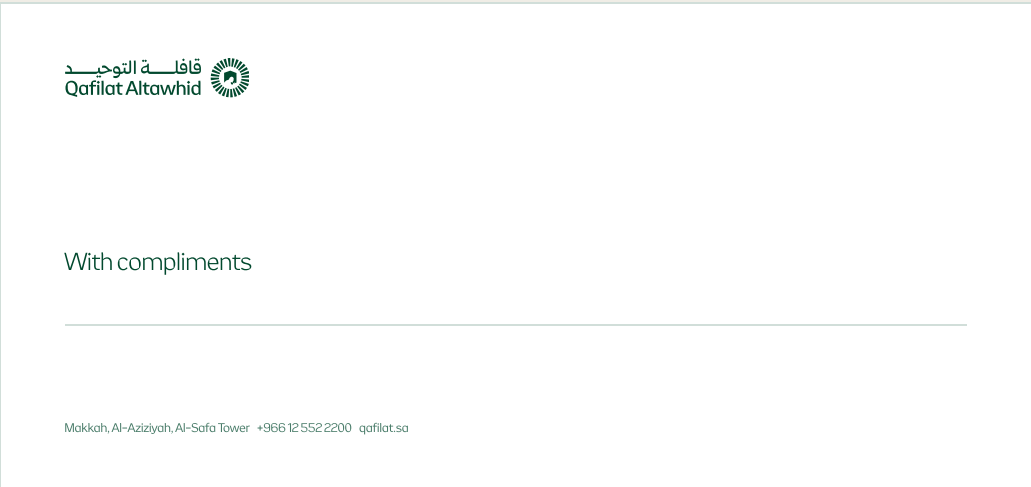
Envelope, front

DL 220 x 110 mm



Envelope, back

Green flap



Compliment slip

210 x 99 mm

Hussain Al-Qahtani

Chairman of the Board

قافلة التوحيد
Qafilat Altawhid



+966 12 552 2200 info@qafilat.sa
qafilat.sa Makkah, Al-Aziziyah, Al-Safa Tower

Email signature

Live text, one logo image, no banners



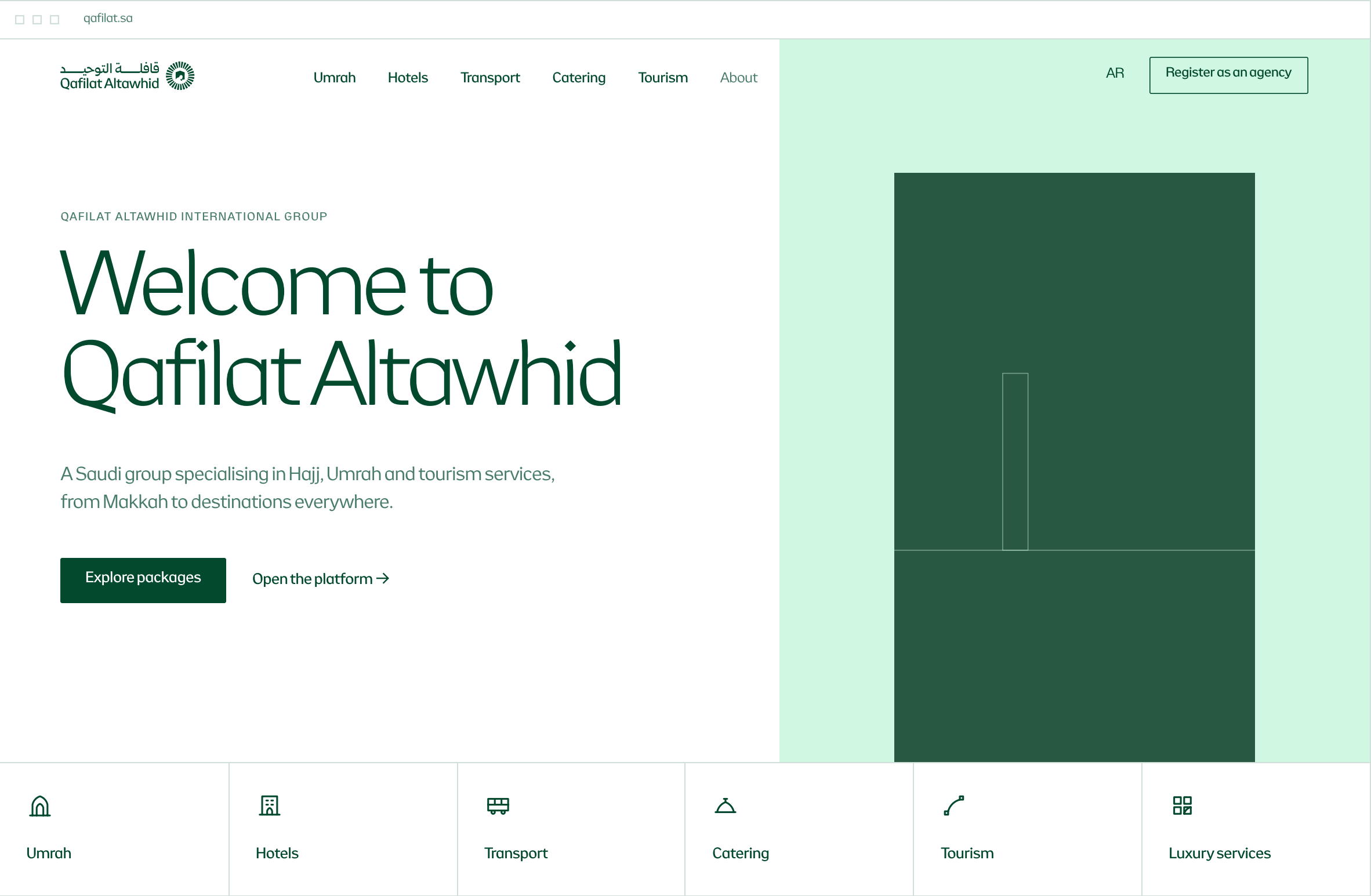
Folder

220 x 310 mm

Inside

Mint pocket

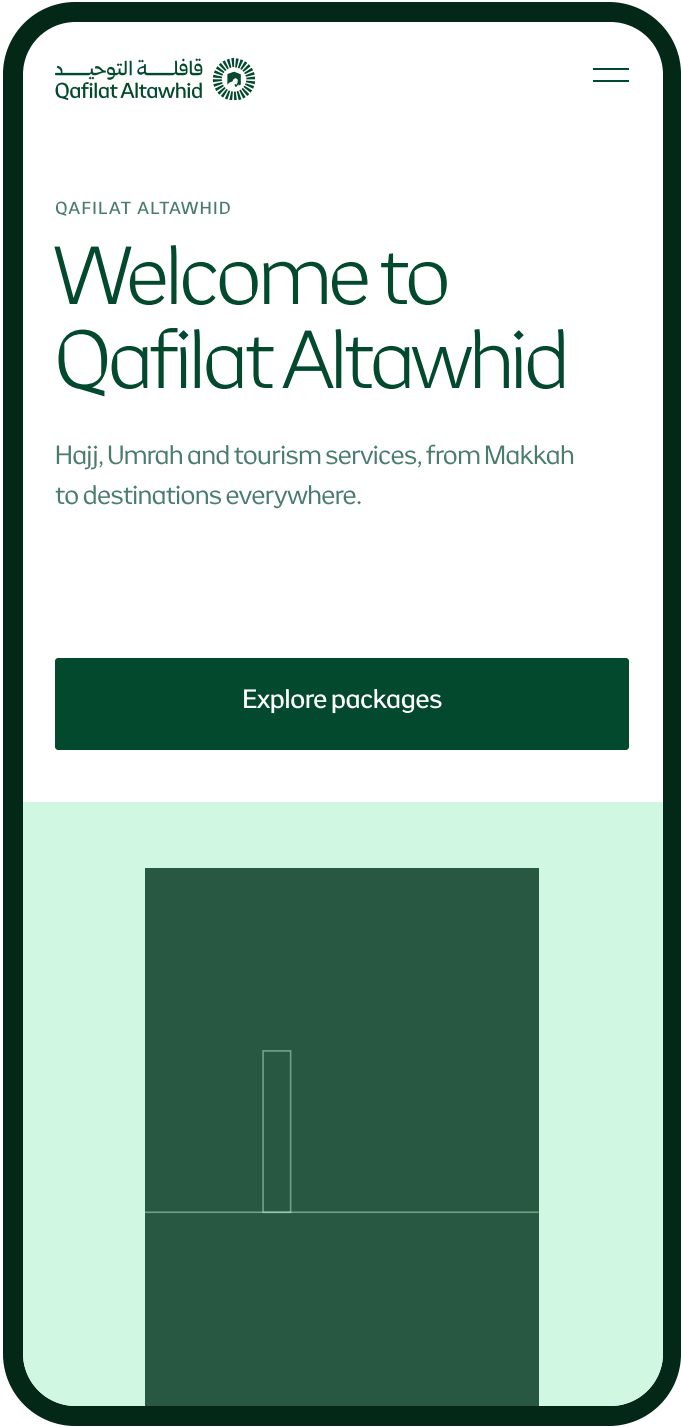
The folder is Qafilat Green outside and white inside, with a Mint pocket. The patterned folder is shown in the Pattern section.



