



Brand Manual



Version 4 . March 2025

The background image shows two men in a construction or industrial setting. One man, wearing a white hard hat and safety glasses, is pointing upwards with his right hand. The other man is looking in the same direction. They are both wearing light-colored shirts. The entire image is overlaid with a semi-transparent red filter. In the bottom left corner, a piece of paper with the word "Plan" and some symbols is visible.

FGC

Shaping The Future





FGC

Introduction

Welcome to our brand book. We created this document for you to understand the FGC brand better and offer you an inspiration for current and future projects. FGC'S brand assets support sincere and consistent communication.

These rules will allow you to explore the possibilities of our brand.

www.fgc.sa



First Gulf Company for Supplies & Contracting is a Saudi Company,

occupying a distinct position with a unique portfolio of specialized projects in both public and private sectors. FGC adopts a professional strategy-driven approach to build a diverse range of project types based on proficiency, expanding its business locally and exploring potentials for regional and global expansion. Focused on delivering the best to its clients, FGC uses international brands to guarantee quality and customer satisfaction. FGC has built solid relationships with global companies in many industries through consistent support, and thus, has proven itself to be effective in providing innovative and optimum solutions.

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The Logo

The Logo

Our logo is made up of a symbol and our wordmark that has been designed to fit and scale according to each format.

Scale and proportion should be determined by the available spaces, aesthetics, function, and visibility. Only use the FGC logo as follows.

Follow the rules in this manual to achieve proper usage of the logo.

The logo may be used in four different lockups:

- Primary (Vertical)
- Secondary (Horizontal)
- Glyph



The primary logo is the preferred lock-up and should be used in all communications from FGC.



A Secondary version has been developed to address potential reproduction issues. The horizontal logo can only be used when space is limited or where the content justifies its use.

Glyph



The FGC Glyph may only be used online in the appropriate context. The FGC Glyph should never appear on its own in print without our wordmark. The only exception to this rule is when it is depicted in the context of their screen-based usages - for example, the App icon on a mobile phone screen.



الشركة الخليجية الأولى



الشركة الخليجية الأولى

The Arabic FGC version

Bilingual



FIRST GULF COMPANY
الشركة الخليجية الأولى



FIRST GULF COMPANY
الشركة الخليجية الأولى



FIRST GULF COMPANY الشركة الخليجية الأولى

**Our tagline is
“Shaping The Future”**

Ideally, the tagline lock-up should not be modified - the tagline should always be proportionate to the logo and centered underneath the FGC wordmark.



FIRST GULF COMPANY
Shaping The Future

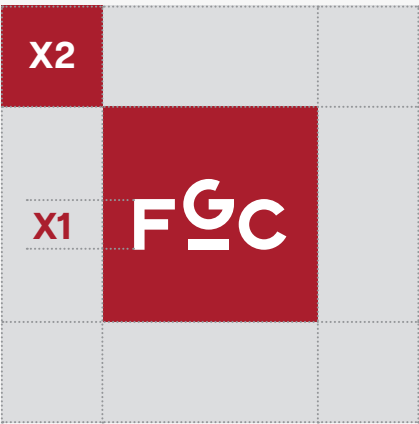
Color variations

If the production method allows, the full-color logo is always the preferred option in all applications.



