



NUMU

Brand Guidelines

2025

Introduction

These guidelines describe the basic rules of designing with reproducing NUMU logo identity. In order to gain maximum benefit from these guidelines they must be used consistently, to ensure the best representation of the NUMU brand identity.

For guidance on logo selection and use, or unavailability of paper materials – similar textured paper/material should be used. For approval and directions you may consult the NUMU's Corporate Communications Office via the following contact address:-

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		hello@boxonvision.com	
		www.boxonvision.com	

Brand Story

Brand Story

Overview

Based in Riyadh and operating throughout Saudi Arabia, NUMU Company stands as a leading developer of upscale, sustainable lifestyle & business destinations.

Established in 2013, NUMU has delivered high quality, real estate developments that set new industry benchmarks for innovation and customer experience, support tenant success, positively impact communities, and contribute to national sustainable developmental progress.

Pioneering the concept of strip malls in Saudi Arabia, NUMU quickly established itself as a significant contributor to ease and quality of life in local neighbourhoods with a portfolio of 11 projects, featuring the high-quality Centro chain and Palazzo.

With a philosophy that real estate developments should create experiences that enrich lives and build community, NUMU developed the award-winning and popular lifestyle destination, The Zone. The Zone embodies NUMU's commitment to outstanding craftsmanship and human-centered design, featuring serene tree-lined walkways and tranquil water features, the project was recognised as the "Best Mixed-Use Development in Saudi Arabia" at the Arabian Property Awards.

NUMU works with tenants as partners, providing thriving locations with high foot traffic. Tenant success is prioritized, offering flexible leasing solutions and dedicated business support to ensure mutual growth and prosperity.

NUMU's upcoming mega project, the Business Hub, represents a significant investment of SAR 1 billion. This innovative development features high-rise buildings and 5,000 commercial spaces, designed to create a balanced work and leisure lifestyle. The Business Hub will transform the business day by seamlessly integrating the natural environment with workspaces, along with convenient shopping and dining options, offering a unique blend of productivity and relaxation.

NUMU's growth strategy will see expansion throughout the MENA region, exploring emerging markets where their expertise and understanding of the unique needs of each community, will contribute social and economic value in each market it operates.

Mission

Deliver real estate projects that serve community and provide sustainable solutions for our end users, all while upholding the highest international standards.

Vision

Our vision is to lead the real estate industry by seamlessly integrating local and global standards, while embracing innovation and maintaining the highest quality.

Brand Purpose

Create experiences that enrich lives and build community.

Big Picture

To create destinations that contribute to quality of life, community progress and national prosperity in every market we operate and serve, adding value now, and for generation to come.

SITE

NUMU's S.I.T.E values—Sustainability, Innovation, Transparency, and Excellence—empower us to lead the real estate industry by harmonizing local and global standards. We are committed to delivering impactful real estate projects that serve our communities and nation.

Sustainability

We integrate sustainability into every aspect of our work, prioritizing durability, efficiency, and minimal environmental impact to ensure our contributions benefit future generations

Innovation

Through innovation, we contribute value to our community, economy and nation, shaping the future horizon.

Transparency

We cultivate transparency and integrity, valuing collaboration and every voice. Through trust and respect, we build lasting relationships with our employees, partners, and communities.

Excellence

Committed to excellence, we deliver quality and value, setting new industry benchmarks.

Our Logo

Our Logo

Logo

NUMU's identity has been designed to reflect our brand values and personality.

In order to convey the strength and professionalism of the brand, it is essential that a consistent and confident brand representation be maintained across all applications. The brand mark should only be reproduced from master artwork and never redrawn or manipulated in any way, other than the approved formats mentioned in this document.



Primary

Our Logo

Overview

We have two logo versions mainly to adapt to any setting to ensure the best visibility of our brand, one with the description (industrial service) and one without.

Master logo
Our master logo should always be the go-to asset to represent our brand.

Special Use of logo
Spot UV of logo must be reserved for special cases only.

On Image
When the logo is used on images, it should have sufficient contrast and clean area with minimal elements in the area the logo is placed.

Greyscale logo
When color cannot be reproduced our greyscale logo can be applied.

Master logo 	Spot UV (Limited/Special use) 
On Images (with clear contrast of the logo) 	Greyscale logo (Limited use) 

Our Logo

Usage Rules

Minimum size

The minimum size of our logo is an important consideration to maintain its legibility and visual impact across different applications. Adhering to these guidelines ensures that our brand is consistently represented in a clear and recognizable manner, regardless of the medium or platform.

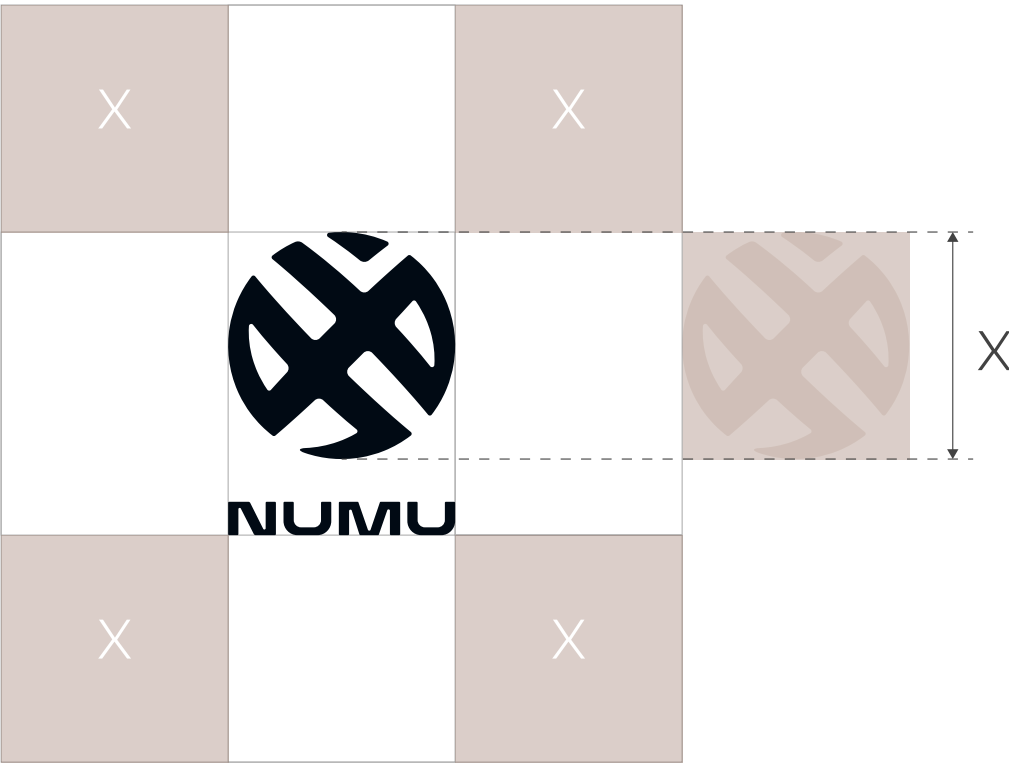
Exclusion zone

Graphics/objects must not penetrate the clear area. This space is no less than the X-width of the english wordmark.

Co-branding

The space between the logos must be no less than the X-width. Make sure all logos are scaled proportionally to one another and visually aligned through the center.

Exclusion Zone



Minimum size



10mm or 70 px

Our Logo

Incorrect Usage

The examples shown here demonstrate different ways of unacceptable logo alterations. They are here to show how the brand becomes undermined by any alteration to the logo. Always reproduce the logo from master artwork, do not attempt to recreate the logo.

Do not skew, tilt or distort the logo proportions.



Do not distort, rearrange, or alter the elements within the logo.



Don't use the logo on busy backgrounds or when there isn't enough contrast.



Do not outline the logo.



Do not swap the colors in the logo.



Do not apply drop shadow, or any other effect that affects the clarity of the logo.



Do not alter the brand name, or add further descriptions to the logomark.



Do not apply any other colors or variations other than the approved formats.



Do not scale or attempt to recreate the logo.



Brand Elements

Brand Elements

Overview

Our color palette has been curated to embody the fundamental values of our brand. Each color is selected to convey a distinct message, ensuring that our brand stands out and remains memorable across various platforms and mediums.

Deep Horizon

Estate Brown

Brand Elements

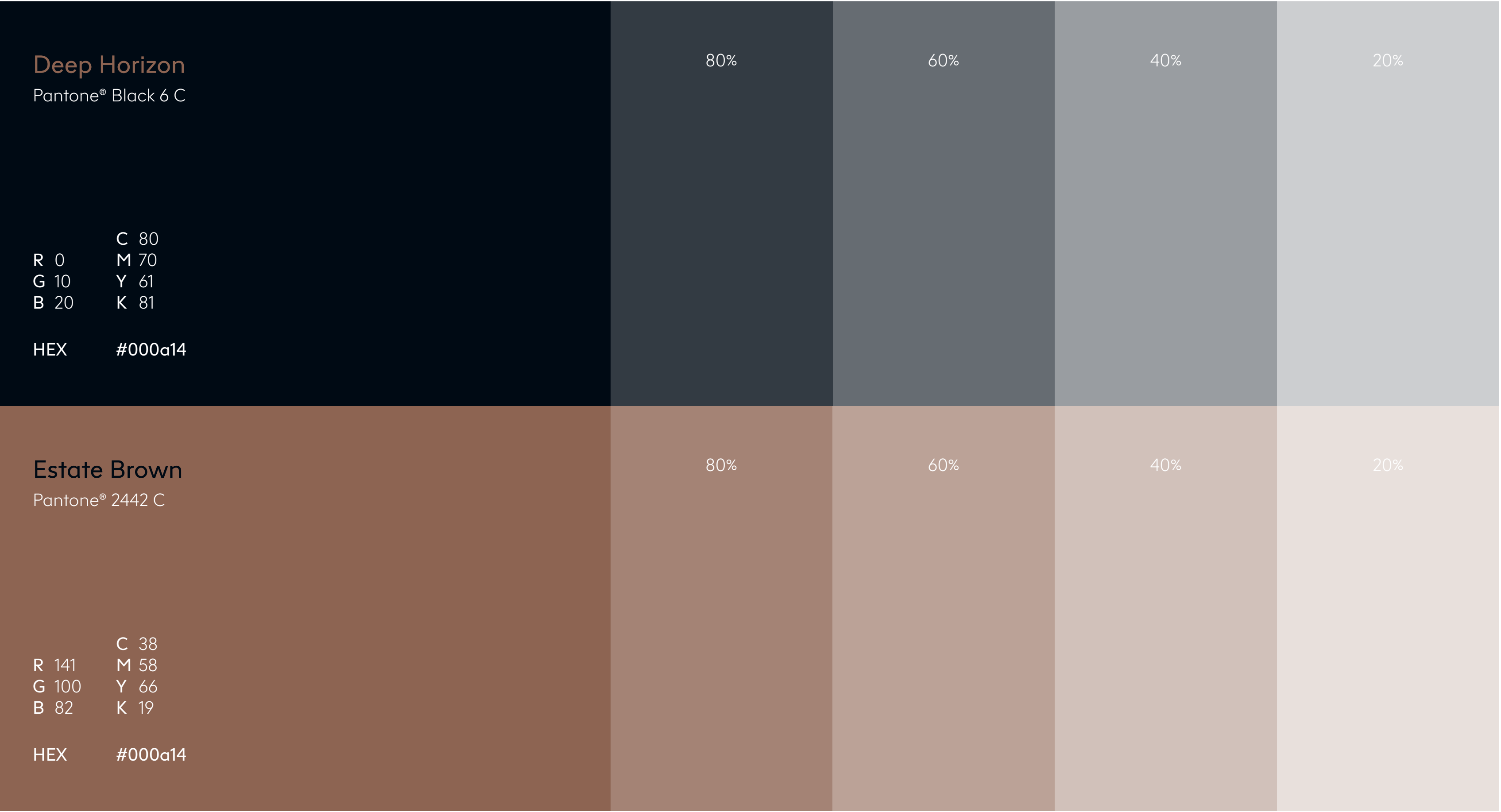
Colors Palette

Our brand colors fully represent the logic and vision behind our entire brand. This page outlines the hierarchy in which these colors are used.

The focus is on “Deep Horizon” and “Estate Brown” referring to Reliability, Strength, Innovation and Growth.