Website

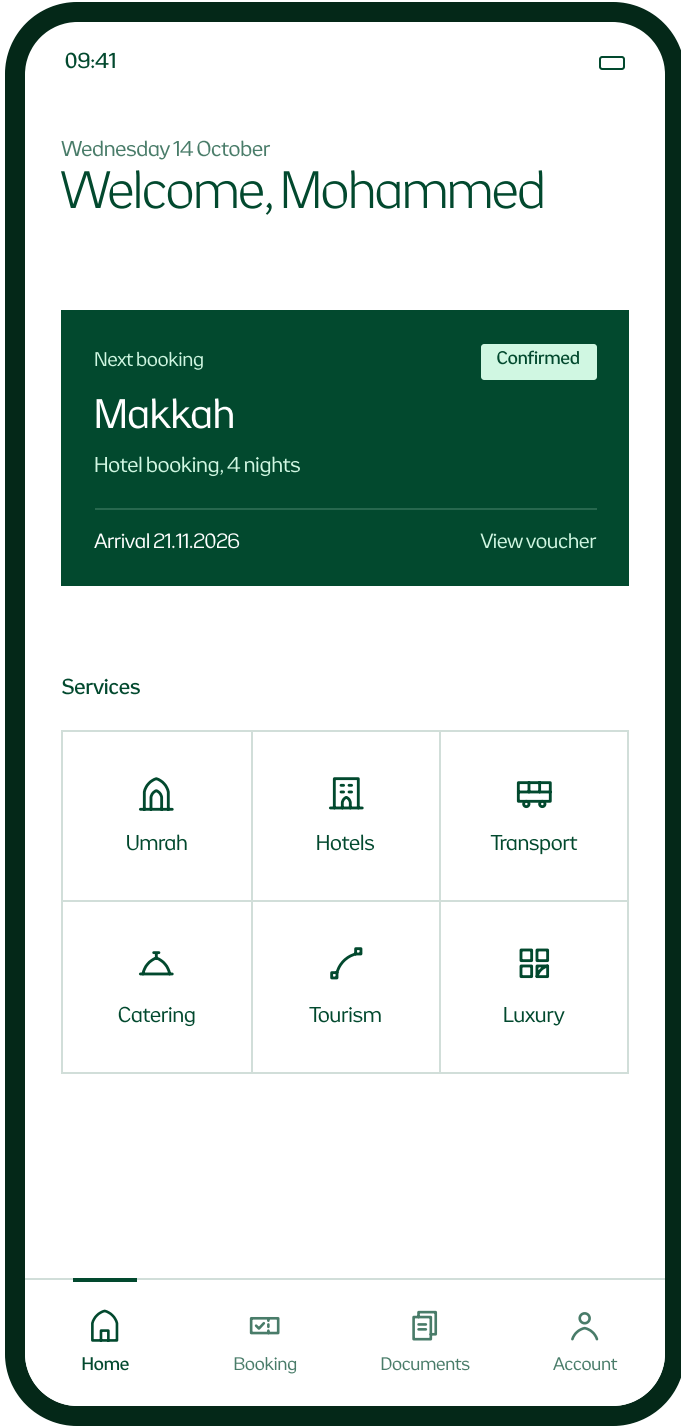
- 01 Navigation in one line: logo, services, language, one outlined action.
- 02 A Light headline at 96 px, a two line introduction, one filled button.
- 03 One image block on a Mint field.
- 04 Services as a hairline lattice with icons. No cards, no shadows.

1440 px desktop frame. Content margin 64 px.



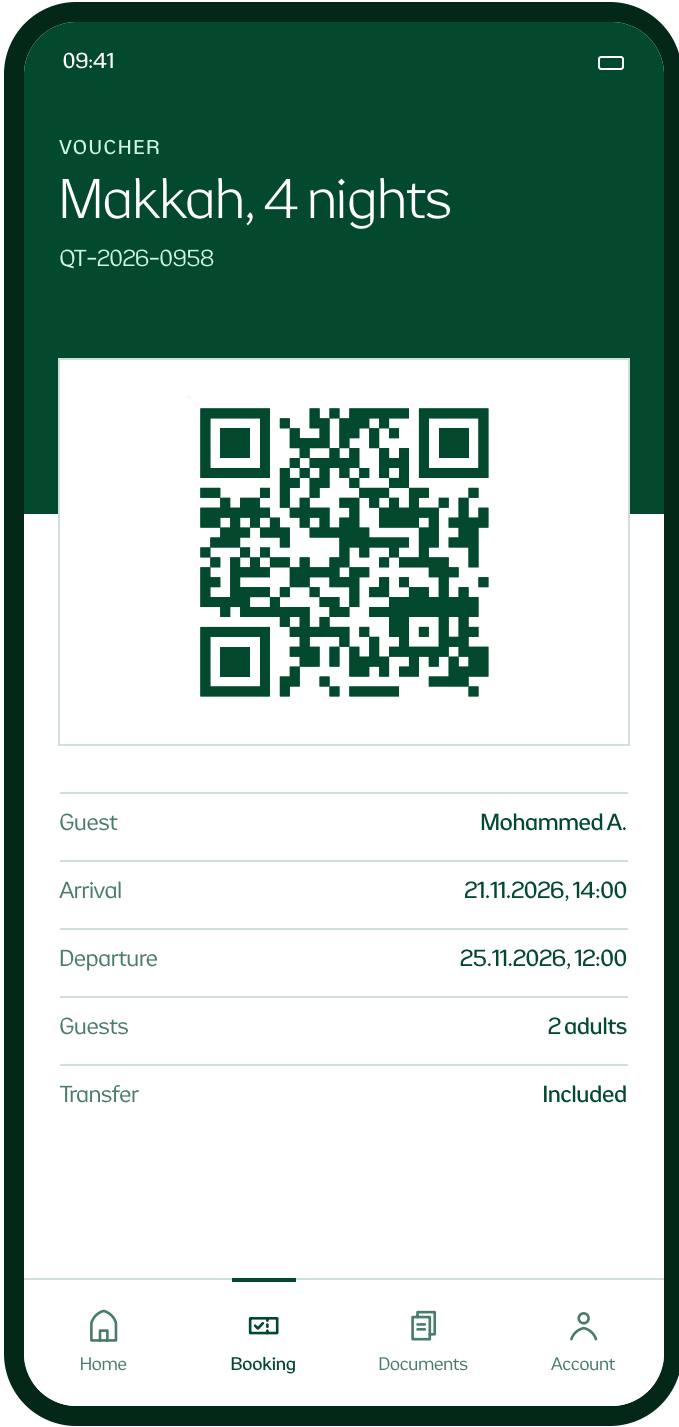
Mobile website

One column



App, home

Next booking and services



App, voucher

QR and booking details

Small screens

- 01 One column, 20 px margins, full-width primary button.
- 02 The tab bar marks the current tab with a 2 px green bar. Nothing sits behind an icon.
- 03 The next booking is the one green surface on the home screen.
- 04 Services are a lattice of six, not a carousel.
- 05 A voucher is a QR code on white, with the facts listed below it.

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قافلة التوحيد
Qafilat Altawhid



Dashboard

Requests

Bookings

Groups

Hotels

Transport

Finance

Support

Search by reference

AR Mohammed A.

