

VISUAL GUIDELINES

2020 - 2021



Leader of the Pack

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WE DON'T JUST
MAKE CANS,
WE MAKE A
DIFFERENCE

BRAND PLATFORM

A brand is more than a name or a logo.

The guidelines that govern communications for SAPIN products and services are part of a larger effort - to build awareness, understanding and preference for the SAPIN brand services in the markets in which we compete.

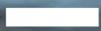
A brand is a shorthand representation - often communicated in a single word or symbol - of everything a company is, does and stands for.

That representation can be seen most clearly in promotional messages and in the quality of the customer's experience in buying and using a branded product.

But the brand's representation communicates other, less obvious aspects of the brand that are just as important. A distinctive, recognizable personality that is inseparable from the brand itself, informing not only advertising and communications but behavior as well.

Consistency is everything. When the brand's messages are developed ad hoc, focused solely on the needs of the moment, they have no lasting impact and represent a shortsighted use of scarce marketing resources.

But when messages are delivered within a consistent framework and reinforce the brand's promise and personality, their impact can be leveraged to boost awareness and heighten brand recognition and preference.



LEADING
PACKAGING
INNOVATION FOR
40 YEARS



THE STORY

SAPIN is considered the pioneer in Design can manufacturing not only in Saudi Arabia, but also in the entire Middle East. Established in 1976 in Dammam - Saudi Arabia, we have grown from our modest beginning into one of the region's largest and most preferred packaging SUPPLIER. Since inception we have demonstrated a continued passion for innovation and growth. Today we design and manufacture a wide range of consumer and industrial packaging products on behalf of our customers, operating in a variety of markets around the world. Through our experience, we bring to our customers industry leading practices, processes and an in depth understanding of the trends that direct and influence the packaging industry. Our innovative, customer-focused approach has helped make us the acknowledged leader in the metal container, injection-molded plastic pail and decorative packaging market.

Established in 1976 in Dammam Saudi Arabia, we have grown from our modest beginning into one of the region's largest and most preferred packaging solution providers.

Since inception we have perused a continued path of innovation and growth, helping us grow into a leading supplier of food cans, aerosol cans, industrial cans, paint cans, plastic pails and can components. As a holistic packaging solutions provider, we design and manufacture a wide range of consumer and industrial packaging for our customers, operating in a variety of markets around the world. Through our experience, we bring to our customers industry-leading practices, processes and an in depth understanding of the trends that direct and influence the packaging industry.

Headquartered in Dammam, Saudi Arabia, SAPIN operates 3 facilities in Dammam and 1 in Dubai. This facilitates our presence, across the Middle East and surrounding export markets.



QUALITY AT THE
CORE OF OUR
BUSINESS



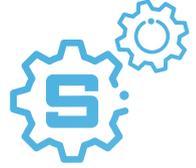
THE CORE

Our customer-focused approach has helped make us a preferred supplier in the metal container, injection-molded plastic pail and decorative packaging market. SAPIN is more than just a can manufacturer, we are an integrated packaging solutions provider, who strive to make the packaging decision uncomplicated and cost effective for our customers.

When partnering with SAPIN, you don't just get a supplier for consumer or industrial packaging goods. You partner with a company that is established, experienced, trusted and committed to help add value to your business. Whatever packaging solution you may be looking for SAPIN can provide the competitive advantage, by bringing to you the right products on time and on budget.



THE SKY MIGHT
HAVE A LIMIT, BUT
OUR HORIZONS
SHOULD NOT



OUR SERVICES

Long before a customer puts their product into a single SAPIN can, a wide host of options and alternatives will have been explored to ensure we are delivering the best packaging solution possible.

DESIGN

High quality packaging design is vital in ensuring our customers sell what is inside the containers. This is equally true for the physical make-up of the package as it is for its decorative appeal. Thanks to our design team - customers can choose from conical, cylindrical, round or rectangular containers and from a host of closing options including - lever lids, screw caps, plug lids and easy-pour spouts. Our in-house design studio has the experience and creative flair to help our customer's products stand out from the crowd.