Brand Colors

Primary Colors

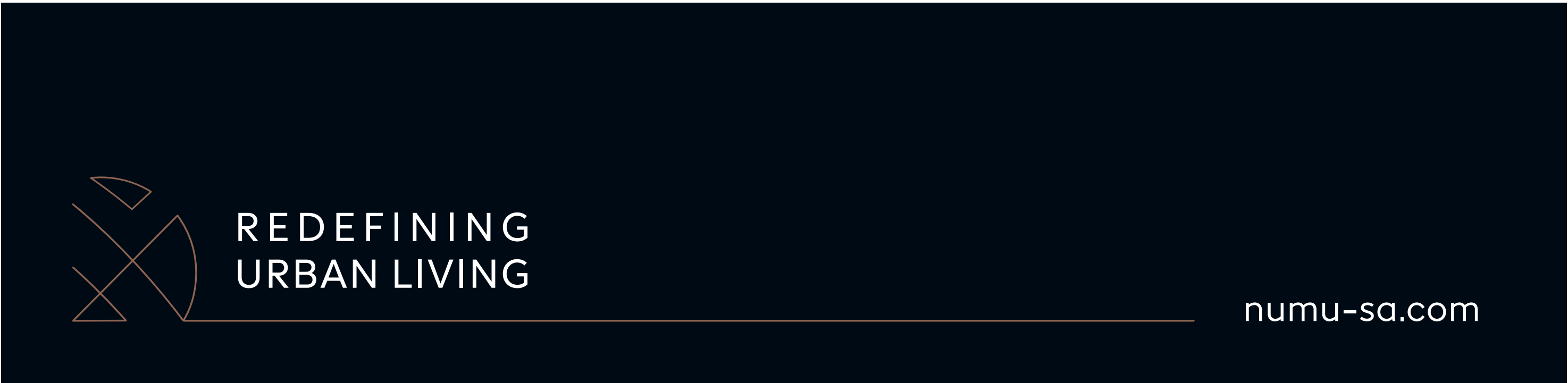


Brand Elements

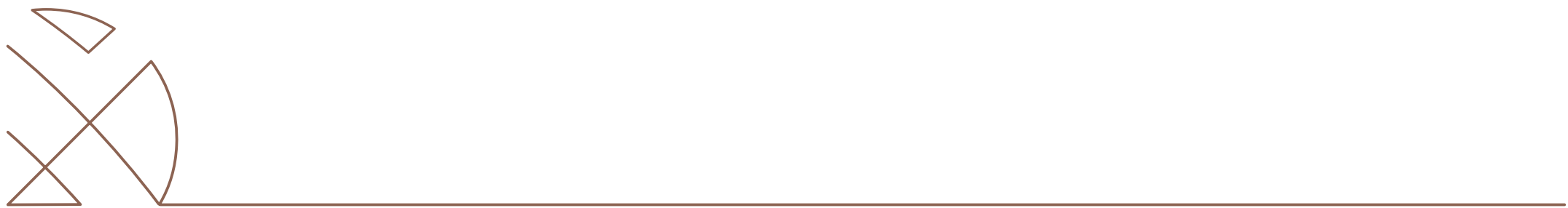
Brand Theme

The brand element is an essential part of visually representing the NUMU's brand identity across various marketing and communication touch points. Its implementation works best when there is ample clear space surrounding the graphic to allow proper breathing room and prevent crowding or obstructing other brand elements like our logo or message content.

Please refer to the brand applications section of this guide for recommendations on how and when to appropriately incorporate the secondary graphic with our other branded design assets. Following the usage specifications outlined for each execution channel will help maintain consistency and the intended impact of the Numu visual identity system.



The design draws inspiration from the infinity symbol, represented through a continuous, flowing line that embodies NUMU's commitment to enduring growth, connection, and innovation. It reflects the company's philosophy of creating sustainable, human-centered destinations that enrich communities and stand the test of time, a seamless expression of progress without limits.



Brand Elements

Brand Slogan

The Slogan is added to provide further definition to the brand's service.

A slogan provide a way of furthering the value of our company. It can be used as an integral part of the logo or as a separate element.

Our slogan should always be sentence case and arranged in two lines.

Two Lines

REDEFINING
URBAN LIVING

Typography

Typography Overview

The brand typography guidelines provide a clear and concise framework for the effective use of fonts and typefaces within the brand's visual identity. The typography plays a crucial role in conveying the brand's personality and values while ensuring consistency across various communication materials.

The use of primary typeface, is the cornerstone of the brand's voice. This typeface serves as a visual anchor, capturing attention and establishing a distinct brand presence.

To enhance visual hierarchy and emphasis, the chosen typefaces should offer a range of font weights. These variations allow for effective differentiation and guide the reader's attention to key information.

AaBbCcDdE
أ ب ج د ه و ي ء

Latin - Arabic

Helvetica Neue LT
Arabic

55 Roman

Helvetica Neue LT
Arabic

45 Light

F37 Jagger

Regular

F37 Jagger

Light

أ ب ت ث ج ح خ د ر ز س ش ص ض ط ظ ع غ ف ق
ك ل م ن ه و ي ء ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

أ ب ت ث ج ح خ د ر ز س ش ص ض ط ظ ع غ ف ق ك ل م
ن ه و ي ء ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz 0123456789€£\$&%@?![])+

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
XxYyZz 0123456789€£\$&%@?![])+

Typography

Latin Typeface

(Brand Typeface)

Latin typography used throughout all of our communications are as specified. This is to be used in all printed material for publishing and in the social media designs etc.

In order to ensure that presentations sent out to third parties are seen in the correct format, they should be distributed in PDF format. This also ensures security of information in that it cannot be edited post distribution.

(For Print/Publishing materials, Social Media etc)

Title
F37 Jagger - Regular
At least 3X the body size
Auto Leading
25 Tracking

Subtitle
F37 Jagger - Regular
150% body size
100% Leading
25 Tracking

Body
F37 Jagger - Light
100% Leading
25 Tracking

Caption
F37 Jagger - Light
80% body size
120% Leading
25 Tracking

NUMU Company stands for upscale, sustainable living

NUMU has delivered high quality, real estate developments that set new industry benchmarks for innovation and customer experience, support tenant success, positively impact communities, and contribute to national sustainable developmental progress.

Pioneering the concept of strip malls in Saudi Arabia, NUMU quickly established itself as a significant contributor to ease and quality of life in local neighbourhoods with a portfolio of 11 projects, featuring the high-quality Centro chain and Palazzo. With a philosophy that real estate developments should create experiences that enrich lives and build community.

NUMU developed the award-winning and popular lifestyle destination, The Zone. The Zone embodies NUMU's commitment to outstanding craftsmanship and human-centered design.

Typography

Arabic Typeface

(Brand Typeface)

Arabic typography used throughout all of our communications are as specified. This is to be used in all printed material for publishing and in the social media designs etc.

In order to ensure that presentations sent out to third parties are seen in the correct format, they should be distributed in PDF format. This also ensures security of information in that it cannot be edited post distribution.

(For Print/Publishing materials, Social Media etc)

Title
Helvetica Neue LT Arabic - 55 Roman
At least 3X the body size
Auto Leading
0 Tracking

Subtitle
Helvetica Neue LT Arabic - 55 Roman
150% body size
100% Leading
25 Tracking

Body
Helvetica Neue LT Arabic - 45 Light
100% Leading
25 Tracking

Caption
Helvetica Neue LT Arabic - 45 Light
80% body size
120% Leading
25 Tracking

رؤية سعودية لإعادة تعريف الحياة العصرية

تُعد شركة نومو القابضة من الشركات السعودية الرائدة في مجال التطوير العقاري، وتتخذ من مدينة الرياض مقرًا لها. تركز الشركة على ابتكار وتطوير مشاريع نوعية تعيد تعريف مفهوم أسلوب الحياة العصرية.

تسعى نومو إلى بناء وجهات متكاملة تخلق تجارب مميزة للزوار والمستثمرين على حد سواء، حيث تعتمد في مشاريعها على أعلى معايير التصميم، الجودة، والاستدامة. وتشمل محفظتها مشاريع بارزة مثل التي تجسد رؤية الشركة في تطوير مساحات نابضة بالحياة تجمع بين الرفاهية والتنوع والابتكار.

تؤمن نومو بأن التطوير العقاري ليس مجرد بناء، بل هو صناعة للتجارب والذكريات، ولذلك تركز على تقديم بيئات تفاعلية تمزج بين الجمال المعماري والوظيفي، لتكون جزءًا من التحول العمراني والحضري الحديث في المملكة العربية السعودية.

Typography

Fallback Typeface

(System Typeface)

A fallback typeface serves as a backup option when the primary typeface is unavailable or unsupported in a particular context. It is crucial to have a fallback typeface to ensure consistent and legible typography across different platforms, devices, and software.

When the brand typeface is not available to be used, such as in emails, Microsoft word or Google Slides, etc., The specified fonts should be used.

Latin

Verdana

AaBbCcDdEeFfGgHhIiJjKkLIMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789€£\$&%@?![]()+- =

Arabic

Tahoma

أ ب ت ث ج ح خ د ر ز س ش ص ض

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\$£€٠١٢٣٤٥٦٧٨٩&%@?![]()+- =

Thank You - Inbox

Message

Delete

Archive

Reply

Reply All

Forward

Move

Junk

Rules

Move to Other

Read/Unread

Thank You

BS

Bader Sultan Jumma

To:

Farouq Brandon

Dear Lorem Ispum,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquam sit amet justo a mollis auctor eu augue quisque. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit is dolor sit amet. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto.

Best Regards,

NUMU

بدر سلطان جمعة

Bader Sultan Jumaa

رئيس العمليات

Chief Operating Officer

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22

Applications

Applications Stationary

Applications

Business Card

Production Specifications

Size

90 X 50 mm

Colors



Material

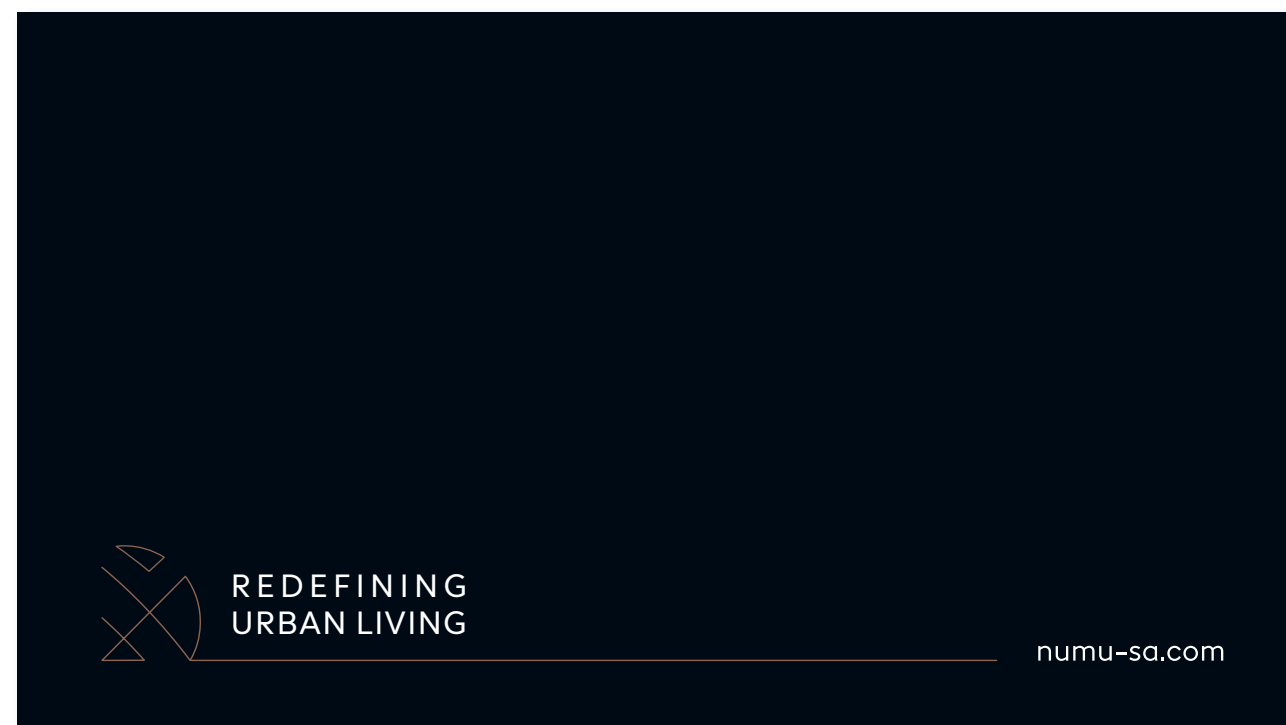
Conqueror, CX22 - Diamond White
320gsm.

Special

Both side printing.



Front



Back

Applications

Letterhead (Opt 1)

Production Specifications

Size

A4

Colors

Pantone® Black 6 U

Pantone® 7585 U

Material

Conqueror, CX22 – Diamond White
120gsm

Special

Both side printing
Trimmed to size.

Front


NUMU

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Back


REDEFINING
URBAN LIVING

numu-sa.com

Applications

Letterhead (Opt 2)

Production Specifications

Size

A4

Colors

Pantone® Black 6 U

Pantone® 7585 U

Material

Conqueror, CX22 – Diamond White
120gsm

Special

Both side printing
Trimmed to size.