Welcome, Mohammed

Wednesday 14 October. Five groups arrive today.

24

Open requests

206

Guests arriving today

86%

Rooms occupied

7

Awaiting your reply

Arrivals today

REFERENCE	AGENCY	GUESTS	CITY	TIME	STATUS
QT-0412	Al Noor Travel	48	Makkah	09:30	Arrived
QT-0413	Salam Tours	32	Makkah	11:15	On the way
QT-0414	Rahma Agency	60	Madinah	14:00	Confirmed
QT-0415	Barakah Group	25	Makkah	16:45	Confirmed
QT-0416	Hidayah Travel	41	Madinah	19:20	Awaiting agency

Dashboard

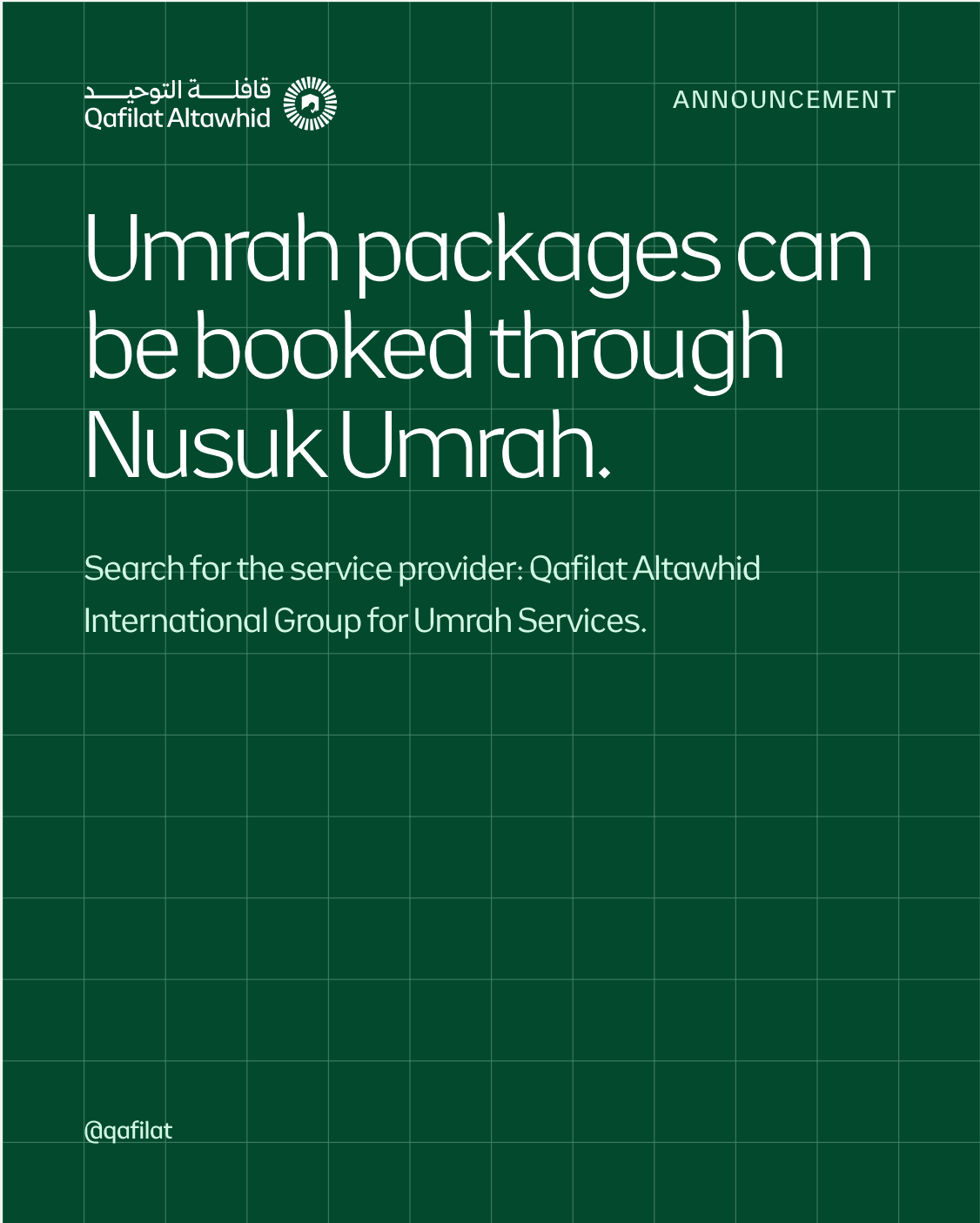
- 01

A flat white spine. The current page is the one tinted row, with a 2 px green bar on its reading edge.
- 02

Figures sit in a lattice whose gaps are hairlines. No cards, no icons beside numbers.
- 03

Tables: a Mist head row, hairline rows, figures aligned right, time on the 24 hour clock.
- 04

Status is a flat tag: a ground, a word, a 2 px corner.



Header

Logo at the start, label at the end.

Content

One of four layouts. Content hangs from the top or sits on the bottom of the zone.