PRINT

SAPIN has long been acknowledged the leader in premier quality printing. Printing onto tinplate or plastic requires skill and experience, owing to the effects of variation throughout the production process. We have our own in-house studio and plate-making department that uses Computer-To-Plate (CTP) technology, allowing us to produce plates virtually instantly via CDs or online downloads.

PACK TESTING

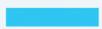
Successful testing requires close liaison with our customers to ensure delivering the product best suited to their unique needs. A whole series of variables are analyzed, including what environmental conditions the can will endure, how the cans are intended to be stored, how easy is it for the end-customer to use, what is the shelf-life of both the package and its contents and even the possibility of reuse – are just some of the elements analyzed to develop the perfect can.

TURNKEY & CONSULTING

On certain occasions standard packaging may not be the best solution. Hence when customer needs require tailor made solutions, our Innovative approach and participative style come to the fore. Working in partnership with our customers, we are able to develop specific solutions for unique operational or logistical concerns, so as to offer complete turnkey solutions

INVENTORY MANAGEMENT

We are committed to the continuous improvement of the supply chain, flowing through procurement, warehousing and logistics. Our key goals are to reduce inventory, accelerate transaction speeds and increase sales by implementing customer requirements more efficiently.



CAN A PACKAGING
COMPANY **STAND**
OUT FROM THE
CROWD?



COMPETITION ^{AND} BRAND ADVANTAGE

- Over 40 years industry experience.
- A preferred supplier to numerous multinational companies.
- Wide range of recognized quality products.
- Production flexibility through K.S.A & U.A.E operations.
- State of the art technology. Internationally approved quality standards and certifications.
- Over 90% of components manufactured in-house. Strict adherence to GMP's and hygiene standards.
- A demonstrated commitment to customer satisfaction. Attention to detail at every step.
- Socially responsible with continued social & environmental initiatives.





VISION

Enhance our customer's brands, through world class packaging in the MENA region.

MISSION

To support our customer's growth, through quality packaging solutions, delivered on time and in full.

BRAND VALUES

Our brand stands for:

PASSION FOR EXCELLENCE

CUSTOMER CENTRIC

FLEXIBILITY

INNOVATIVE

TEAMWORK & RESPONSIBILITY

SAFARI

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SIGNATURE

SAPIN signature is a symbol of our company's identity.

It creates our customers' first impression of our company and sends a message to customers about the company's values, it creates brand loyalty and gives channels like website, application and social media a more professional unified appearance.

And that is why it's important to define a set of rules and guidelines for its correct usage.



BRAND INSPIRATION

Our branding takes inspiration from rings of a can.

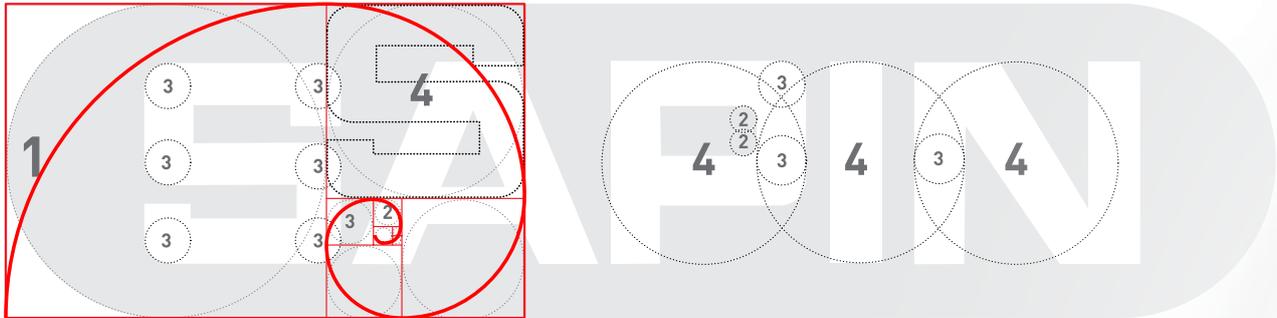
Illustrating our core business and ripples in water; illustrating how energy spreads in nature.