Logo clear space

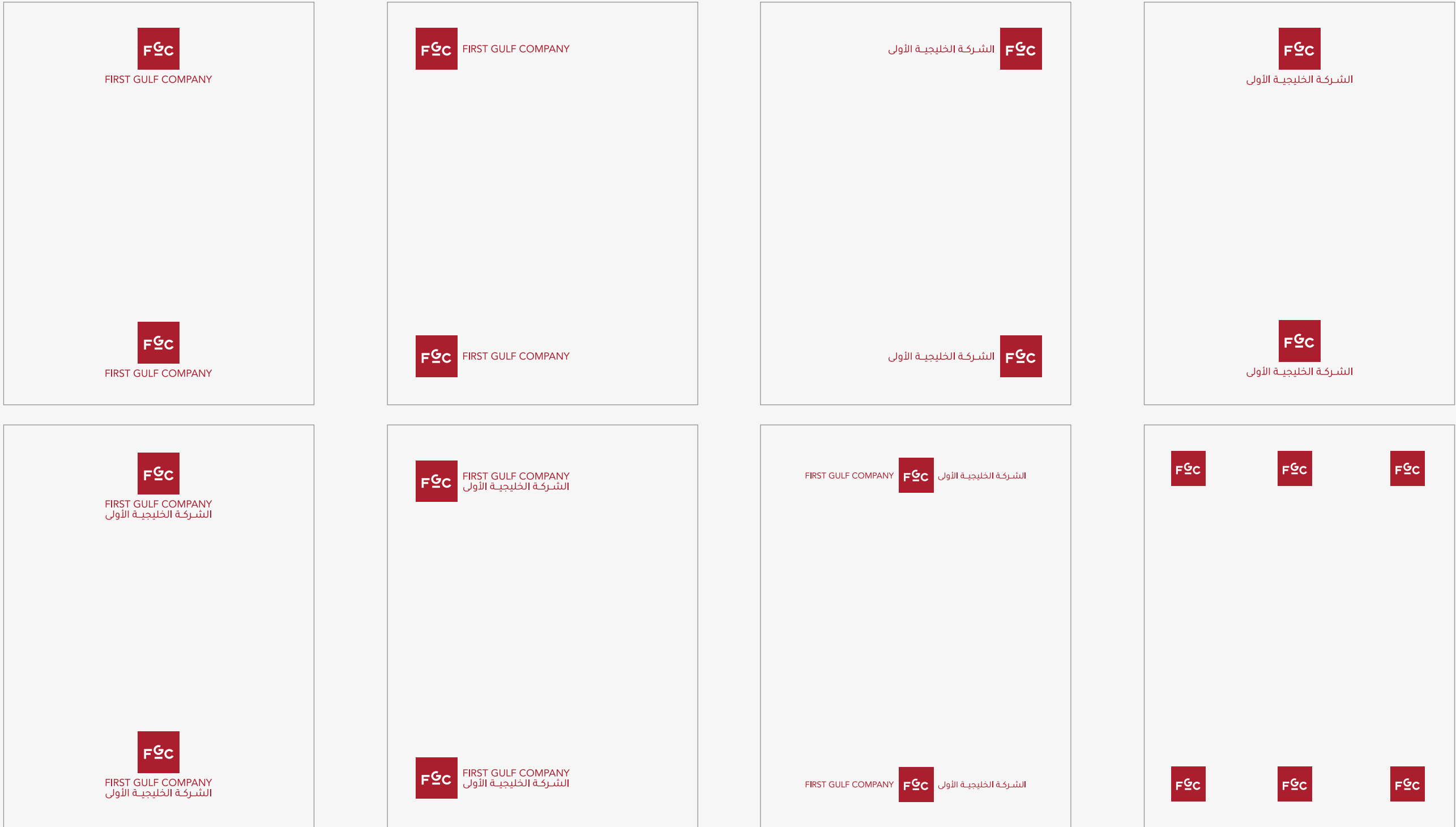
Measurement unit to calculate clear space – X2 the “F” Cap Height - the clear space must be a minimum area of isolation around the logo. As the size of the logo increases, the isolation zone increases.



Logo placement

The placement of the logo is essential to the visual identity of the brand. Thus the logo mustn't be placed in areas that infringe on other graphical elements.

The preferred location:



A minimum size

A minimum size has been set for the different versions of the logo to ensure successful reproduction.

We've determined our minimum size by the symbol. If sized too small, our logo risks going unnoticed or illegible, so we've designed it to go as little as 85px width or 30mm in width.



Incorrect logo usage

The FGC logo should only be reproduced using files provided by FGC. At the right are examples of unacceptable logo manipulation.

01 Typeface and color

Never change the typeface or colors of the logo.



04 Effects

Never add any effects to the logo.



02 Logo angle

Do not rotate the logo.



05 Distorting

Do not compress, extend or distort the logo.



03 Elements

Never rearrange the elements of the logo.



06 Background

Never place on a background that challenges legibility.



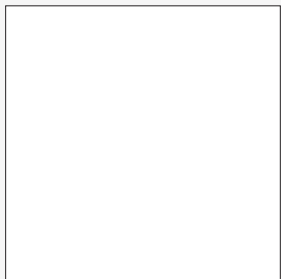
Color palette

We use color to get noticed and give us personality. The primary palette should be used as a first-line solution when making color decisions.

Primary color palette



Pantone 187c
22 100 87 15
#aa1e2e



white

These colors have been carefully selected to complement our primary brand colors. They should only be used when you have multiple design elements that need differentiating - landing pages, emails, and shading.

Secondary color palette



Pantone 1495c
0 35 95 0
#ff9015



Pantone 7694c
100 76 34 20
#00416b



Pantone 553c
78 47 76 49
#294634



Pantone Black 6c
82 70 60 75
#101820

Colors usage

While there is limited variety in the primary color palette, you may need to use a secondary color to highlight a key graphic or message within your communications.

Before mixing the palettes, first, make sure you are taking advantage of the primary palette as much as possible.

Do not overuse the secondary palette in your communications.

Try to limit the colors used in any one application. Overuse of our colors will add complexity to our communications - Remember to keep it simple!