Footer

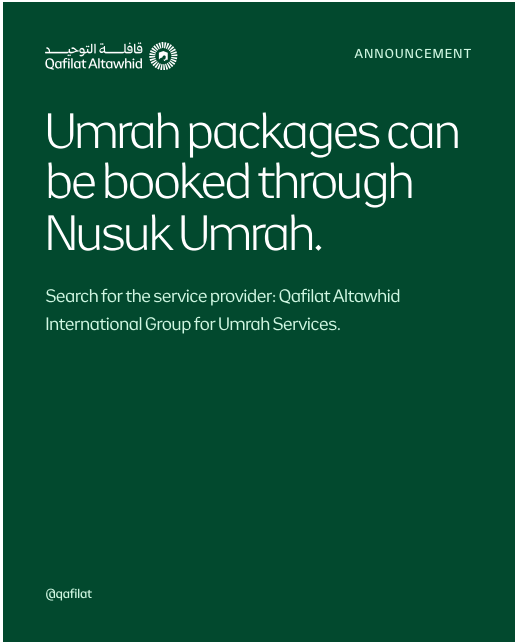
Handle and address, or the page index.

SOCIAL MEDIA SYSTEM

Post template

Ground	White, Mist, Sand, Mint, Citron, Sky, Green, Deep Green
Layout	Statement, Figure, Image, Gate
Language	Arabic or English, mirrored

Every post is built on a 12 column grid with a one module margin. The header and footer never move. Only the content zone changes.