Front


NUMU

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Back



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Applications

Envelope

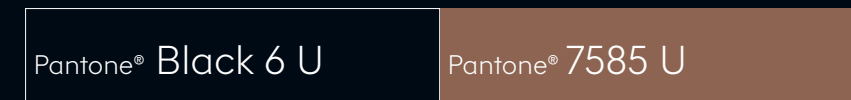
DL Size

Production Specifications

Size

220 x 110 mm
Flap 30 mm

Colors



Material

For Custom made:
Conqueror, CX22 - Diamond White
160gsm

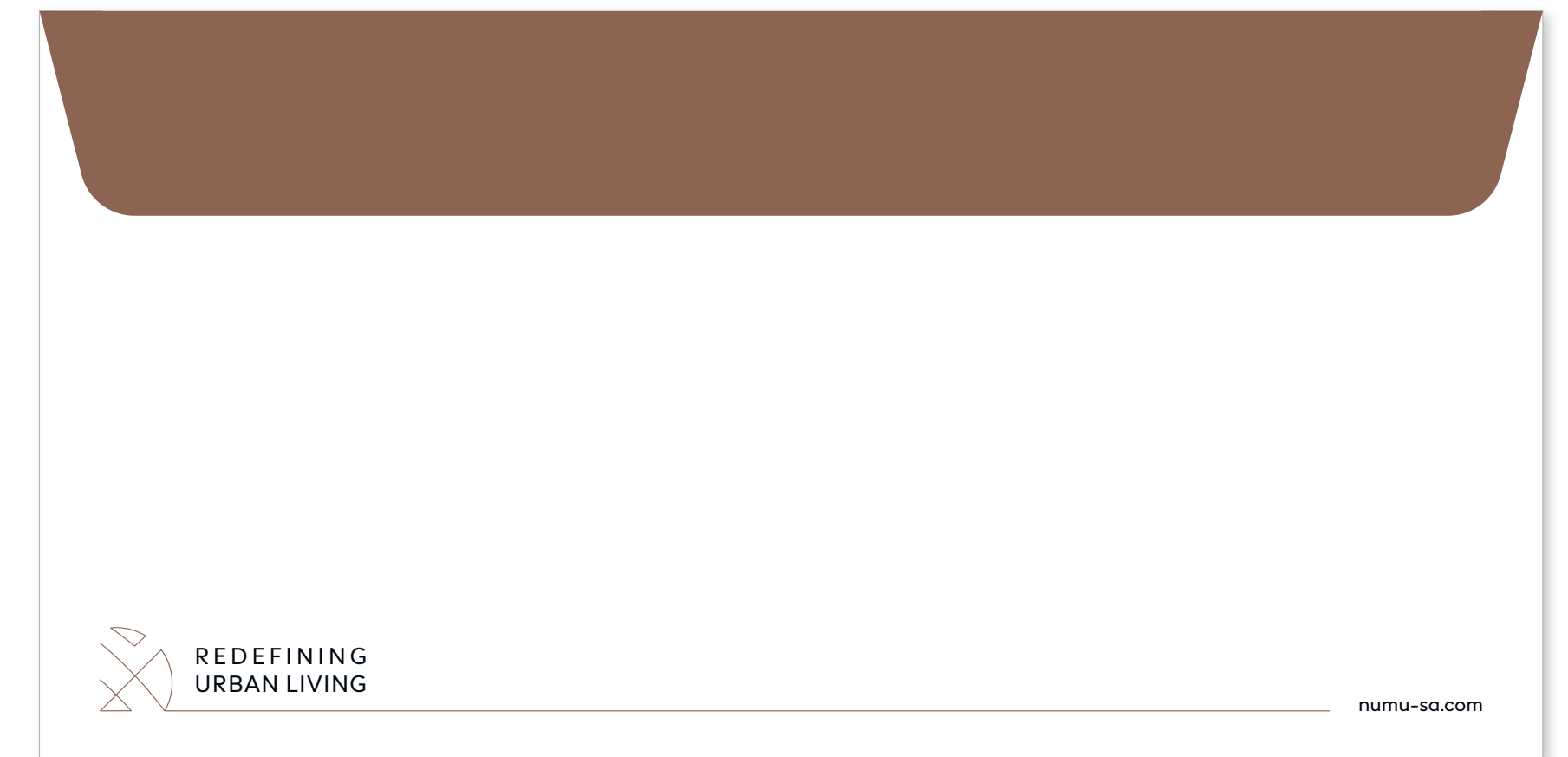
Special

For Custom Made :
Die-cut, Pasting, Flap - Double tape pasted

Front



Back



Applications

Envelope

C5 Size

Production Specifications

Size

228 x 162 mm
Flap 30 mm

Colors

Pantone® Black 6 U	Pantone® 7585 U
--------------------	-----------------

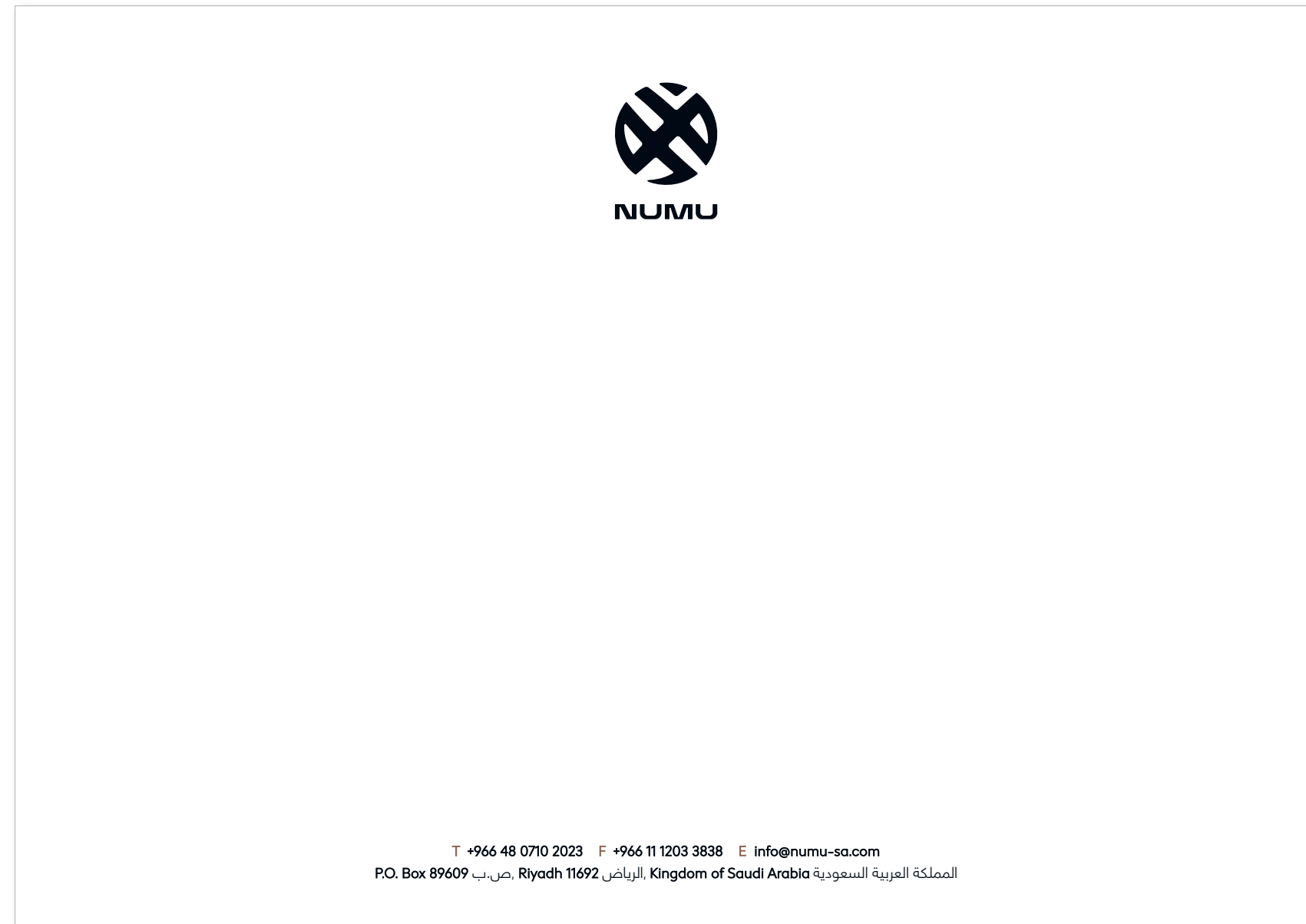
Material

For Custom made:
Conqueror, CX22 - Diamond White
160gsm

Special

For Custom Made :
Die-cut, Pasting, Flap - Double tape pasted

Front



Back



Applications

Envelope

C4 Size - Custom Made

Production Specifications

Size

229 X 323 mm
Flap 30 mm

Colors

Pantone® Black 6 U	Pantone® 7585 U
--------------------	-----------------

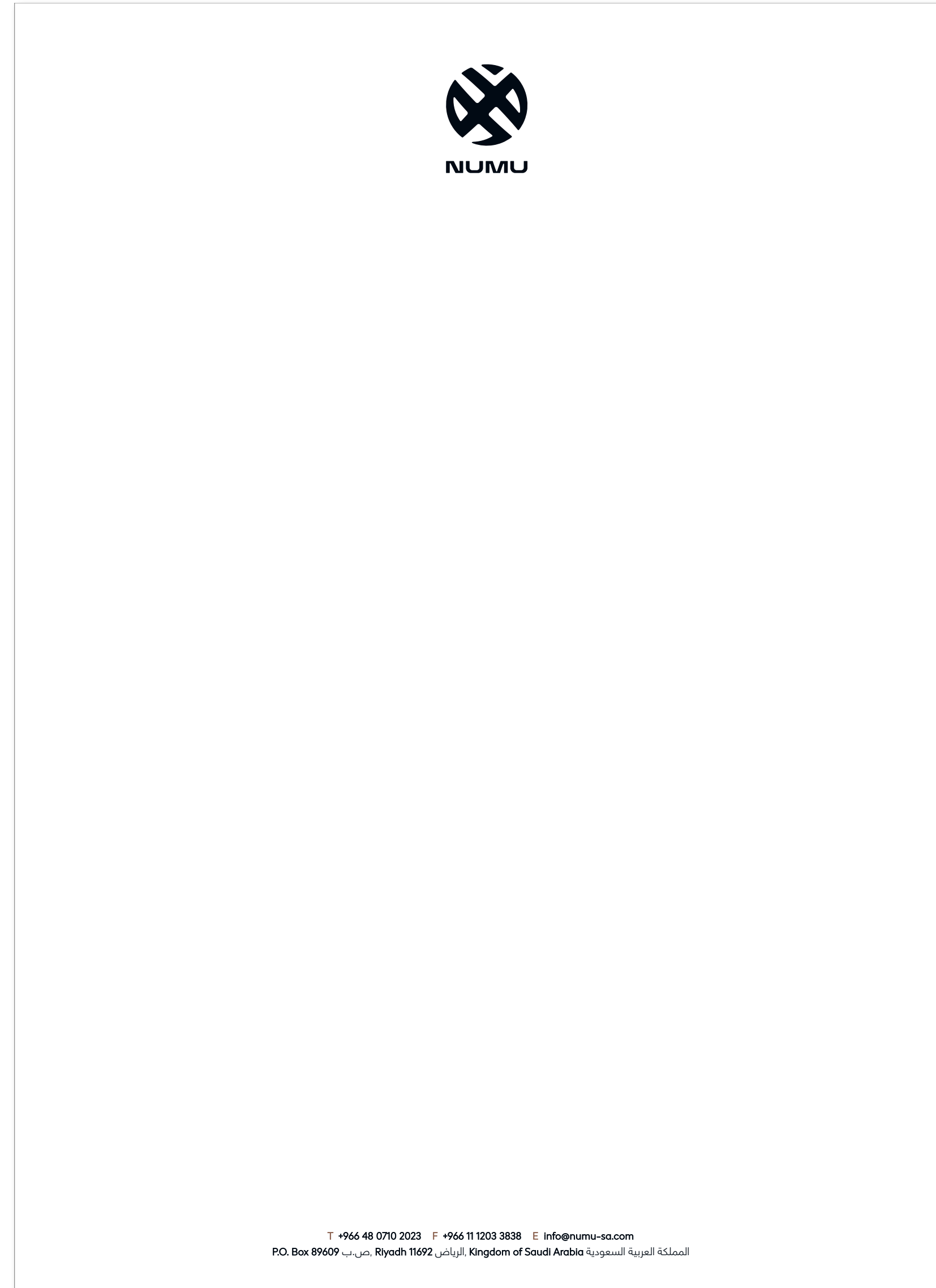
Material

For Custom made:
Conqueror, CX22 - Diamond White
160gsm

Special

For Custom Made :
Die-cut, Pasting, Flap - Double tape pasted

Front



Back



Applications

Envelope

C3 Size - Custom Made

Production Specifications

Size

324 X 458 mm
Flap 45 mm

Colors

Pantone® Black 6 U

Pantone® 7585 U

Material

For Custom made:
Conqueror, CX22 - Diamond White
160gsm

Special

For Custom Made :
Die-cut, Pasting, Flap - Double tape pasted

Front



Back



Applications

Folder (Opt 1)

