

ORiGInAL
TRADING

Original Trading
BRAND MANUAL



Main Logo

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TRADING

Brand Overview

Original Trading is a leading company in the field of importing mold spare parts since 1982. The company is characterized by its long experience and commitment to providing high-quality products at competitive prices. Original Trading is the main supplier to many large companies in Egypt, and provides shipping services to all governorates, in addition to excellent after-sales service.

Marketing Message

At Original Trading, we believe that quality is the foundation of success. We are here to provide everything you need from high-quality mold spare parts, at unbeatable prices. Our long experience and commitment to providing excellent customer service make us the ideal partner for all your industrial needs.

Logo

The Original Trading logo is simple and elegant and reflects the company's vision of leadership and professionalism. The logo consists of the company name «Original Trading» in modern and clear lines. The logo uses a range of bold colors that reflect confidence and strength. The font used in the logo is characterized by simplicity and elegance, making it easy to read and remember. The logo may include simple additional visual elements, such as some Original Trading products, to enhance the idea of industry and trade.

Slogan

جودة تنتج جودة

Guidelines

Meaning

ORiGInAL ORiGInAL

Spring

mold

Structure

ORIGINAL

Safe Area



Size

ORiGInAL
TRADING

100 %

ORiGInAL
TRADING

75 %

ORiGInAL
TRADING

50 %

ORiGInAL
TRADING

25 %

Lockups

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TRADING

Corporation Logo

Variation

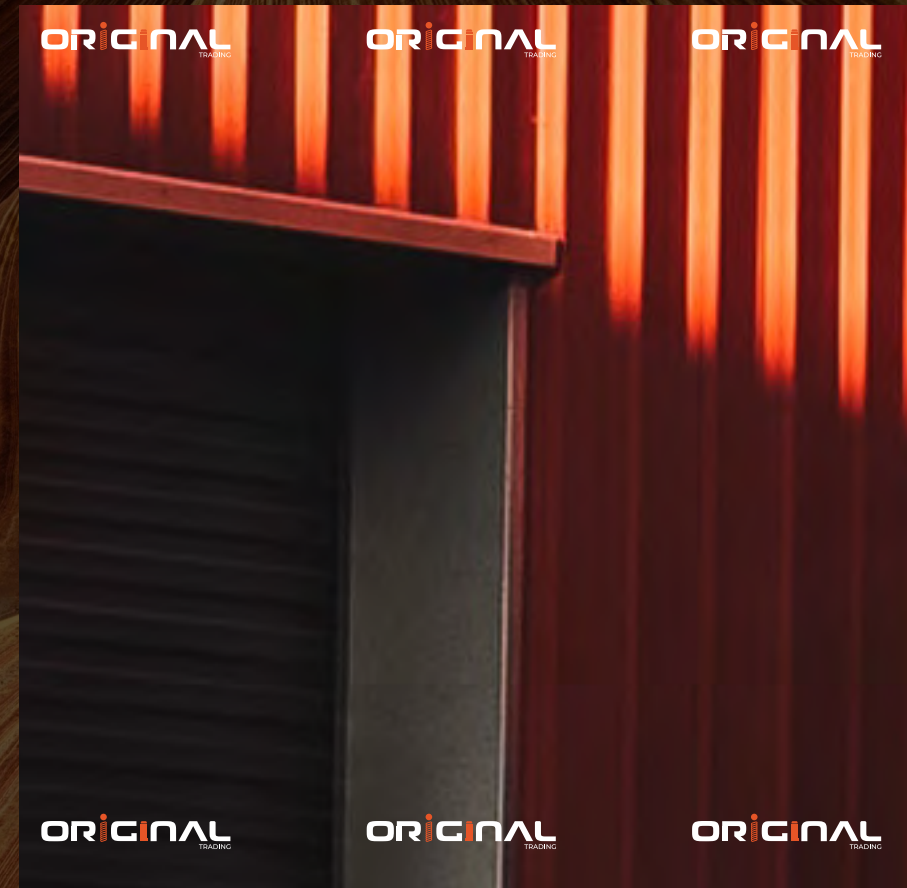
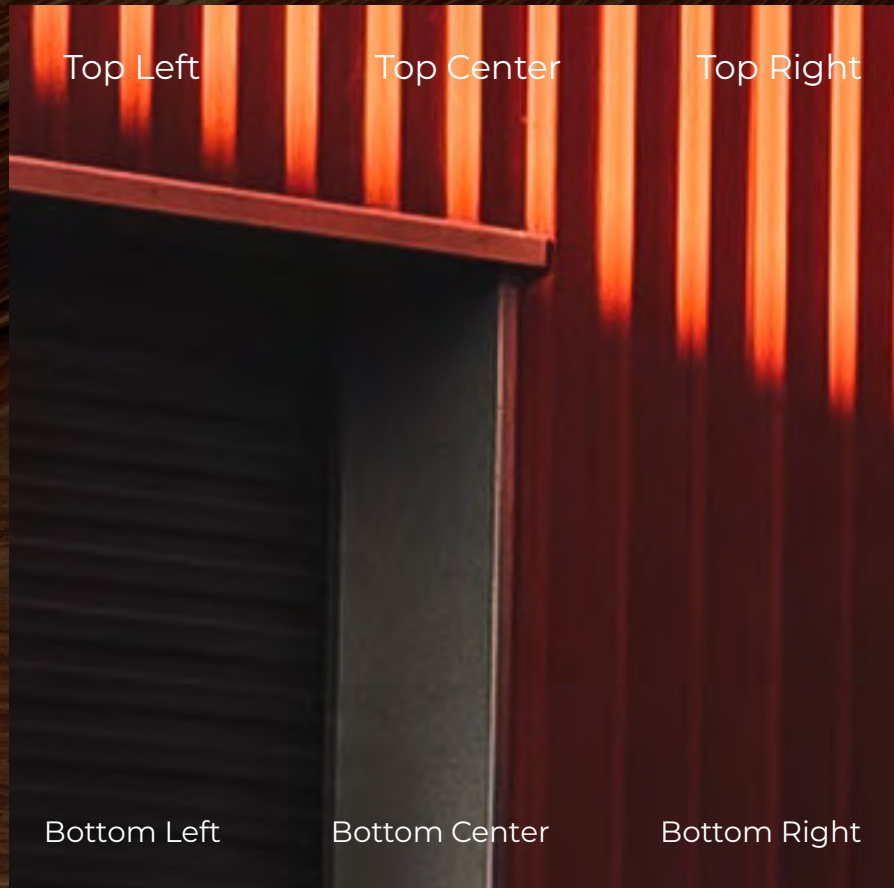
ORiGInAL