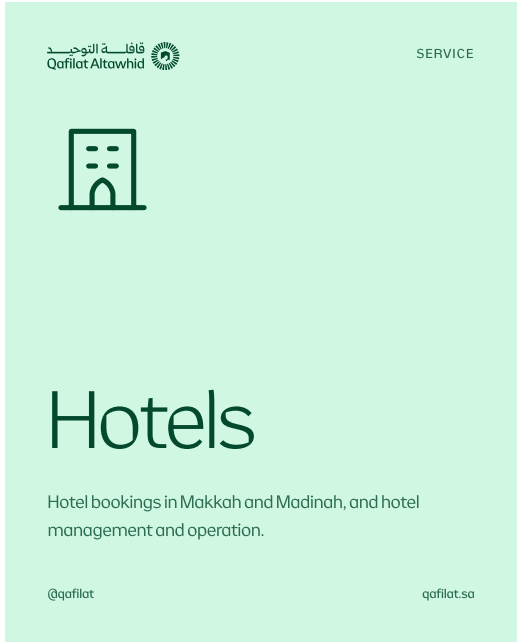
01 Announcement



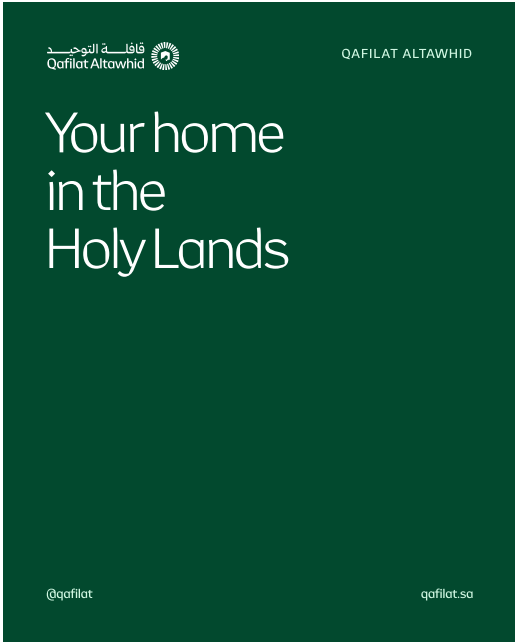
02 Quote



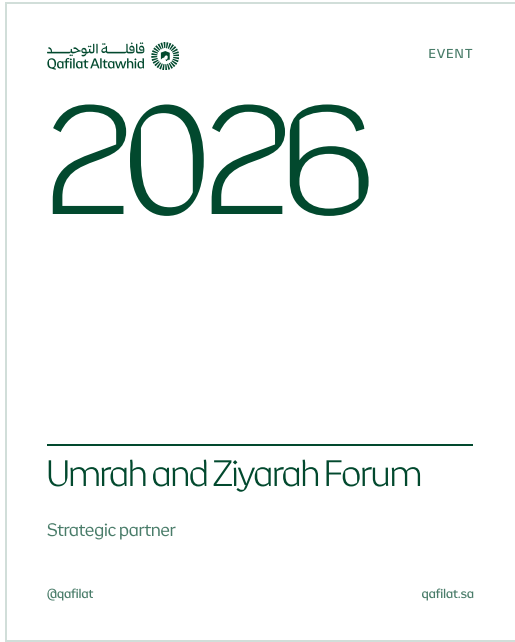
03 Destination



04 Service



05 Slogan



06 Event



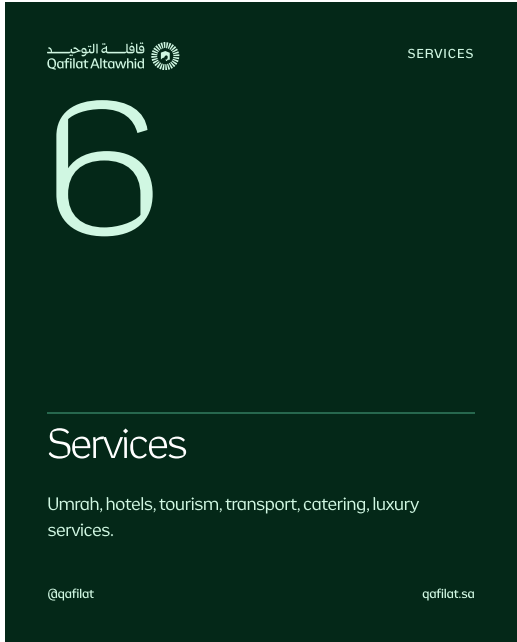
07 Partnership



08 Award