Discover More

Thank you

Mandatory Field

FGC

Shaping The Future

First Gulf Company for Supplies
and Contracting is a Saudi Company

Discover More

www.fgc.sa

Typography style
and hierarchy

Articulat CF
Bold - Titles

First Gulf Company for
Supplies & Contracting

Articulat CF
Bold - Sub Titles

Is a Saudi Company

Articulat CF
Normal - Body

Occupying a distinct position with a unique
portfolio of specialized projects in both public
and private sectors.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}

شركة الخليجية الأولى
للتوريدات والمقاولات المحدودة

IBM Plex Sans Arabic
Bold - Titles

هي شركة سعودية

IBM Plex Sans Arabic
Medium - Sub Titles

لديها مكانة متميزة مع محفظة فريدة من المشاريع
المتخصصة في كل من القطاعين العام والخاص.

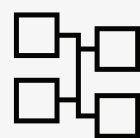
IBM Plex Sans Arabic
Regular - Body

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
{ } + _ () * & ^ % \$ # @ ! ~ ١٢٣٤٥٦٧٨٩٠

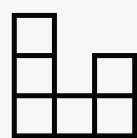
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
{ } + _ () * & ^ % \$ # @ ! ~ ١٢٣٤٥٦٧٨٩٠

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
{ } + _ () * & ^ % \$ # @ ! ~ ١٢٣٤٥٦٧٨٩٠

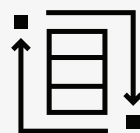
Icons



Systems Integration



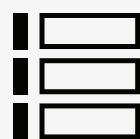
CMEP



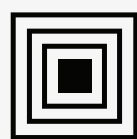
Facility Management



Digital Business Solutions



Big Data Solutions



Telecommunications



**FGC is a major force
in the broadcast
systems sector**

in the region with the most significant
achievements in HD (High Definition) TV
Production and Post-Production facilities and
Studios. FGC's capabilities cover the design,
implementation, integration...