Cover

Production Specifications

Size

Custom Made
220 X 307 x 3(Spine) mm

Colors



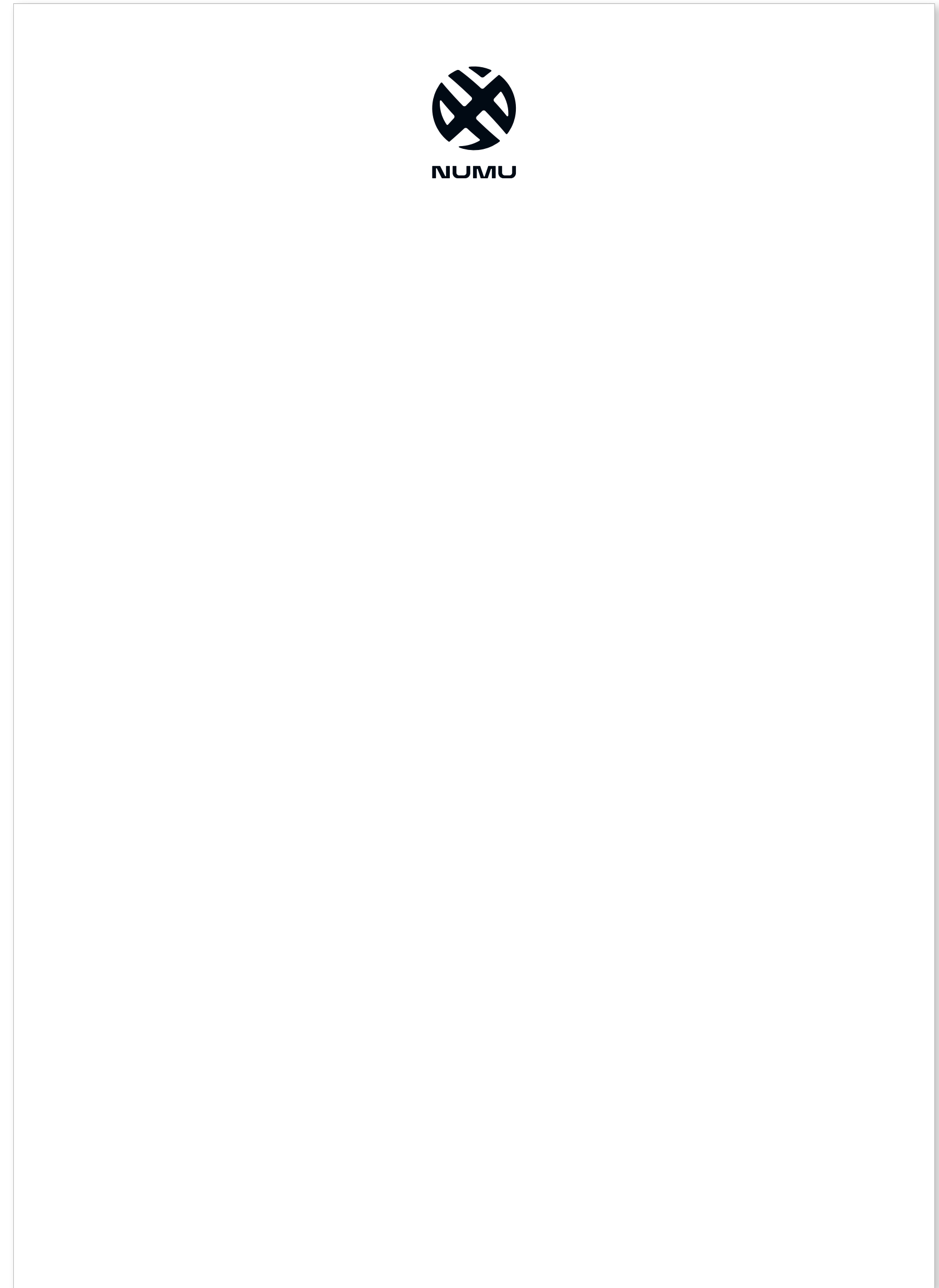
Material

Matt paper
350 gsm

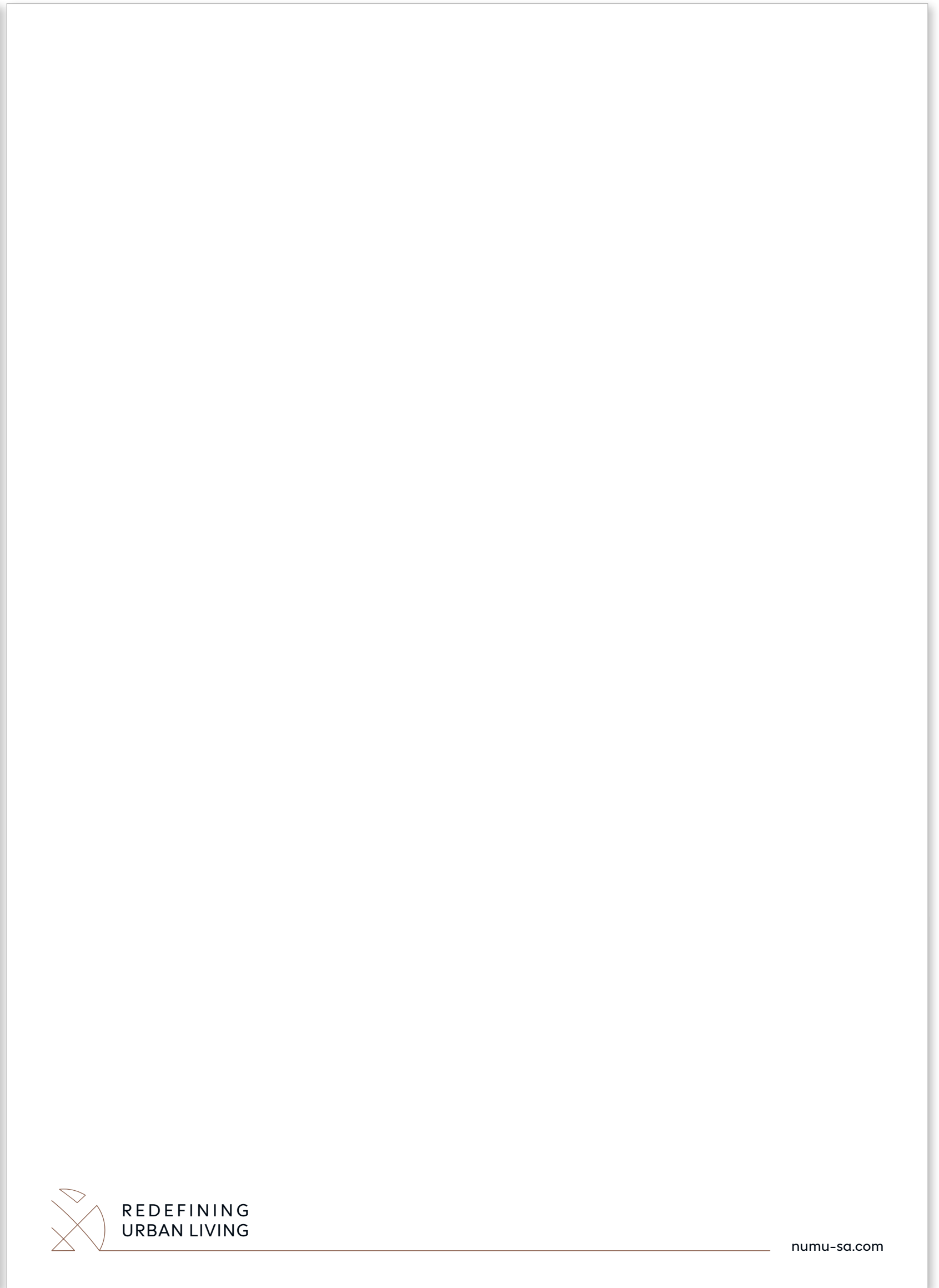
Special

Both side printing.
Die-cut.
1 Pocket.
Pocket Die-cut for Business card.
Embossing logo (cover).
Both side laminated.

Front



Back



Applications

Folder (Opt 2)

Cover

Production Specifications

Size

Custom Made
220 X 307 x 3(Spine) mm

Colors



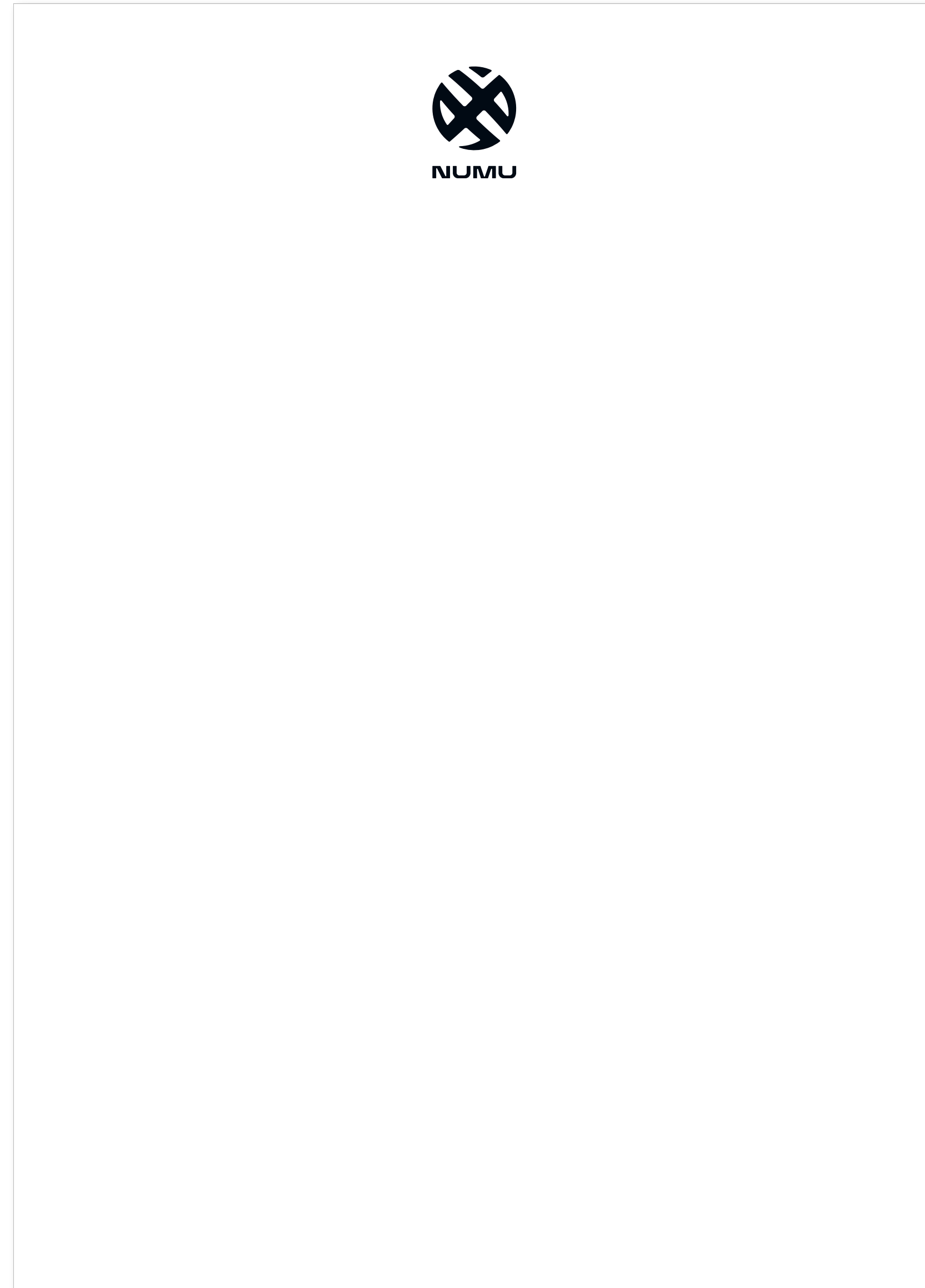
Material

Matt paper
350 gsm

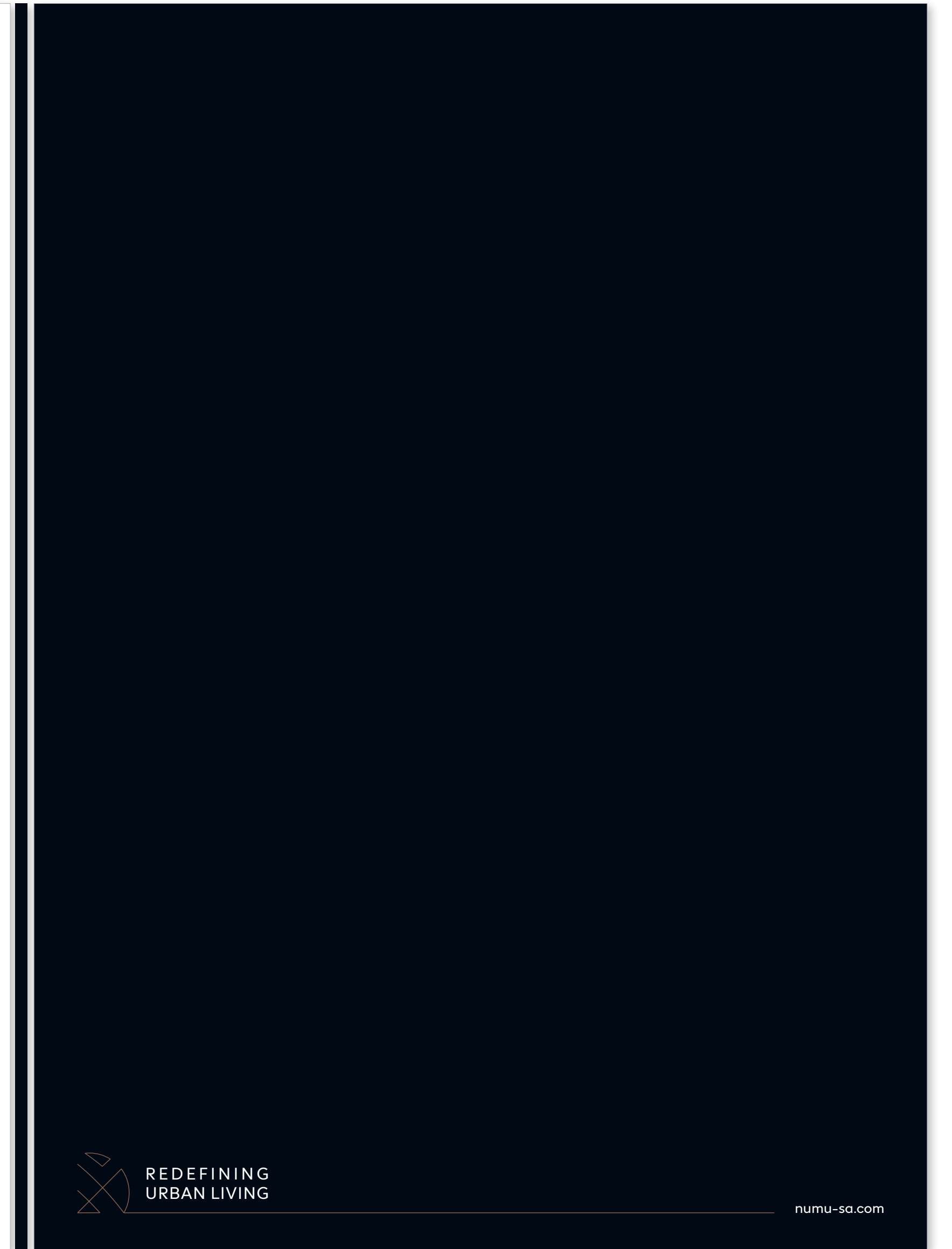
Special

Both side printing.
Die-cut.
1 Pocket.
Pocket Die-cut for Business card.
Embossing logo (cover).
Both side laminated.

