



Brand Guideline

In a small office in Malaz Riyadh back in 1991, the story of Theeb Rent a Car began with one dream; to keep residents of down town Riyadh connected. The dream turned into a promise to not only provide another car rental service but to yet lay down the best affordable options before customers of all needs.

Today, with over 25,000 cars, Theeb fleets serve people Kingdom-wide in 54 branches that cover cities and airports and is therefore Saudi Arabia number 1 partner for renting cars.





Brand Identity & Usage

Abstract geometric lines in the bottom left corner, including a prominent red line and several grey lines of varying lengths and orientations.

Brand Components

Logo components

Theeb logo consists of two elements. The **symbol** is developed from Theeb old logo and is made of 2 dynamic triangles in blue and pink.

The **descriptor** “Rent a Car” captures the company’s core activity and ultimate customers benefit.



Minimum Clear Space

To ensure visibility and impact of the logo, the minimum safety zone is measured exactly 2x of the triangle curved edges.



Logo Minimum Size

Where possible, carry out production tests on alternative materials to ensure legibility.

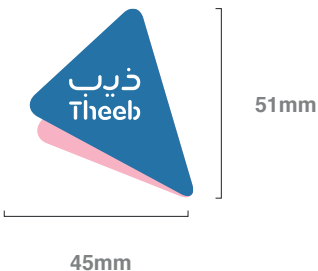
With Descriptor

The logo must never be reproduced less than 100X126mm



Without Descriptor

The logo must never be reproduced less than 45X51mm.



Trade Mark and Registration

The TM and ® appear at the right-hand side, aligned with the upper side of the logotype.

With Descriptor

Use this version for digital materials published on Theeb.com (e.g. product microsites, ads)



Without Descriptor

Use this version for print and digital materials not published on Theeb.com (e.g. emails, case studies, presentations)



Logo Usage



Primary
Vertical



Secondary
Horizontal

Color Variation



In light backgrounds, the descriptor color alters to Neutral Grey.



In dark backgrounds, the descriptor color alters to Light Grey.



Black and White version for White Background



Black and White version for Black Background

Logo Size

A5 (148 x 210) – the logo 34mm (25% of the width)



A4 (210 x 297) the logo 50mm (25% of the width)



A3 (297 x 420) – the logo 75mm (25% of the width)



Incorrect Usage

Always use approved master artwork. Never alter or recreate the Logo. Opposite are examples of incorrect use of Theeb logo.



ذیب
Theeb

لتأجير السيارات
Rent a Car

✗

Spacing between logo components



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لتأجير السيارات
Rent a Car

✗

Colors of the logo



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Direction of symbol



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Sizes of the logo components