DEFINITION OF ELEMENTS





01. The Logotype

The name of the company is written in a bold typeface suggesting strength and stability.

02. The Tagline

The tagline is an optional element, but it is highly recommended that it accompanies the signature wherever space and legibility conditions allow it.

The brand name should be used – wherever possible – together with the tagline. The tagline briefly describes SAPIN positioning in the industry.

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03. The Color Palette

Color palette is composed of hues common to industry blue cyan and grey. The bright, vivid and modern tones are associated with the energy and communication.

05. The Signature

Everything considered, the SAPIN signature should reflect professionalism and high quality of our services but look open and approachable at the same time.



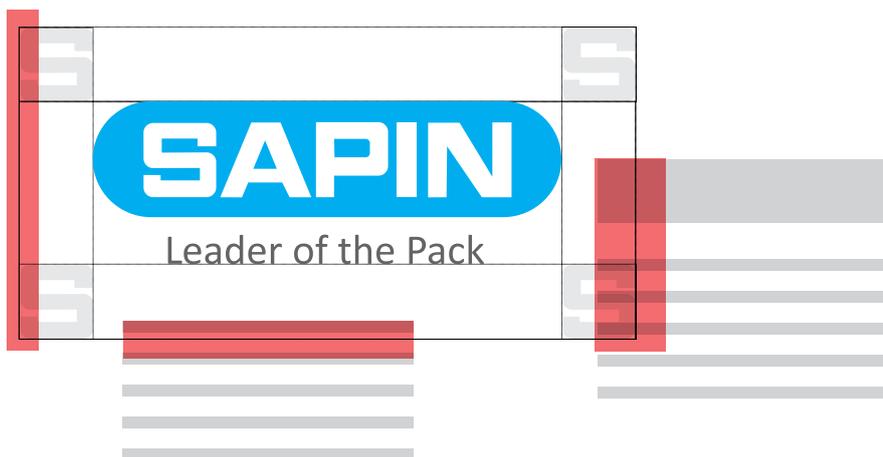
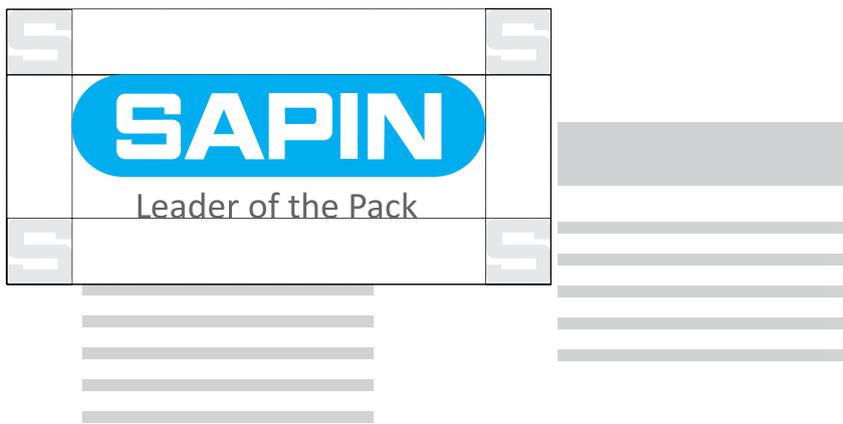
SIGNATURE INTEGRITY

Recommended / Unacceptable use Safezone

To ensure good visibility and correct usage, and in order to avoid accidental misuse, but also to be able to communicate its full potential, it is important to always allow sufficient space for the signature.

Other elements should not be allowed to enter the Safe zone. If the other elements cannot be moved outside the Safe zone, the size of the signature (including the Safezone) should be reduced.