Front



Back



Applications

Folder

Inside

Production Specifications

Size

Custom Made
220 X 307 x 3(Spine) mm

Colors



Material

Matt paper
350 gsm

Special

- Both side printing.
- Die-cut.
- 1 Pocket.
- Pocket Die-cut for Business card.
- Embossing logo (cover).
- Both side laminated.

Front



Pocket

Pocket (with die-cut for business card)

Applications

Notebook

A5 Spiral

Production Specifications

Size

A5

Colors

Cover

Pantone® Black 6 C	Pantone® 2442 C
--------------------	-----------------

Inside Pages

Pantone® Black 6 U	Pantone® 7585 U
--------------------	-----------------

Material

Cover : Laminated Matt paper – 350 gsm
Inside pages : Wood free paper – 80 gsm.

Special

One side print only.
75 sheets/pad.
Top Glued Flap

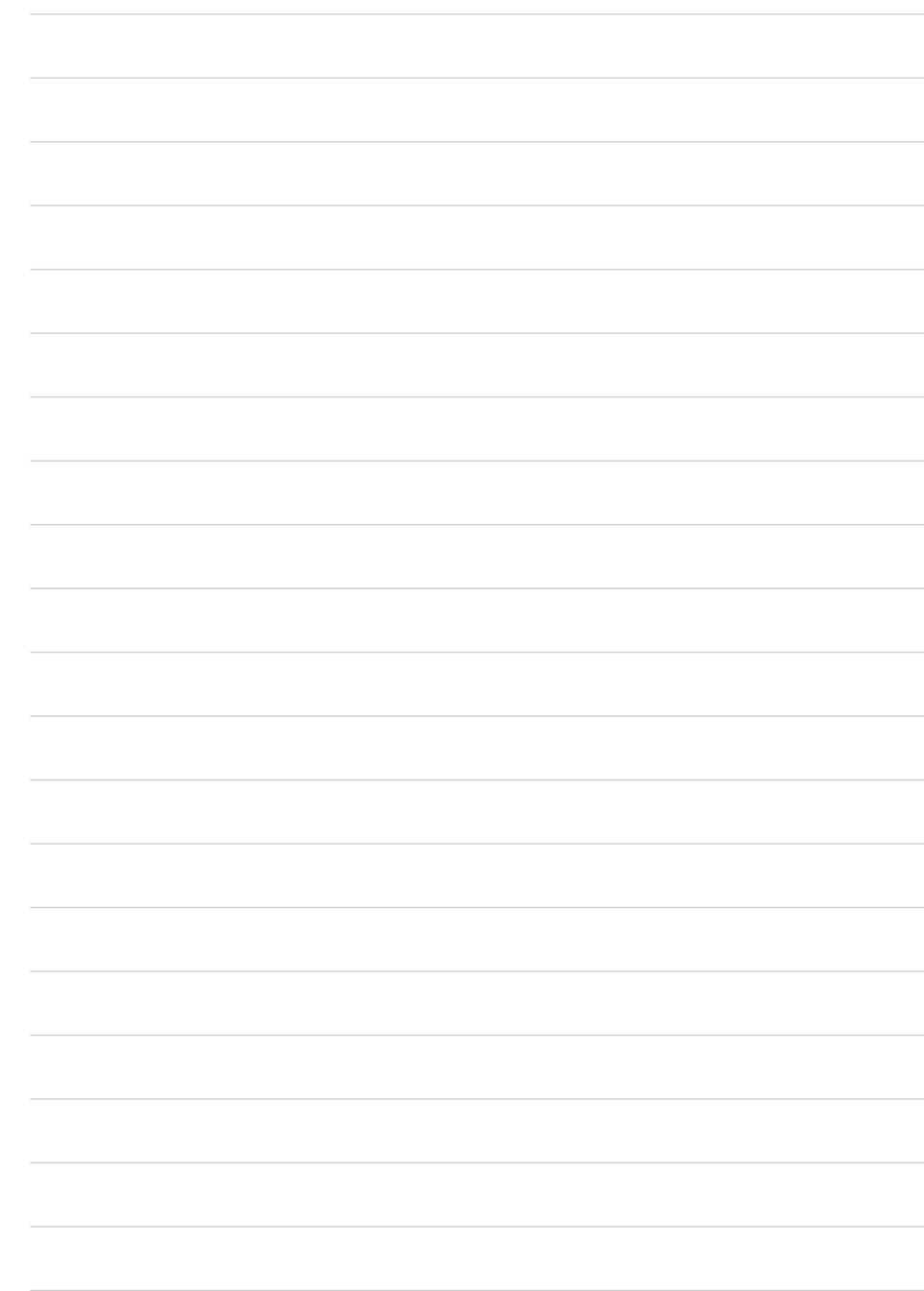
Back
(Continuous)

Cover



NUMU

Inside pages



numu-sa.com

Applications

Notebook

A4 Top Glued

Production Specifications

Size

A4

Colors

Cover

Pantone® Black 6 C

Pantone® 2442 C

Inside Pages

Pantone® Black 6 U

Pantone® 7585 U

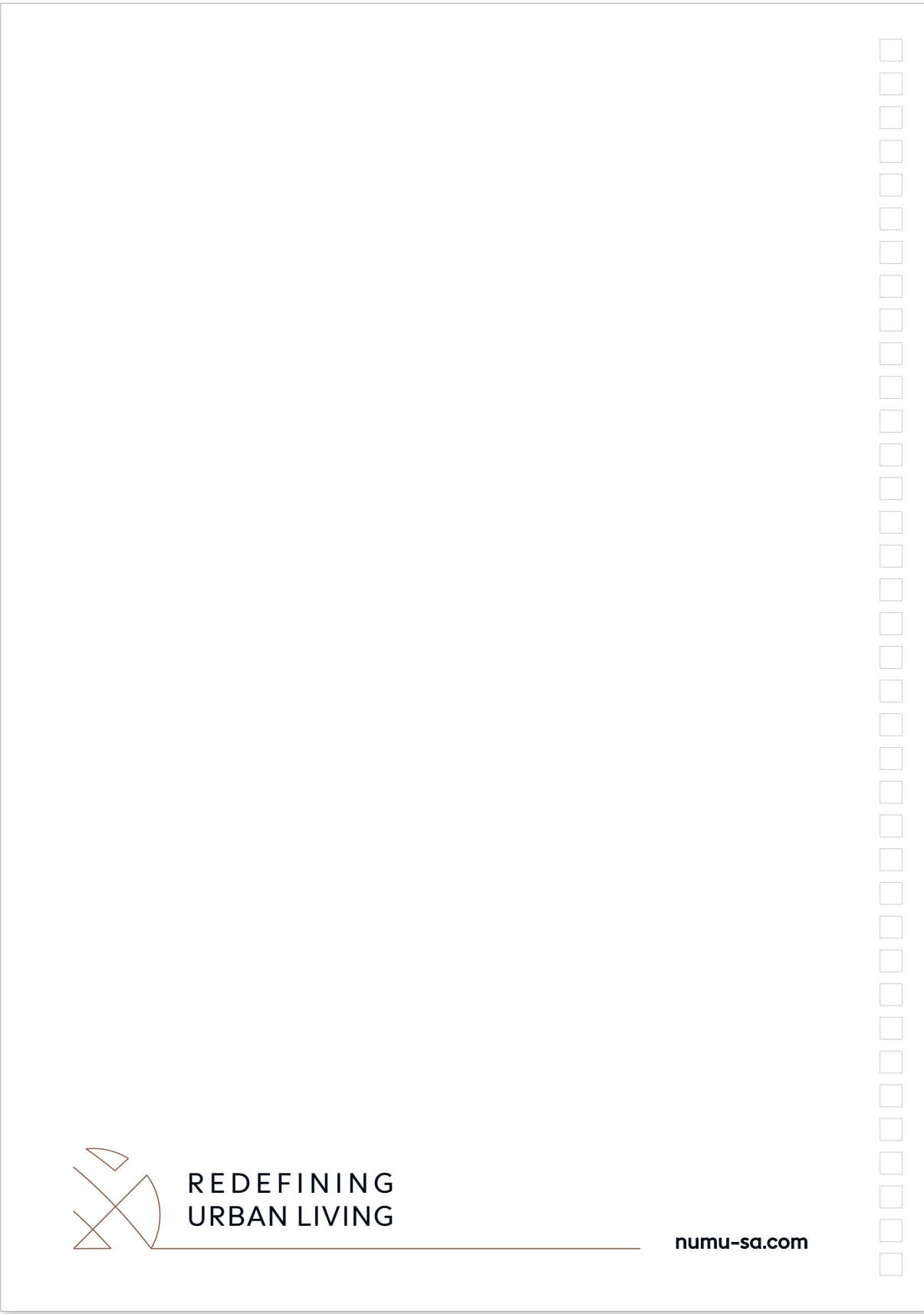
Material

Cover : Laminated Matt paper - 170 gsm pasted on 800gsm grey board.
Inside pages : Wood free paper - 80 gsm.

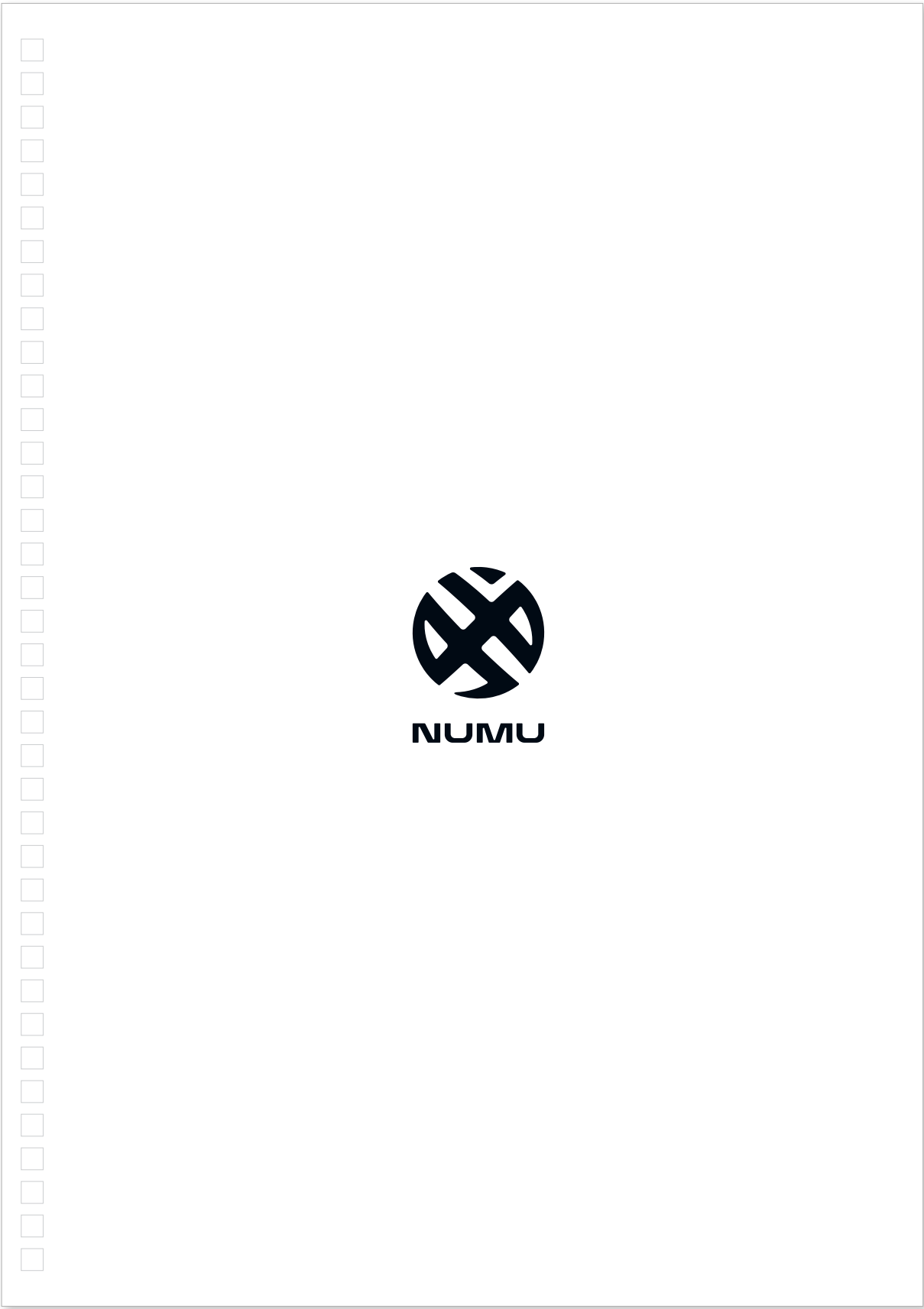
Special

One side print only.
75 sheets/pad.
Print and pasting on grey board.
Stainless steel spirals (silver color).