Icon

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Horizontal

Placment



Placment

Story

Facebook

Instagram

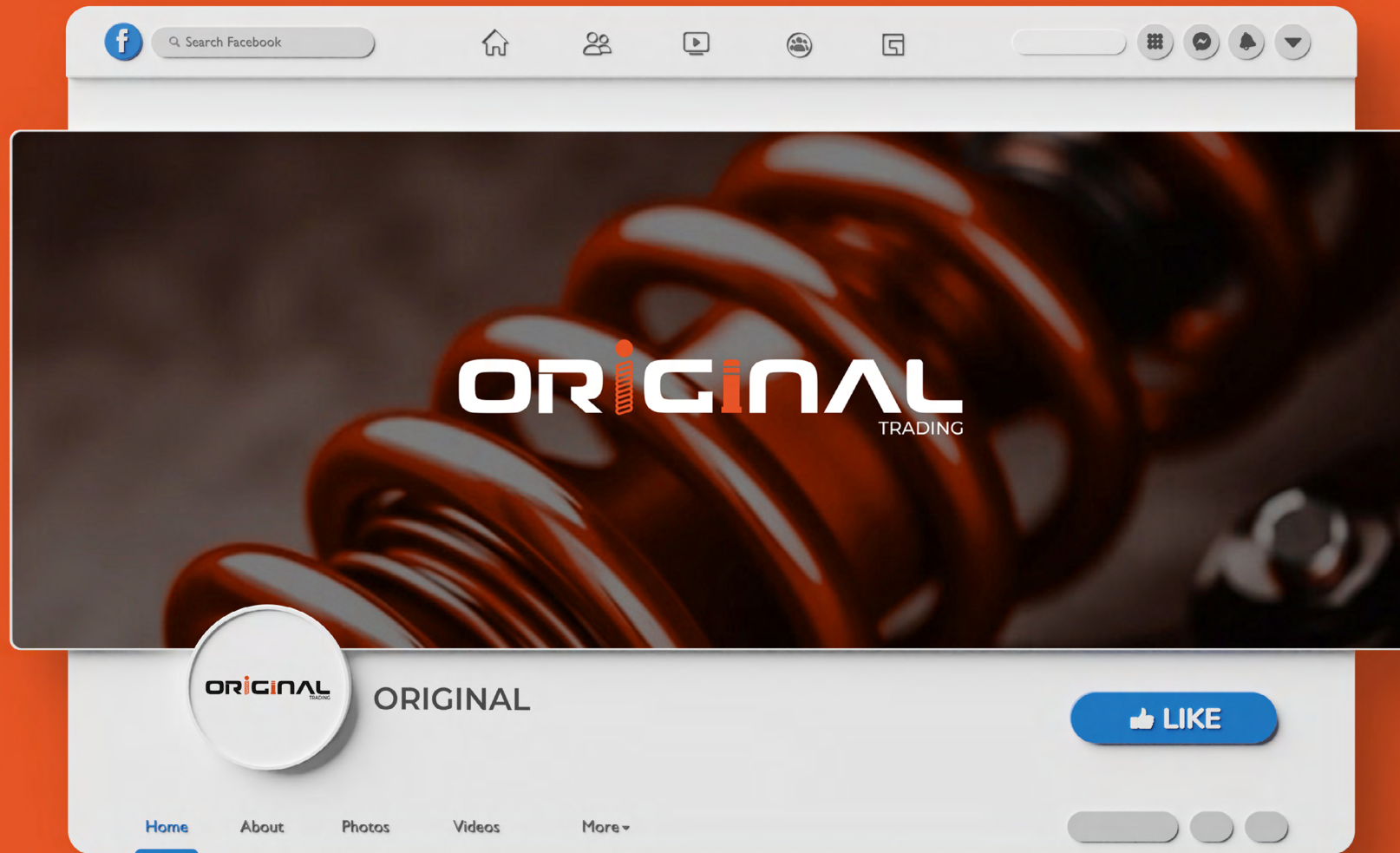
Linkedin

Twitter

Social Media Posts



Facebook Cover



Logo
on Backgrounds

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Logo
on Backgrounds

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Usage



Do not change alignment



Do not change space



Do not stretch the logo



Do not squeeze the logo



Do not drop shadow



Do not rotate the logo



Do not use bounding box



Do not make the logo non-readable



Do not use different brand color

Colors

Primary Color

Hex Code
#e45626

100 %

75 %

50 %

25 %

100 %

75 %

50 %

25 %

Pattern



Primary
Typeface

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%*

Black
Bold
Semi Bold
Medium
Regular
Light

Primary Typeface

Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in

Bold

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Semi Bold

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Medium

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Regular

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Light

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THANK YOU



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