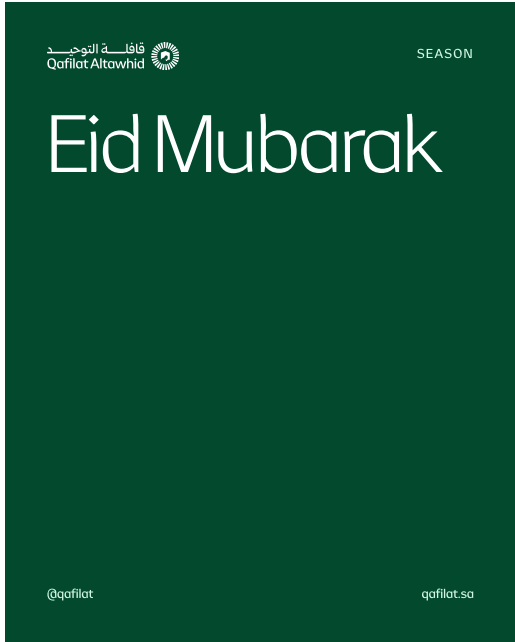
09 Recognition



10 Services



11 Guide



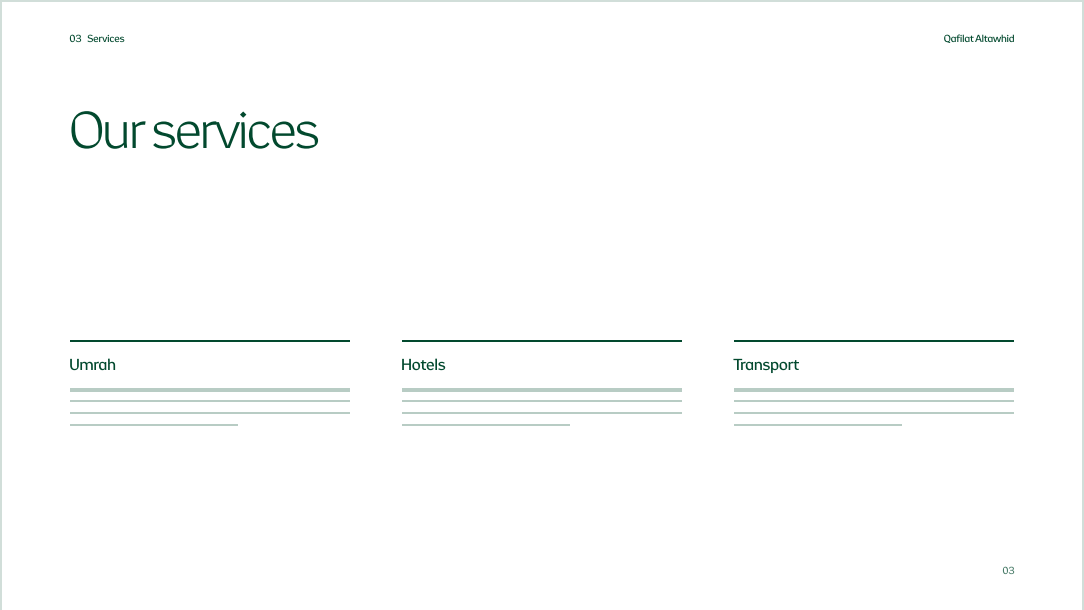
12 Greeting



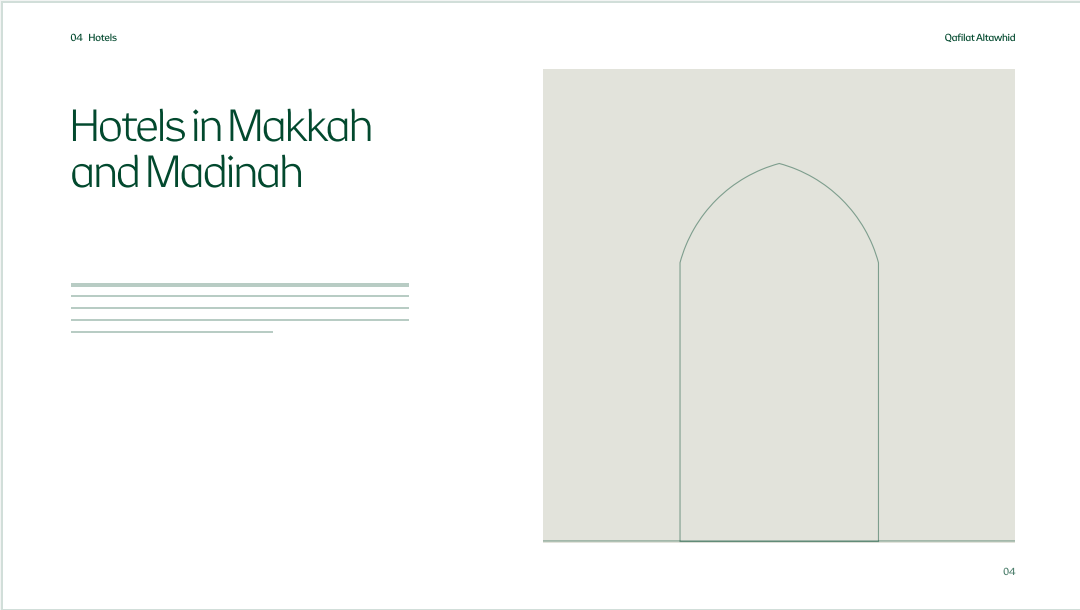
01 Cover



02 Divider



03 Text



04 Image

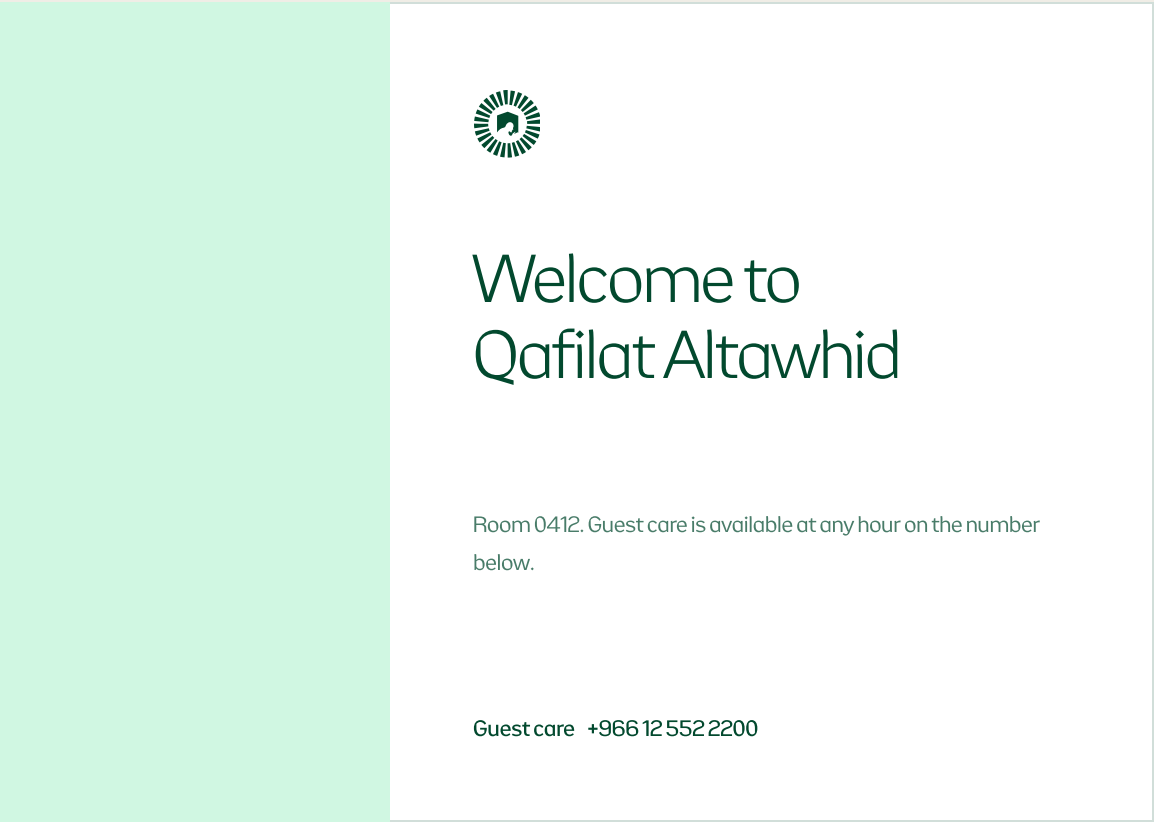