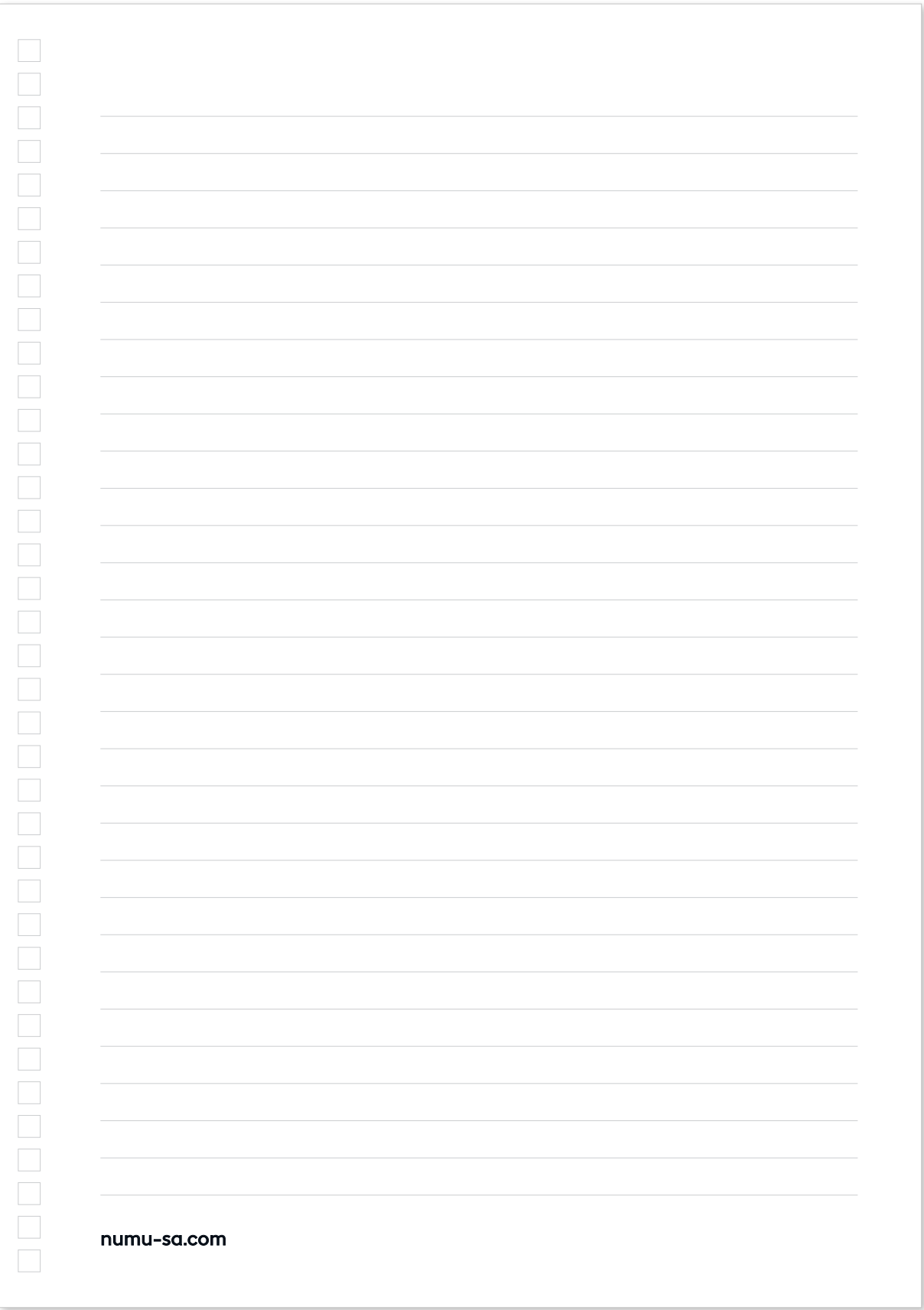
Back



Front



Inside Pages



Applications

Stamp

Production Specifications

Size

Custom Made
5 X 4 cm (width)

Colors

Blue Ink

5 CM
(HEIGHT)



4 CM
(WIDTH)

Applications

Bag

Production Specifications

Size

300 x 240 x 120 mm

Colors

Outside

Pantone® Black 6 C

Inside

Pantone® 2442 C

Material

350 gsm matt laminated

Special

Embossing on logo.
Flat rope handle.

Both Sides



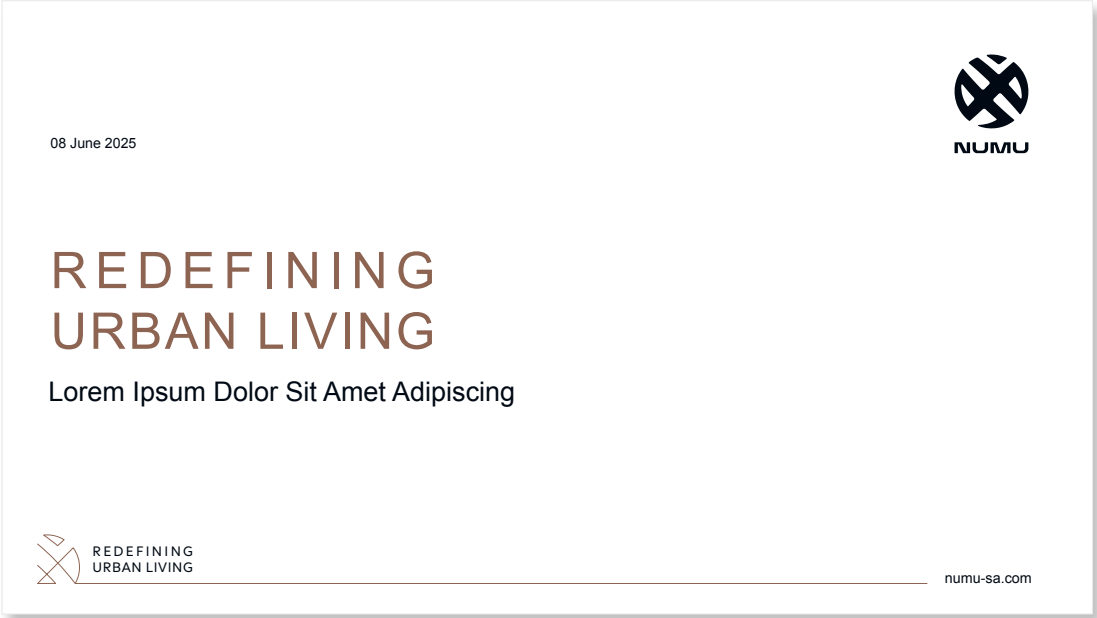
Applications

Multimedia

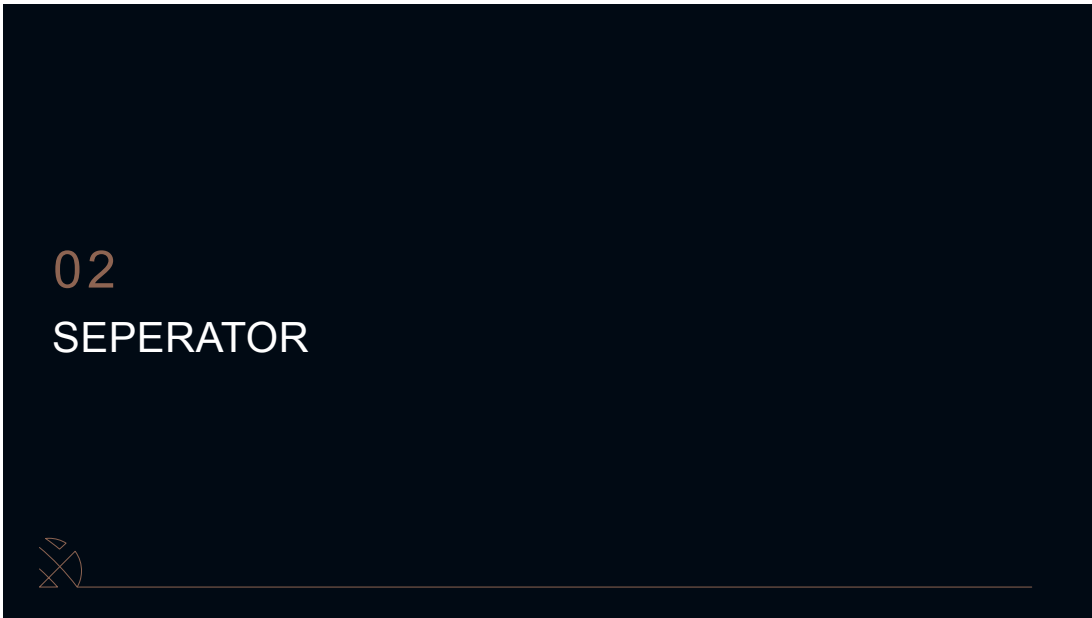
Applications

Presentation Template

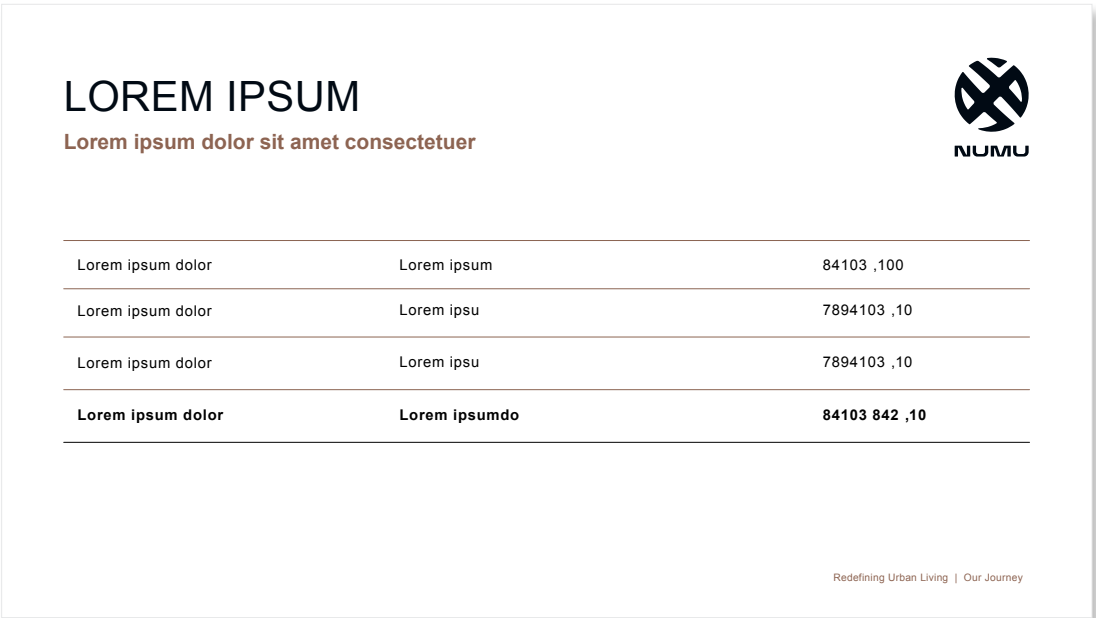
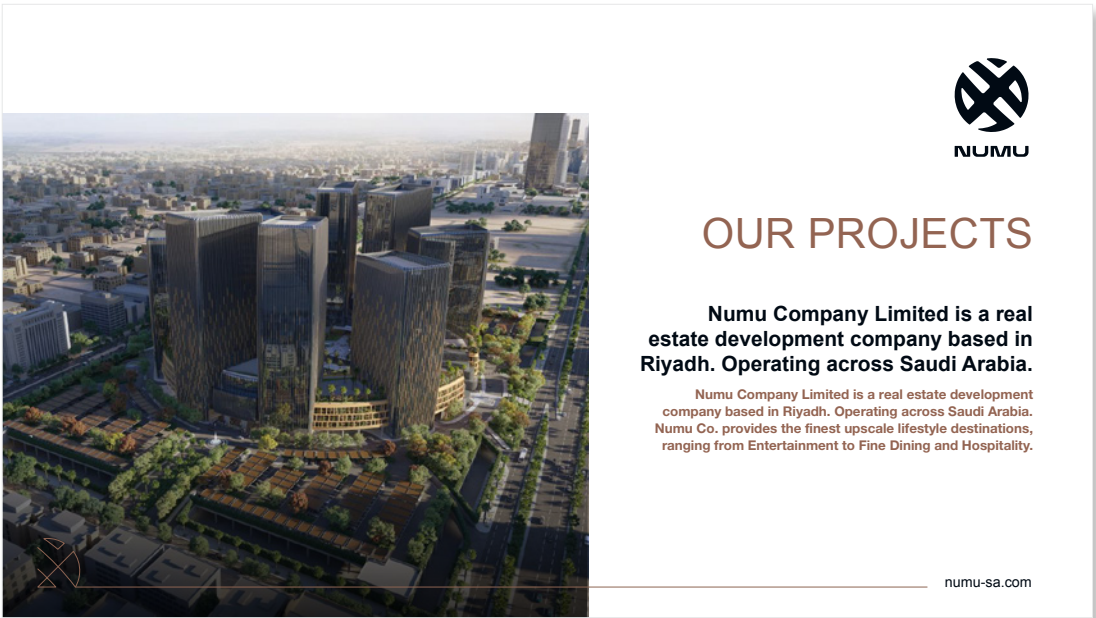
Cover