LEGEND

 Recommended

 Acceptable

 Unacceptable

SIGNATURE INTEGRITY

Recommended / Unacceptable use Variations

In order to allow for flexibility in displaying the signature in various materials, variations are allowed but their use should be limited and only correlated to usage conditions.



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One color versions is one of the most frequent met requirements. This version should be provided on request where SAPIN appearance conflicts with the display conditions or another brand identity.

For limited printing conditions such as newspaper and a busy background, the inverted and grayscale versions are acceptable.

As a general rule, always try to use the recommended versions and aim for consistency throughout the marketing materials.

Try to always display the full signature without detaching elements from it since they were each carefully chosen and placed there for a reason.

LEGEND

 Recommended

 Acceptable

 Unacceptable

SIGNATURE INTEGRITY

Unacceptable use Orientation, proportions



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DO NOT ROTATE any of the official or the acceptable versions



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DO NOT DISTORT any of the official or the acceptable versions.

always use PROPORTIONAL scaling



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Unacceptable use Overuse



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DO NOT OVERUSE. The Signature should only be present once on one material / page / unit of a material.

Unacceptable use Typography



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DO NOT ALTER TYPOGRAPHY of the signature under any circumstance

Unacceptable use Color



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DO NOT ALTER COLOR of the Signature under any circumstance. Eg: Don't change it to red for Christmas or to pink for Valentine's Day etc

LEGEND

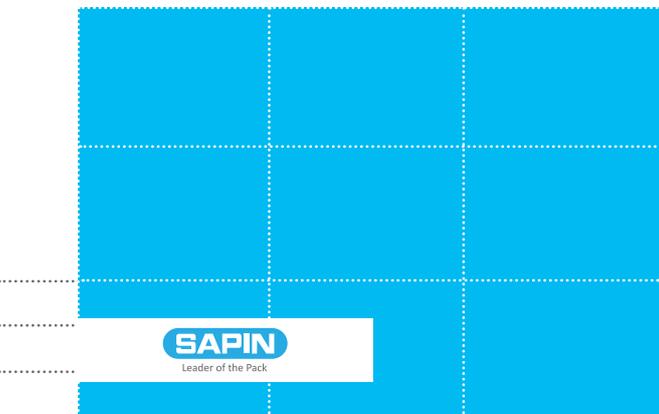
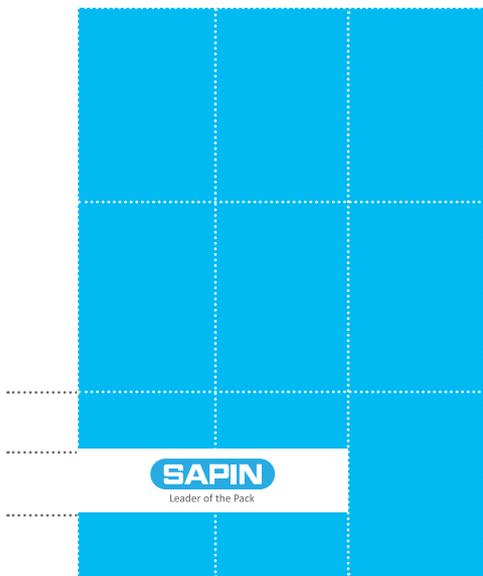
 Recommended

 Acceptable

 Unacceptable

SIGNATURE INTEGRITY

Recommended Placement and size



The signature should be placed, whenever possible, using the Rule of Thirds in the lower left part of the layout.

The lower left part of the grid, should be split horizontally in 3 sections.

Signature should be placed in sections 2 taking up the width of first two columns in a portrait layout, and in the landscape layout, up the width one and a half columns.

The correct size results from this placement combined with the safezone rules.

However, size of the signature should never be below

- 3 cm (height) for printed materials
- 150px for digital media

Exceptions can be made depending on the subject presented and the chosen material, but always using the above rules and grid.



Recommended / Unacceptable use Backgrounds



The signature should not be placed directly on the photographs or other imagery used. A white background equal to the safezone should be used.