05 Full bleed

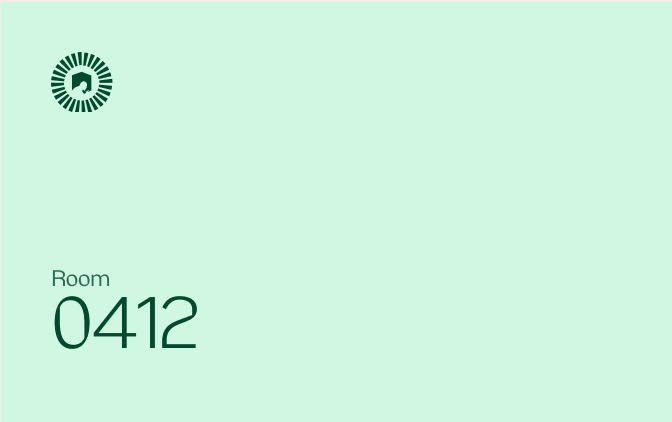


06 Statistics

16 : 9, built on the 16 by 9 module grid. Running head and slide number sit in the margin on every working slide.



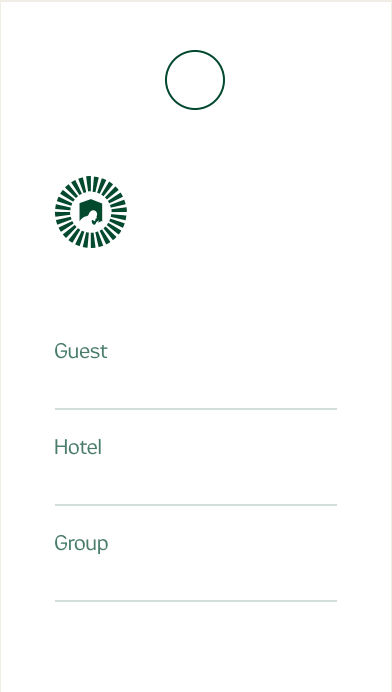
Welcome card
A6 landscape, in every room