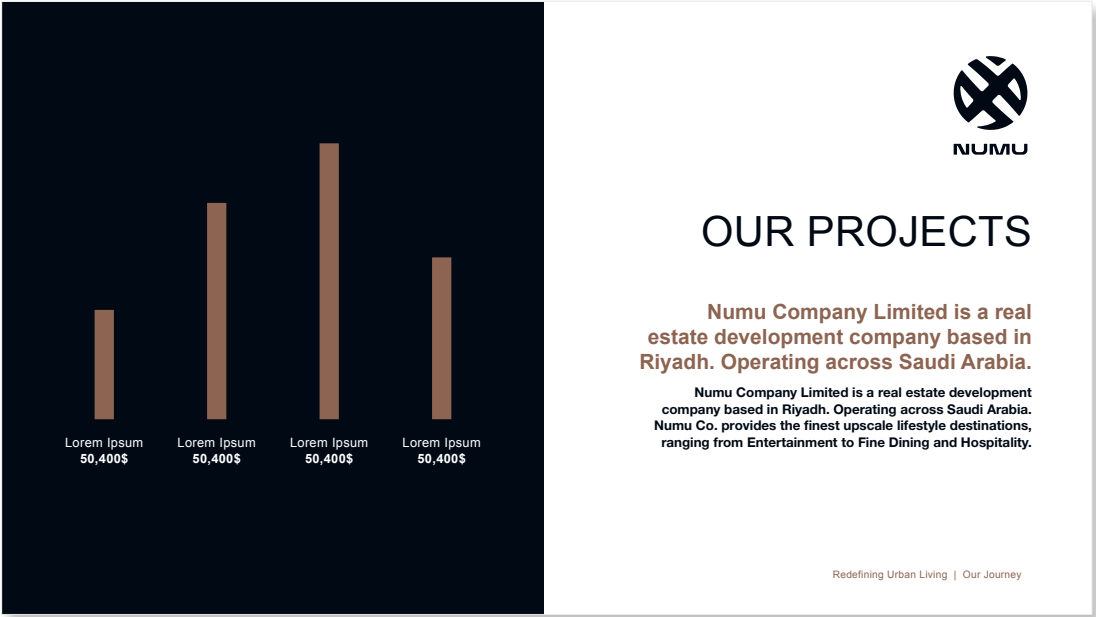
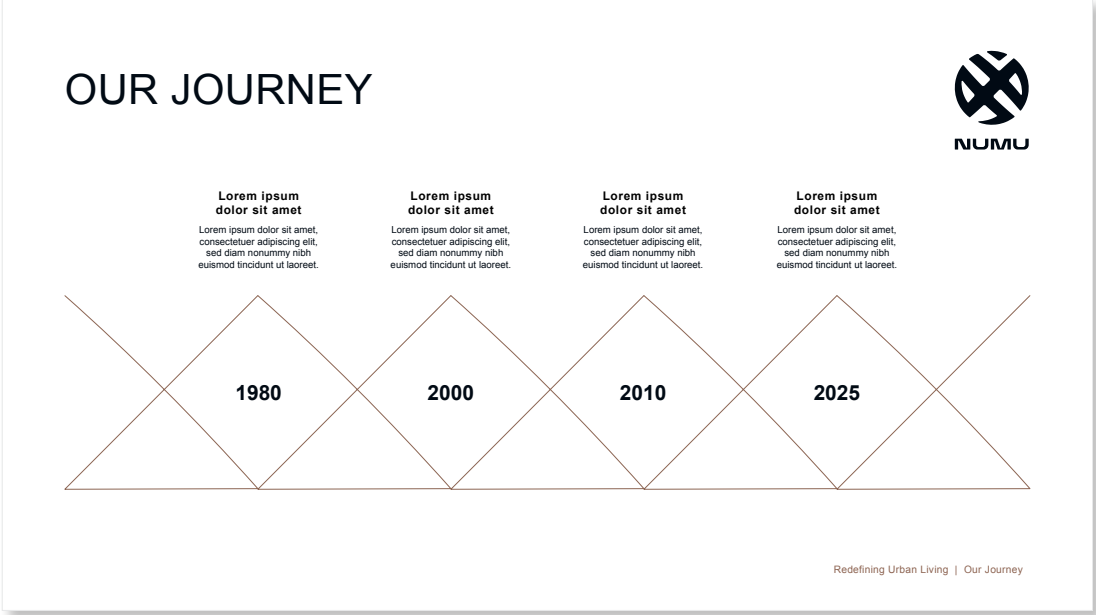
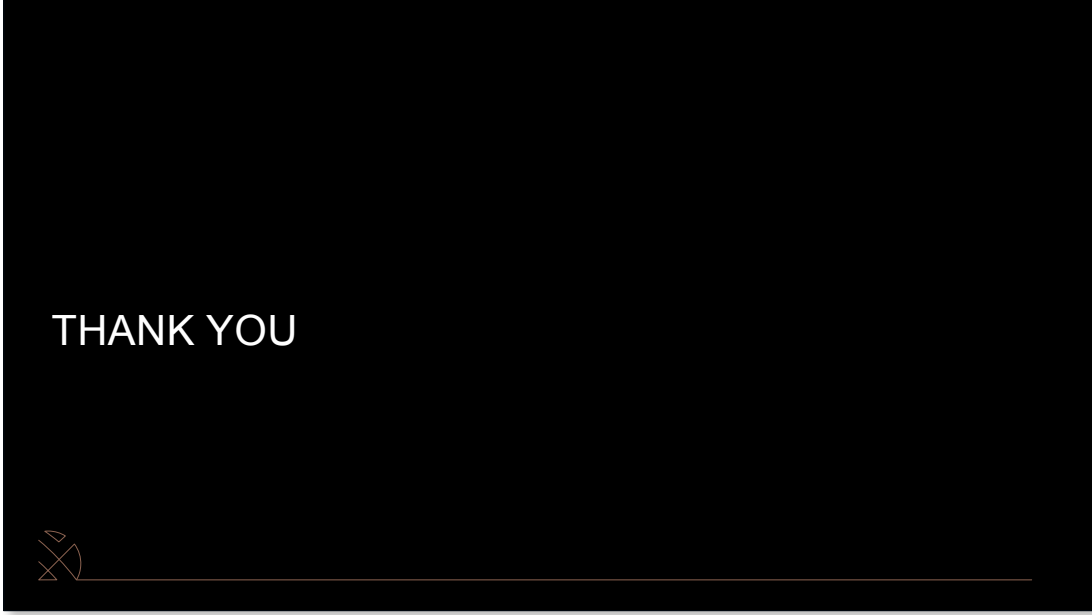
Seperator - Option 1



Content & Images Slides



End Page



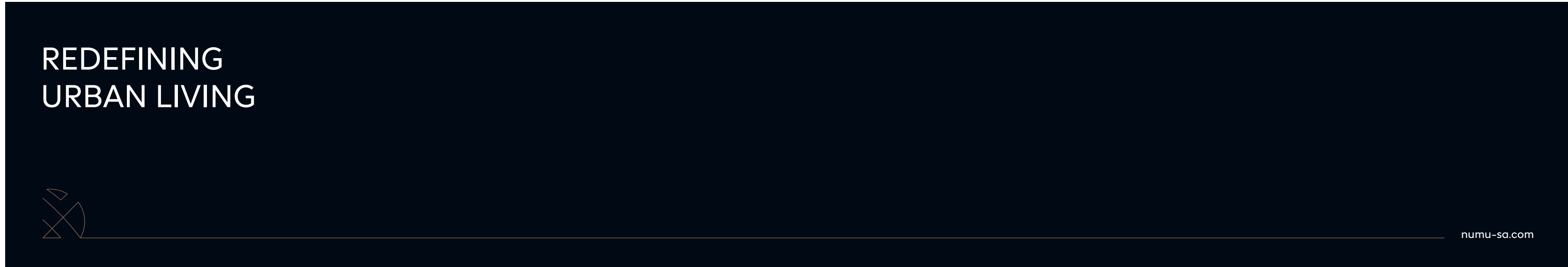
Applications

Social Media

Linkedin - assets

For our Linkedin social media asset, we maintain a professional and polished appearance that aligns with the platform's business-oriented nature. Our profile picture features our brand's logo, ensuring consistent recognition across all touchpoints.

Banner



Display picture



Post (Speaker example)



Post (Announcement)



Applications

Social Media

Twitter - assets

On Twitter, our social media asset captures attention with concise messaging. Our profile picture prominently displays our brand's logo, ensuring immediate recognition.

Our Twitter social media asset aims to foster real-time conversations, share industry insights, and build a strong community of followers who actively engage with our brand.

Banner



Post (General)

Display picture



Post (Information)



Applications

Social Media

Post Example

Speaker Announcement





Bader Jumaa Sultan
CEO

**Lorem ipsum dolor sit amet elit,
Magna aliquam erat volutpat.**

Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorper
suscipit lobortis nisl ut aliquip ex ea
commodo consequat.



Generic Quote/Information



8.5 Billion

Lorem ipsum dolor sit
amet, consectetur
uismod tincidunt ut.



Post (Announcement)





إعادة تعريف الحياة الحضرية
Redefining Urban Living





2015 2025

إعادة تعريف الحياة الحضرية
Redefining Urban Living







%62

Lorem Ipsum
Sed Diam Nonummy Nibh
Euismod Tincidunt

%40

Lorem Ipsum





%100

ملتزمون بالجودة
Committed to Quality



Applications

Email Signature

Using a fallback typeface in emails is essential for ensuring consistent and legible typography across different email clients, devices, and operating systems.

Body
Verdana - Regular
12 pt

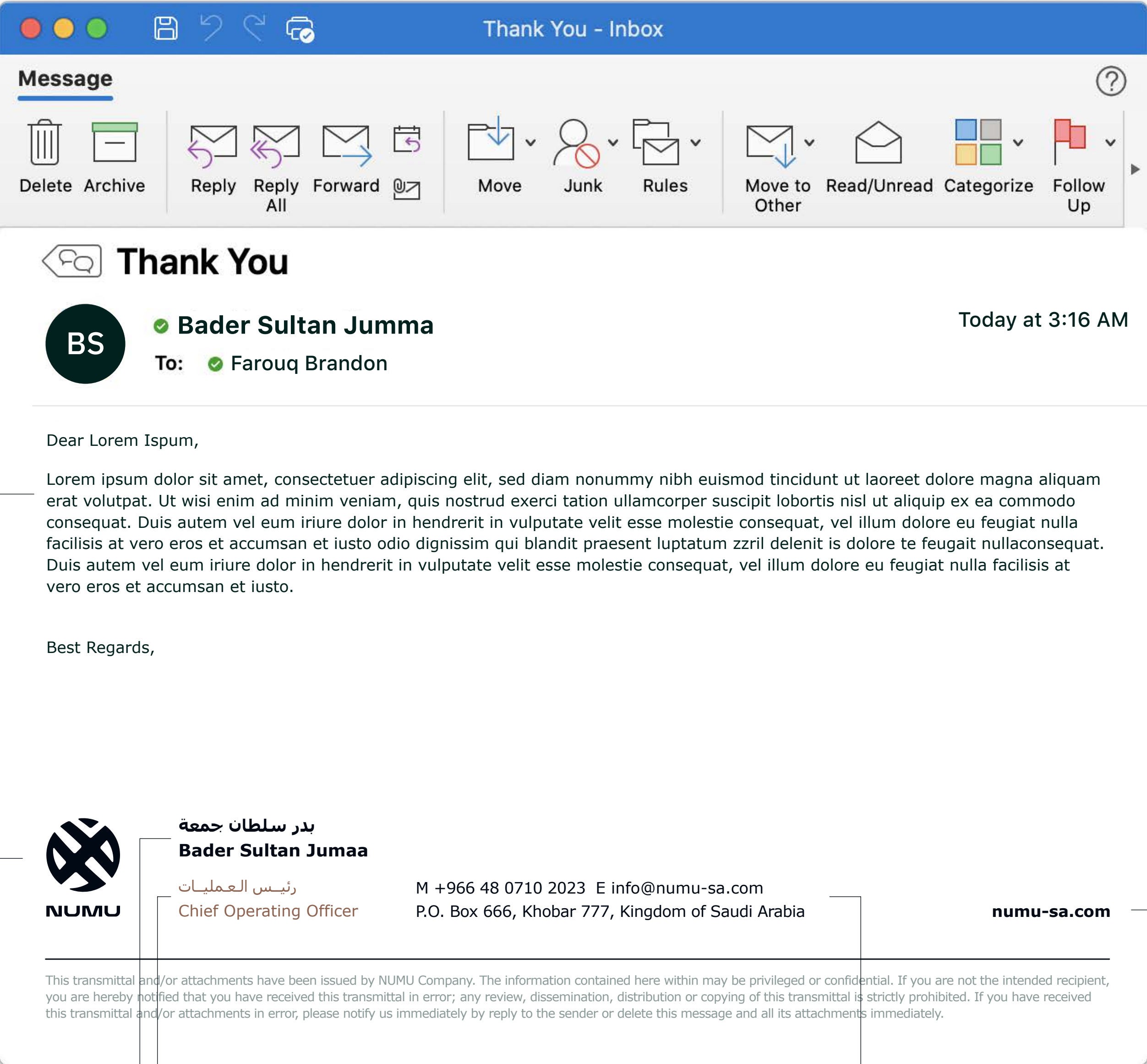
Logo
Linked to website

Name
Tahoma - Bold (Arabic) 11pt
Verdana - Bold (English) 11pt

Designation
Verdana - Regular (English) 11pt

Address
Verdana - Regular (English) 12pt

Domain
Verdana - Bold (English)12pt



Applications Signage

Production
Specifications

Material
Stainless Steel (brushed finish)