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Background colors



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Strokes around the symbol



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Rotation of symbol



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Rent a Car

✗

Background picture

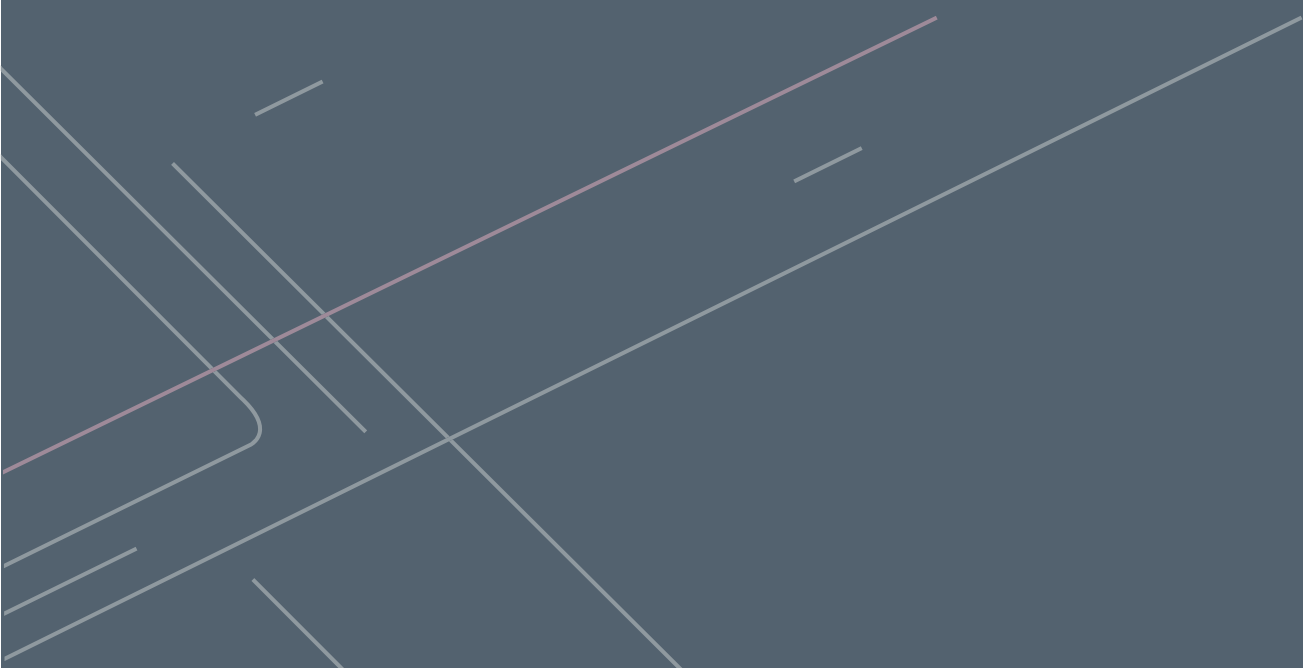


ذیب
Theeb

لتأجير السيارات
Rent a Car

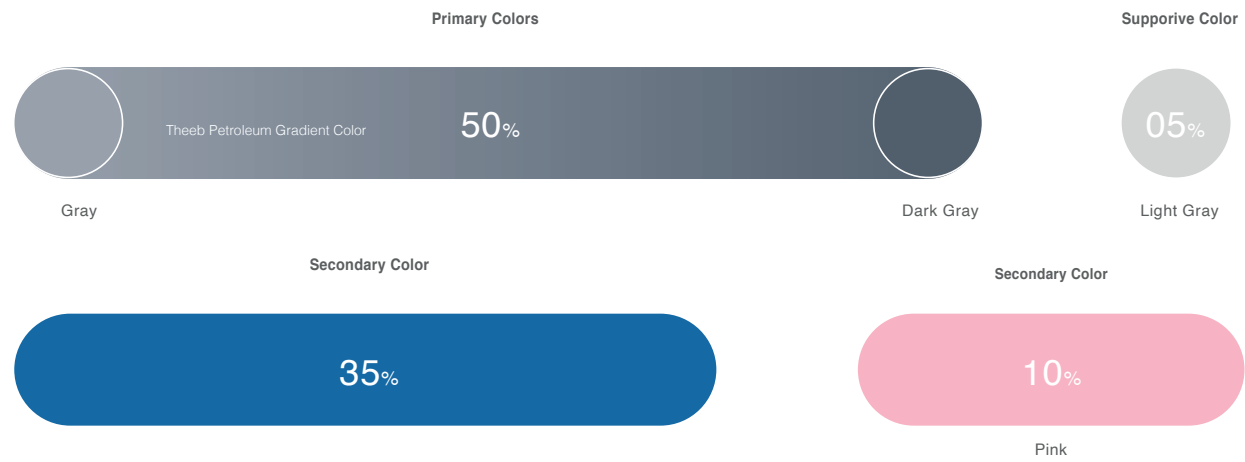
✗

Font of the descriptor

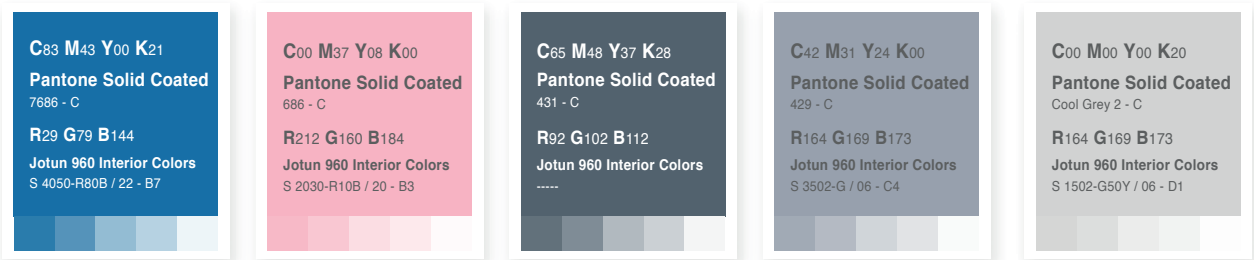


Identity Elements

Color Scheme and Percentage

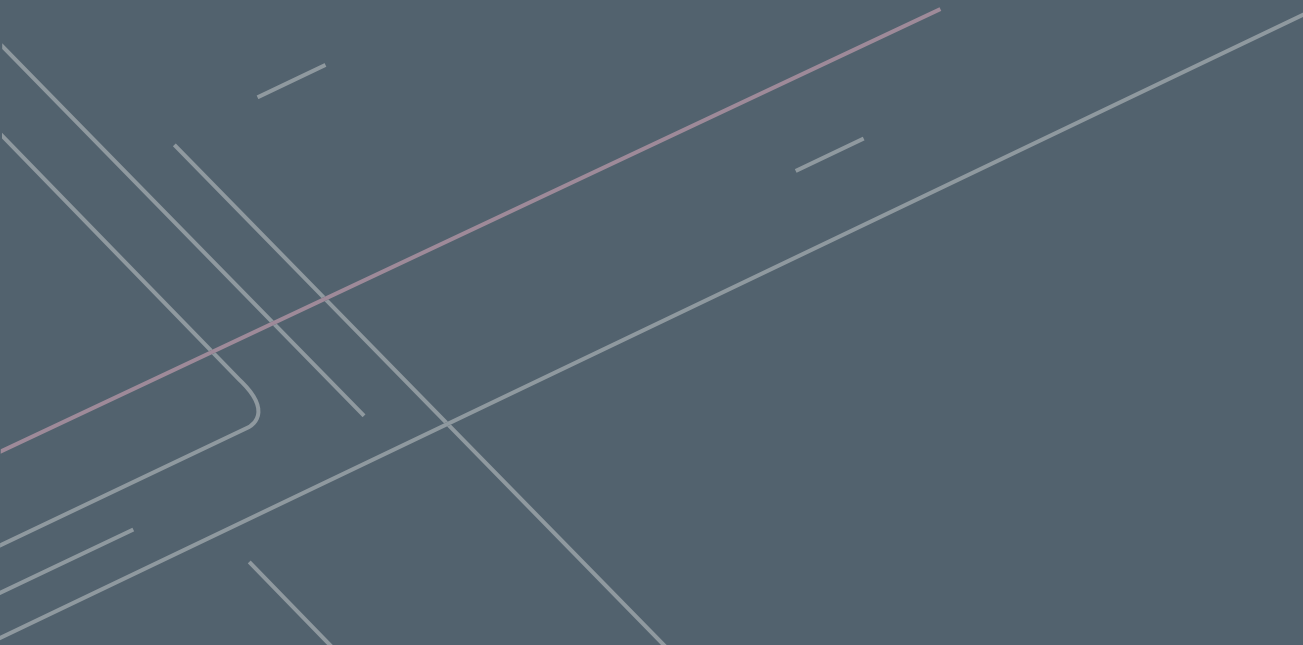


Color Scheme and Percentage



Brand Gradient





Typeface

Fonts Family

Thesansarabic is a bilingual font and can be adapted for both arabic and english texts.

Themixarab - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

غ ع ظ ط ض ص ش س ز ر ذ خ ح ج ث ت ب ا
ي و ه ن م ل ك ق ف

Thesansarab - SemiLight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ف غ ع ظ ط ض ص ش س ز ر ذ خ ح ج ث ت ب ا
ي و ه ن م ل ك ق

Typography Hierarchy

Headline/Heading
text set in TheMixArabic
ExtraBold

Headlines set عنوان هنا

Sub heading text
set in TheMixArabic
Bold

مثال عنوان الفرعي Sub heading example

Standfirst/Introduction
set in TheMixArabic
Plain

Standfirst introductory paragraph set in Neo Tech عنوان الفقرة التمهيدية هنا

Body Copy set in
TheSansArab
SemiBold

Body copy example set in The Sans Arab. Body copy example set in The Sans Arab. Body copy example set in Sans Arab

عنوان الهيئة هنا عنوان الهيئة
هنا عنوان الهيئة هنا عنوان
الهيئة هنا عنوان الهيئة هنا
عنوان. عنوان الهيئة هنا عنوان
الهيئة هنا عنوان الهيئة هنا