Preferably, this should be taken into consideration when the photographs are taken or bought.

Ideally, there should be around 25% clear background to allow for signature placement.



LEGEND

 Recommended

 Acceptable

 Unacceptable

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VISUAL IDENTITY GUIDELINES

A corporate identity is the manner in which a corporation, firm or business presents themselves to the public, such as customers and investors as well as employees. It is typically visually manifested by the way of branding and the use of trademarks, but also includes things like product design, advertising and public relations.

Further, it seems to be important that the organization communicates the strategic aspects of the corporate visual identity. Employees need to have knowledge of the corporate visual identity of their organization – not only the general reasons for using the corporate visual identity, such as its role in enhancing the visibility and recognizability of the organization, but also aspects of the story behind the corporate visual identity. The story should explain why the design fits the organization and what the design – in all of its elements – is intended to express.

Many companies pro-actively choose to create media attention and use it as a tool for identity construction and strengthening, and also to reinvent their images under the pressure of new technology.

TYPOGRAPHY

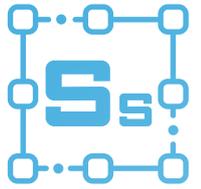
Typography is an important part of the visual identity. Legibility is very important in sending a message through. Professionalism can be reflected through well organized and visually clean prints and web pages.

The main font to be used is **Cairo**. It's a font with different sizes and thicknesses which makes it applicable to many different designs.

The second font chosen is **Calibri**, used mainly for web, due to compatibility with different platforms.

The third font used is **GE Dinar One**, used for the arabic speakers environment.





Cairo

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
 1 2 3 4 5 6 7 8 9 10 ! @ # \$ % ^ & * ()

Body text

Used for lower sections of a document or titles of certain important paragraphs. Body text is the text forming the main content of a book, magazine, web page or other printed matter. This is as a contrast to both the headings on each page, and also the pages of front matter that form the introduction to a book.

Body text

Cairo Regular
 Sentence case

Headline

Used for sub sections of a document. The headline is the text indicating the nature of the article below it. A headline's purpose is to quickly and briefly draw attention to the story.

HEADLINE

Cairo Bold
 Sentence case

Title

Used for topmost sections of a document. An title is the large heading displayed above the content and the basis for the article's page name. The title indicates what the article is about and distinguishes it from other articles

TITLE

Cairo Bold
 UPPER CASE

Decorative Typography

Used for large graphical main sections labels. Decorative typography are not usually suitable for text set at body copy sizes because the features that make them distinctive and decorative can interfere with legibility at smaller point sizes.

DECORATIVE

Cairo Light | Bold
 UPPER CASE

Calibri

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
1 2 3 4 5 6 7 8 9 10 ! @ # \$ % ^ & * ()

Body text

Body text

Used for lower sections of a document or titles of certain important paragraphs. Body text is the text forming the main content of a web page.

Calibri Regular
Sentence case

Headline

Used for sub sections of a webpage. The headline is the text indicating the nature of the article below it. A headline's purpose is to quickly and briefly draw attention to the story.

HEADLINE

Calibri Bold
Sentence case

Title

Used for titles and the large heading displayed above the content and the basis for the article's page name. The title indicates what the article is about and distinguishes it from other articles

TITLE

Calibri Bold
UPPER CASE

GE Dinar One

ض ط ظ ع غ ف ق ك ل م ن ه و ي
ا ب ت ث ج ح خ د ر ز س ش ص
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ١٠ ! * # \$ % ^ & * ()