Special
Back-lit signage





Applications Uniform

Applications

Uniform

ID Card

Production Specifications

Size

85 x 55 mm

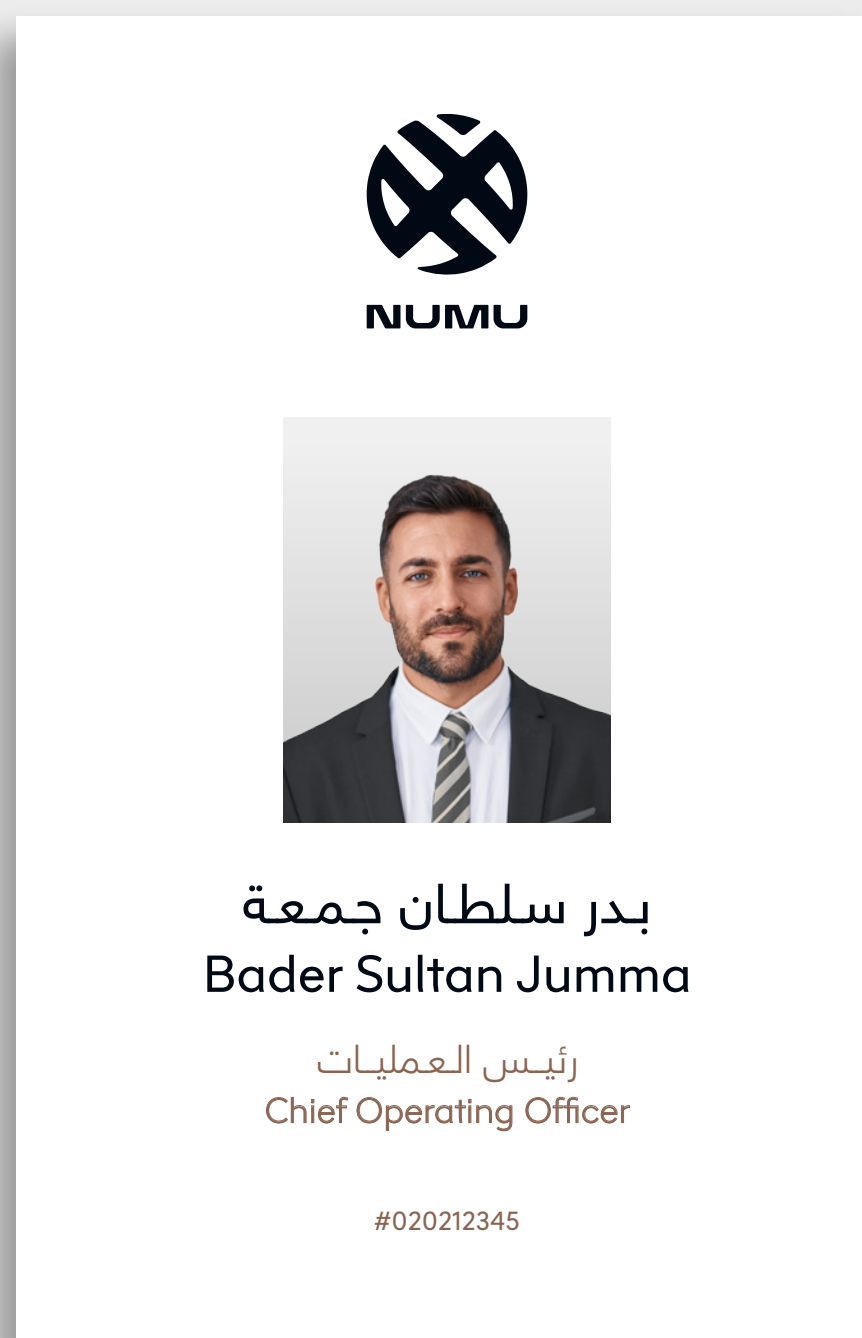
Colors

RGB / CMYK
Pantone Colors to referred otherwise

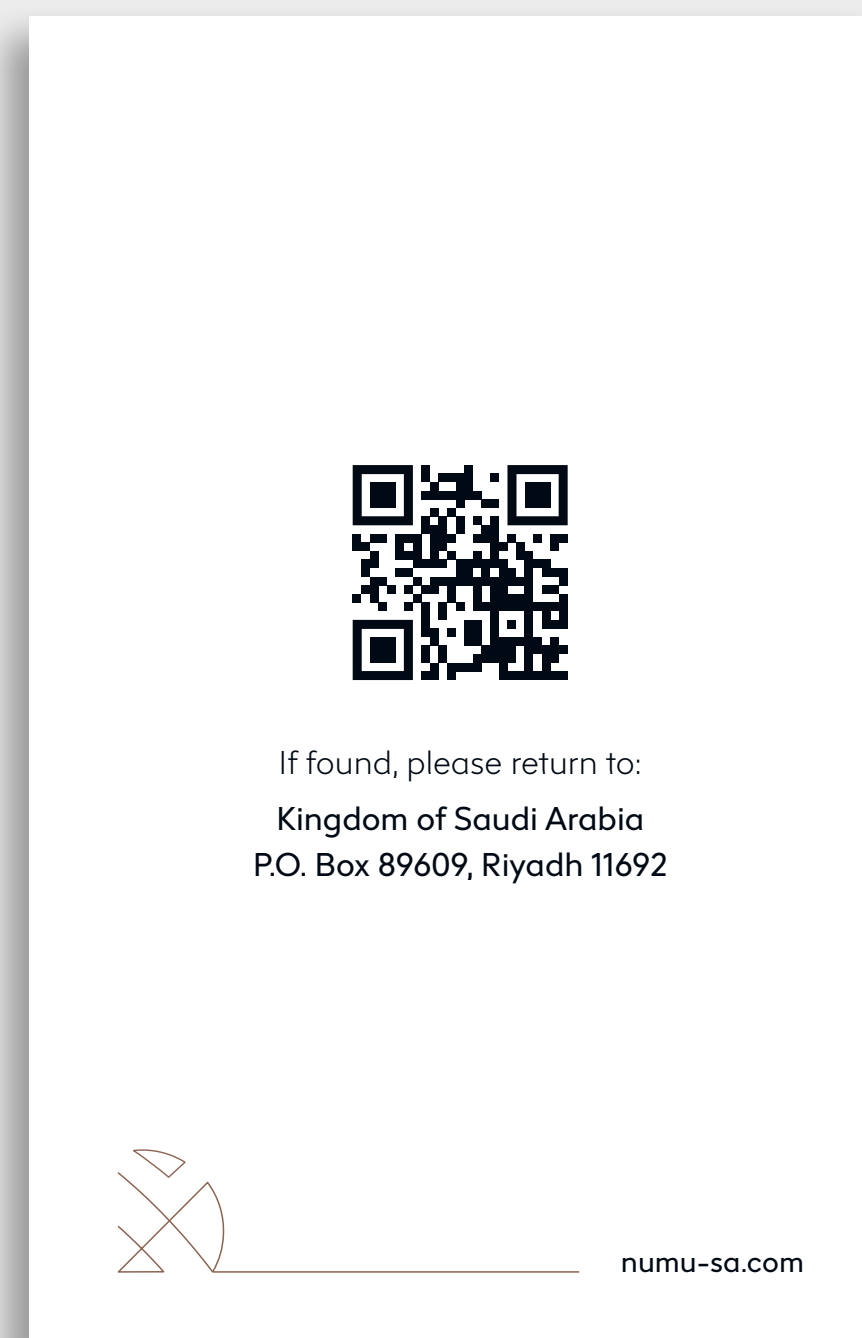
Material

PVC / PLA

Front



Back



Applications

Uniform

Lanyard

Production

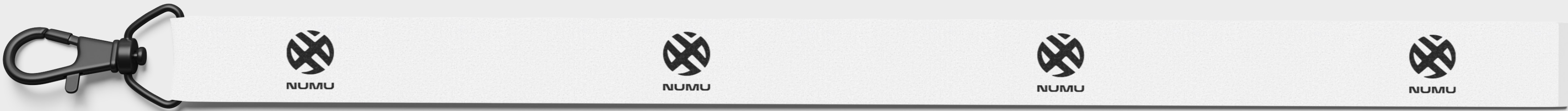
Specifications

Screen Print

Option 1



Option 2



Applications

Vehicle graphics

Vehicle graphics

Sedan



(Website on the back)

Applications

Vehicle graphics

SUV



(Website on the back)

Applications Advertisements

Applications

Ad

Billboard Example





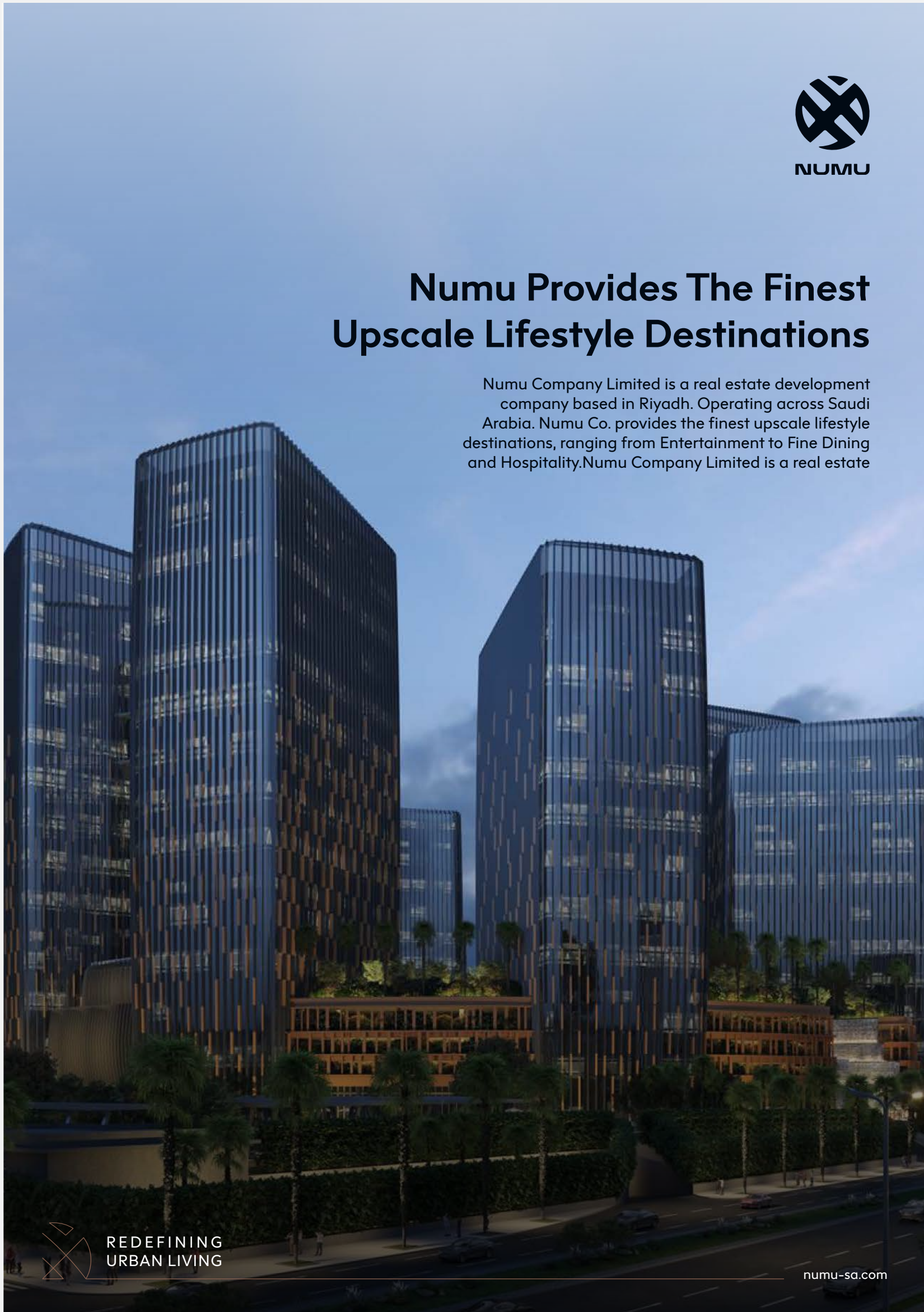
REDEFINING
URBAN LIVING

numu so

Applications

Poster

Template Example



Applications

Miscellaneous

Give Aways

Car Shades



Applications

Give Aways

Desk Calendar



Applications

Give Aways

Insulated water bottle



Applications

Miscellaneous

Flag

Option 1



Applications

Miscellaneous

Insulated water bottle

Option 2



Thank You

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