Small Print/Heavy Body
Copy 9point or less
set in TheSansArab
SemiLight

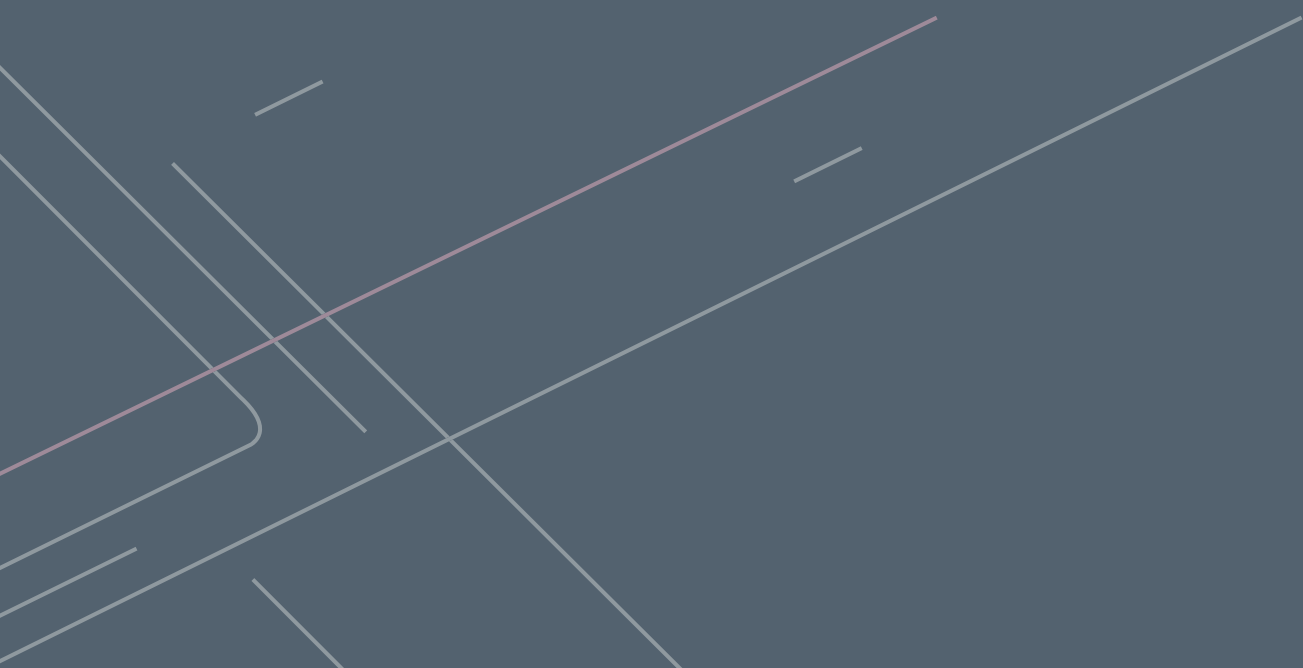
Small print or heavy body copy set
in TheSansArab Semi Light. Small
print or heavy body copy set in
TheSansArab Semi Light. Small print
or heavy body copy set in TheSans
Arab Semi Light. Small print or heavy
body copy set in TheSansArab Semi
Light.

لوريم إيبسوم (Lorem Ipsum) هو
ببساطة نص شكلي (بمعنى أن الغاية
هي الشكل وليس المحتوى) ويُستخدم
في صناعات المطابع ودور النشر. كان
لوريم إيبسوم ولا يزال المعيار للنص
الشكلي منذ القرن الخامس عشر عندما
قامت مطبعة مجهولة برص مجموعة
من الأحرف بشكل عشوائي أخذتها من

Highlighted Text/Calls
to action set in
TheMixArabic - Plain

Call to action TheMixArabic Plain

[Click Here to Downlowd Brand Fonts](#)



Visual Style

Picture Style



Iconography

Iconography captures the brand personality through colors combination and shapes.

Shapes are inspired by the logotype and the spacing between lines.

Only secondary colors are used in each icon with visible dominance of blue.