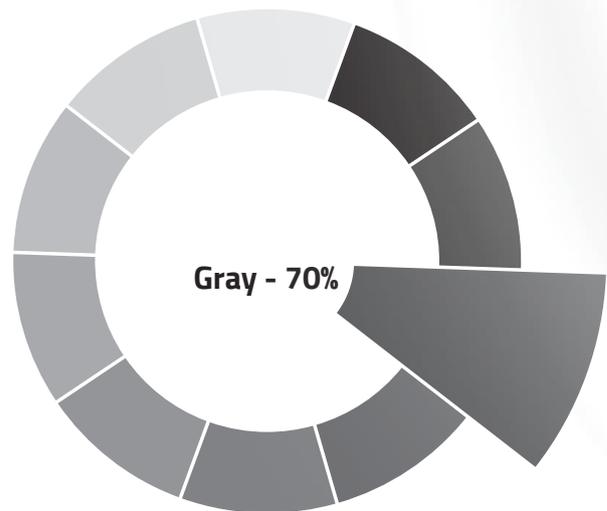
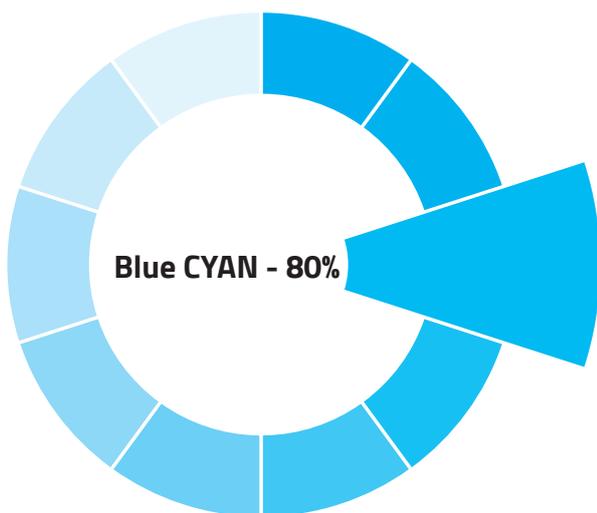
COLORS

Proper display of brand colors is paramount to brand recognition based on brand consistency. No exceptions should be allowed. Website app, and digital documents color quality check should be treated with zero tolerance when it comes to the main Signature and main branding elements.

Main brand colors are the ones included in the signature and all official documents and materials. With the exception of photos, should only use these colors, in various proportions in any layout.

SAPIN's corporate color - light blue (or Cyan) represents the firms fresh and creative outlook to the packaging industry and the solutions it offers to the industry and its customers.

Main colors (web/digital)





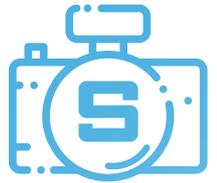
PHOTOGRAPHY



Aligning imagery with all the other visual branding elements is essential. Images are one of the most important message vectors nowadays.

Photography used to support SAPIN brand values should be carefully chosen with the aim of exemplifying messages conveyed through written text.

Image quality should always be high in terms of resolution but also clarity contrast and composition.



When using images in SAPIN corporate materials, focus should be on “solutions” first. Then, respect for own employees and business partners, and lastly, actual manufacturing details and product ranges.

Integrated solutions make people’s lives and businesses easier, and that’s the highest value SAPIN provides.

Images have a strong power to convey messages and therefore because of that, special care should be given to choosing the right images for the right message in the right context.

Allegory images

Images that suggest that SAPIN takes inspiration from nature’s energy and dynamics. Images of water can convey flexibility and adaptability through its fluid properties but also power when in motion.

Also other elements of nature can be used to create allegories about SAPIN corporate culture and values, while conveying a message about corporate responsibility towards the environment.

To be used in ADVERTISEMENTS and materials for PROSPECT CUSTOMERS



PHOTOGRAPHY

People

Images of professionals, happy to be working with SAPIN. These can be set-up images of company employees depicting stress-free teamwork. Also, testimonial images of clients showing trust in SAPIN products and services.

To be used in ADVERTISEMENTS and materials for PROSPECT CUSTOMERS



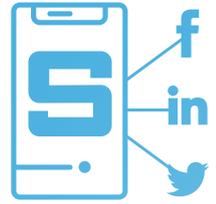
Process and Technology

Images that show the sound processes, the care for product quality or the innovative aspects of the technology used.