Key card sleeve
100 x 62 mm



Door hanger
90 x 240 mm



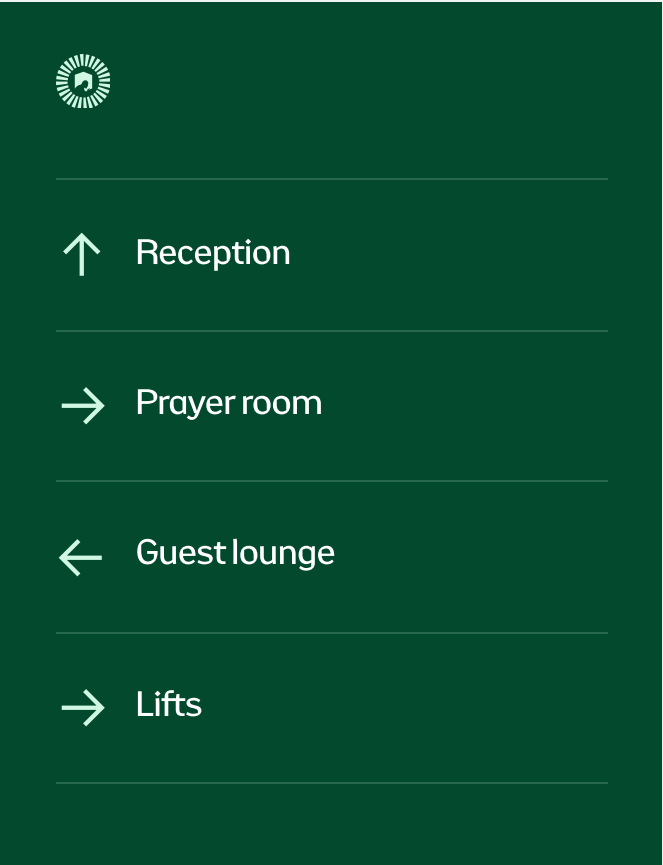
Luggage tag
60 x 105 mm

Colour
Mint and Sand grounds. Green for type and for small solid areas.

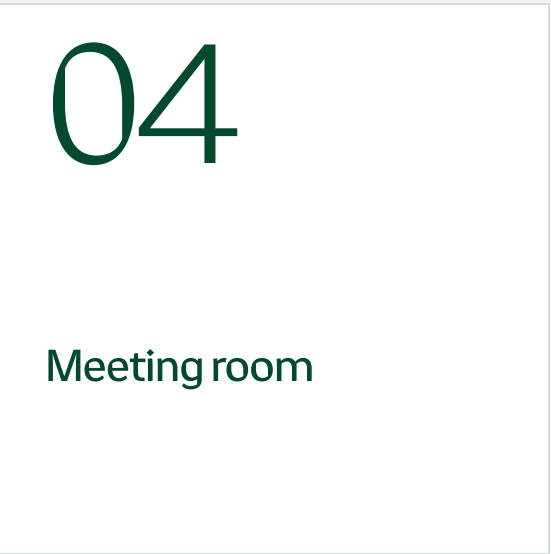
The mark
The mark alone, small, once per item.

Stock
Uncoated and matte. No gloss, no foil.

Information first
A room number, a phone number, a name.



Wayfinding
Green panel, Mint arrows



Door sign
Numeral in Light, room name beneath



Totem
Stacked logo on flat Green



Fascia
Group lockup, white on green

Two languages

Signs are drawn here in English. On site each sign also carries the Arabic line, at matched size, above or to the right.

Arrows

One drawn arrow, in Mint, on the reading side of each line.

Materials

Powder-coated metal in Qafilat Green, with cut or engraved white letters.

Plain surfaces

Signs carry no pattern. Information sits on flat colour.



Coach livery

White body, green rear third, logo amidships



Event backdrop

One lockup, one title, no repeated logos

- 01 Vehicles are read in two seconds: the logo, the web address, nothing else.
- 02 The green rear third may carry Ribbon or Flow, tone on tone. See the Pattern section.
- 03 Backdrops use a single large lockup. Step-and-repeat logo walls are not used.
- 04 The lectern carries the mark alone.

01	Group	مجموعة قافلة التوحيد الدولية Qafilat Altawhid International Group		The legal and corporate entity. Official documents, contracts, certificates, the building.
02	Master brand	قافلة التوحيد Qafilat Altawhid		The name guests and partners know. Everything public is signed by it.
03	Platform	Qafilat.sa		The digital home. It is an address, not a second logo.
04	Services	Umrah Hotels Transport Catering Tourism Luxury services		Named in type. Services never receive their own mark.
05	Campaigns	Your home in the Holy Lands		A headline and a season. No campaign logo, no campaign colour.
06	Sub-brands	 Biakotel بيك أوتيل A Qafilat Altawhid company		Owned brands keep their own identity and carry an endorsement line.

Do

- 01 Use the logo from the master artwork, in green, white or Mint.
- 02 Let Qafilat Green anchor every piece.
- 03 Set everything in Zagel, in both scripts.
- 04 Build layouts on the square module.
- 05 Leave most of the surface empty.
- 06 Use one pattern per surface, tone on tone.
- 07 Give Arabic and English equal rank.
- 08 Use the company’s own wording for its vision, mission and services.
- 09 Choose honest materials and matte finishes.
- 10 Ask before inventing anything new.

Don't

- 01 Redraw, recolour, crop or decorate the logo.
- 02 Add colours, gradients or a second accent.
- 03 Introduce a second typeface, italics or outlines.
- 04 Place elements by eye, off the grid.
- 05 Fill space because it is there.
- 06 Let pattern compete with content or sit under the logo.
- 07 Treat Arabic as a translation set small.
- 08 Invent slogans or claims the company has not made.
- 09 Use gold, gloss, gradients, glass effects or heavy shadows.
- 10 Use mosque silhouettes, aircraft icons or stock ornament.



قافلة التوحيد
Qafilat Altawhid