More



Back



Search



Contact



Membership



Car Maintenance



Warning/Danger



Location



Telephone



Fax



Cash



Credit Card



Cleaning



Paint



Accident



Rent Documents



Customer Service



Mail



Airport



Help on Road



Tow truck



Deal



Handicap



Business Services

Servies Style

On White Background



خدمة راحتي
Comfort Service



خدمة عبر الحدود
Cross Borders Service



من الطائرة للسيارة
From Plane to Car



خدمة المساعدة عند الحوادث
Help on Accident Service



خدمة المساعدة على الطريق
Help On Road Service



خدمة وجهة واحدة
One Way Service

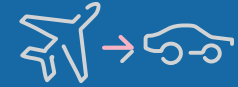
On Dark Background



خدمة راحتي
Comfort Service



خدمة عبر الحدود
Cross Borders Service



من الطائرة للسيارة
From Plane to Car



خدمة المساعدة عند الحوادث
Help on Accident Service



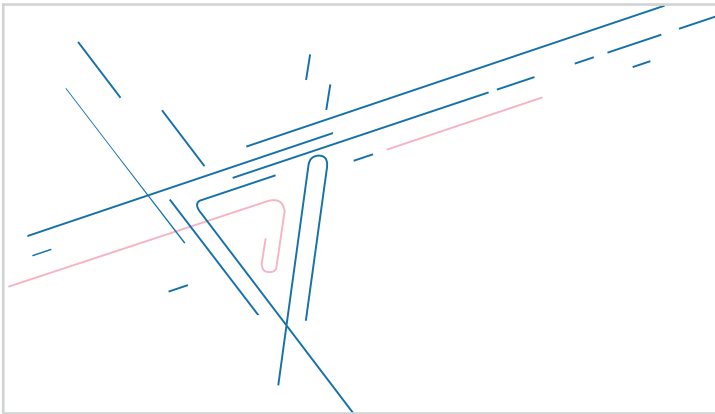
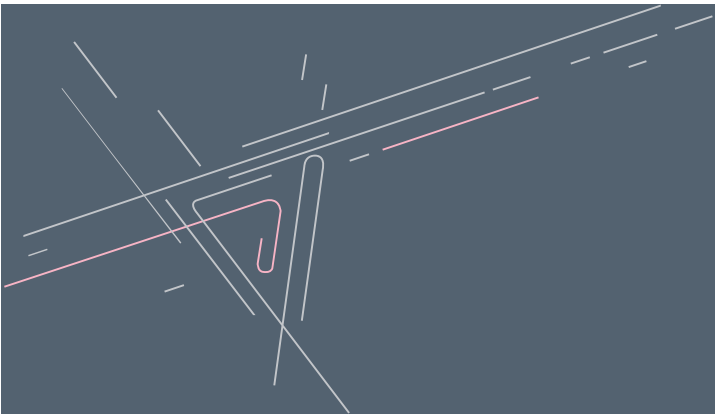
خدمة المساعدة على الطريق
Help On Road Service



خدمة وجهة واحدة
One Way Service



Pattern



Patten System



Abstract geometric lines in the bottom-left corner, including a prominent red line and several grey lines of varying lengths and orientations.

Brand Architecture

Sub Brands



Theeb Membership



العضوية الماسية

Diamond Membership

ذيب

Theeb

تأجير السيارات

Rent a Car

Name

Theeb rent a car

الاسم

ذيب لتأجير السيارات

Member no

10001209

رقم العضوية

١٠٠٠١٢٠٩

Rent discount

%20

خصم التأجير

%٢٠

View the membership benefits

شاهد مزايا العضوية

QR Code

920000572

ذيب .. معاك

Theeb .. Ma'a'ak

عضوية عطاء

Ata'a Membership

ذيب

Theeb

تأجير السيارات

Rent a Car

Name

Theeb rent a car

الاسم

ذيب لتأجير السيارات

Member no

10001209

رقم العضوية

١٠٠٠١٢٠٩

Rent discount

%17

خصم التأجير

%١٧

View the membership benefits

شاهد مزايا العضوية

QR Code

920000572

ذيب .. معاك

Theeb .. Ma'a'ak

العضوية الذهبية

Gold Membership

ذيب

Theeb

تأجير السيارات

Rent a Car

Name

Theeb rent a car

الاسم

ذيب لتأجير السيارات

Member no

10001209

رقم العضوية

١٠٠٠١٢٠٩

Rent discount

%15

خصم التأجير

%١٥

View the membership benefits

شاهد مزايا العضوية

QR Code

920000572

ذيب .. معاك

Theeb .. Ma'a'ak

العضوية الفضية

Silver Membership

ذيب

Theeb

تأجير السيارات

Rent a Car

Name

Theeb rent a car

الاسم

ذيب لتأجير السيارات

Member no

10001209

رقم العضوية

١٠٠٠١٢٠٩

Rent discount

%12

خصم التأجير

%١٢

View the membership benefits

شاهد مزايا العضوية

QR Code

920000572

ذيب .. معاك

Theeb .. Ma'a'ak

العضوية البرونزية

Bronze Membership

ذيب

Theeb

تأجير السيارات

Rent a Car

Name

Theeb rent a car

الاسم

ذيب لتأجير السيارات

Member no

10001209

رقم العضوية

١٠٠٠١٢٠٩

Rent discount

%10

خصم التأجير

%١٠

View the membership benefits

شاهد مزايا العضوية

QR Code

920000572

ذيب .. معاك

Theeb .. Ma'a'ak

Abstract geometric lines in the bottom left corner, including a prominent pink line and several grey lines of varying lengths and orientations.

Thank You

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