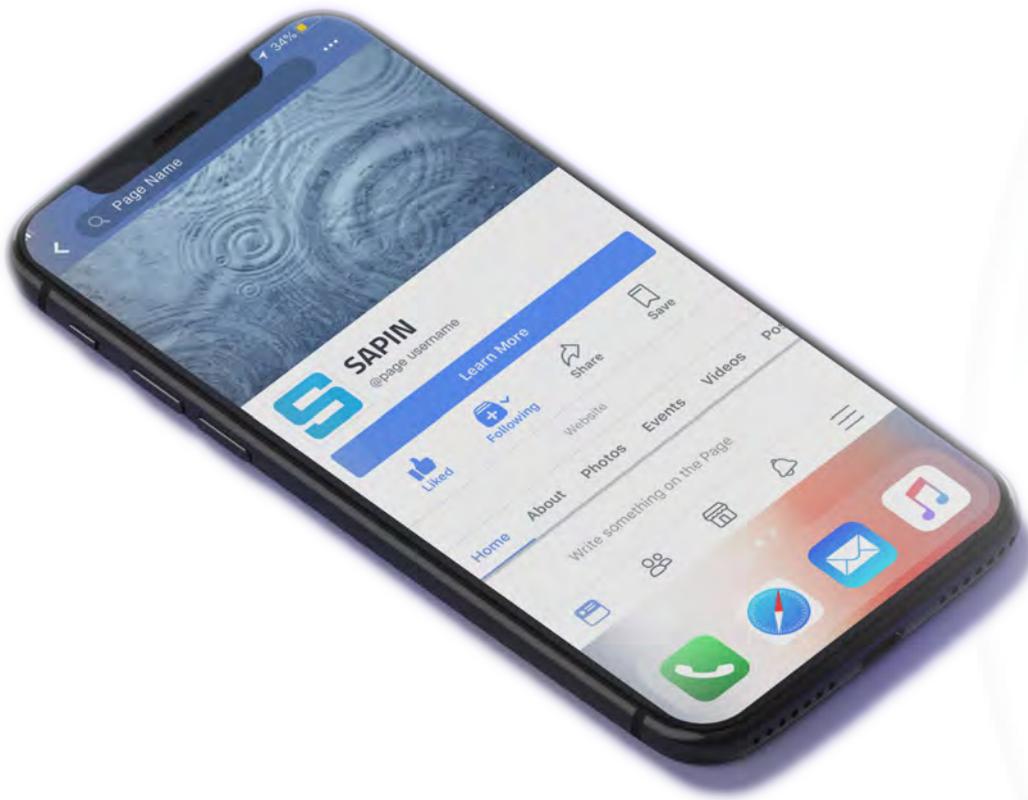
To be used in INFORMATIVE MATERIALS FOR NEW AND EXISTING CUTOMERS

High quality images of PRODUCT APPLICATIONS (ie, cans or pails) should only be shown in direct sales materials to customers or potential clients.





ONLINE PRESENCE



Channels

Countless conversations take place online every day and, with social media able to make or break a brand, we want to make sure we define the correct ways to use it with positive results, that will enhance our online presence and promote our business.

SAPIN is currently active in Facebook, LinkedIn and Google + and we want our users to feel encouraged to share the nice experiences they had when using our products. Inviting users to be active and engage in social media builds them into strong and influential SAPIN' brand ambassadors.

It is, therefore, important to make effective use of every visual space and deliver a consistent clean image of our business. SAPIN made certain commitments concerning the interaction with its customers and employees, commitments that apply to interactions that occur on social media platforms as well.

1. Transparent social media engagement.
2. Respectful of our users' privacy, in compliance with applicable Privacy Policies.
3. Respectful of other third-party copyrights, trademarks, rights of publicity, or other rights.
4. Reasonable monitoring of social media behavior, establishing appropriate protocols for our social media presence.



Scan and visit our
MEDIA CENTRE