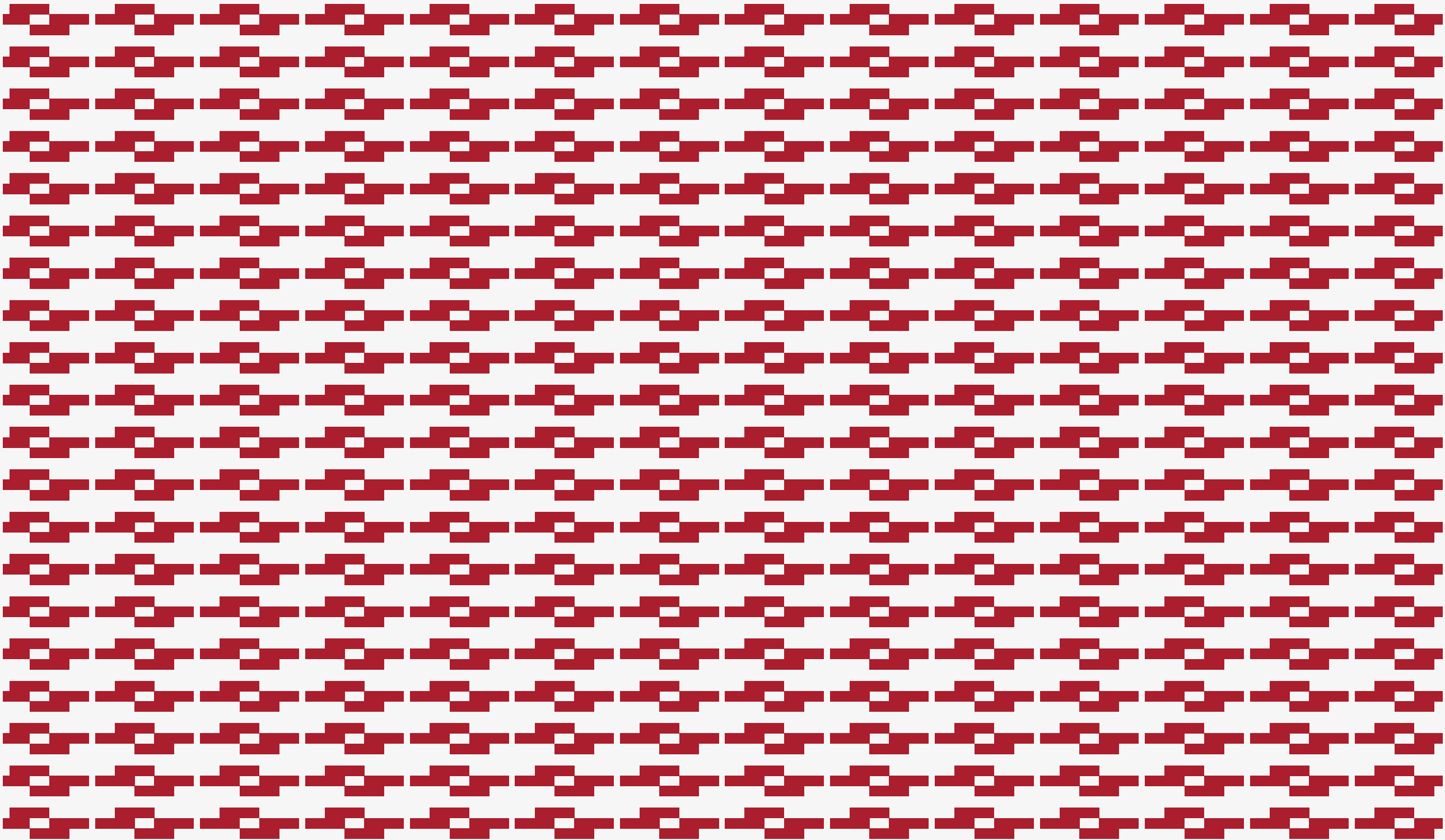
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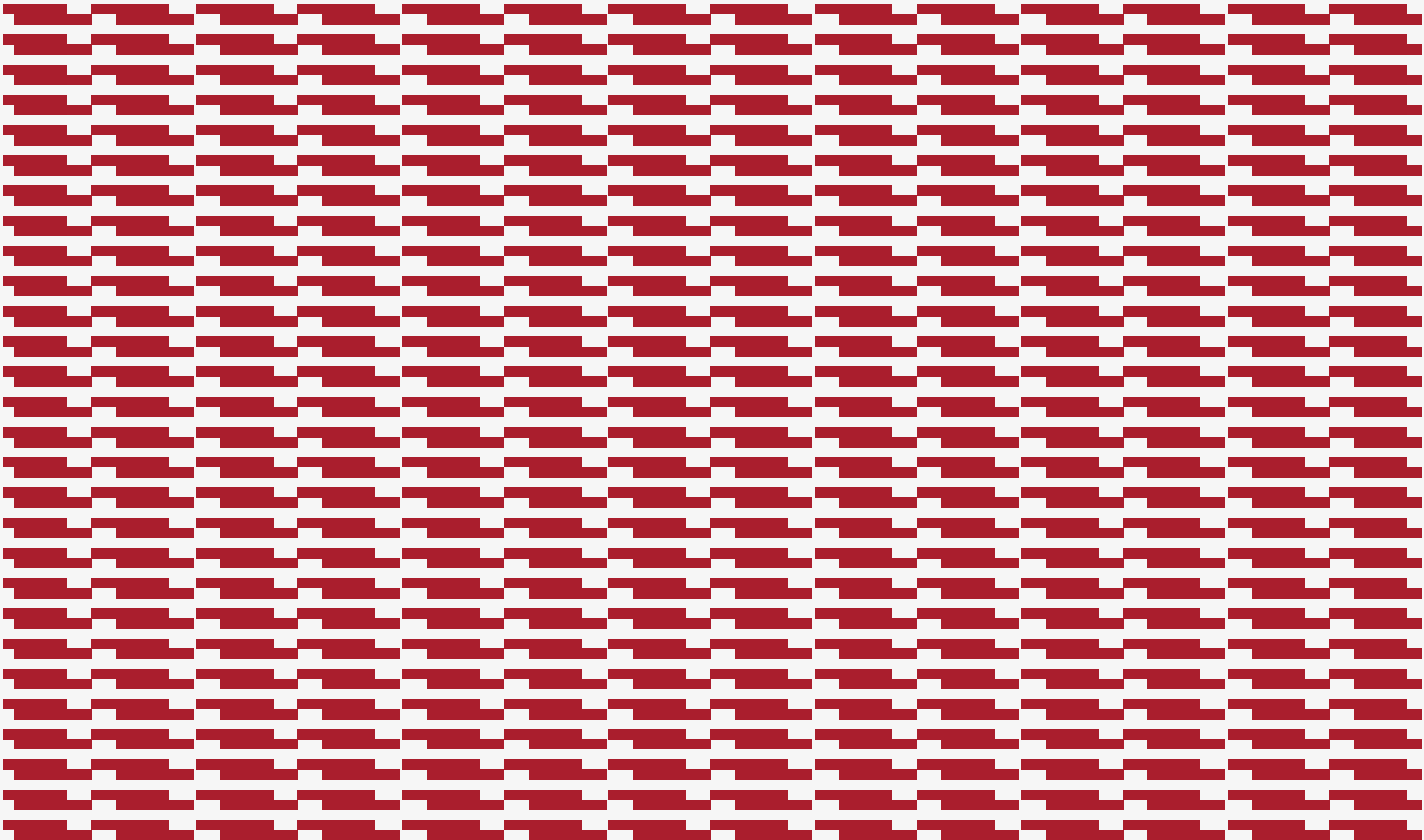
Broadcast

Pattern 1

Pattern 2



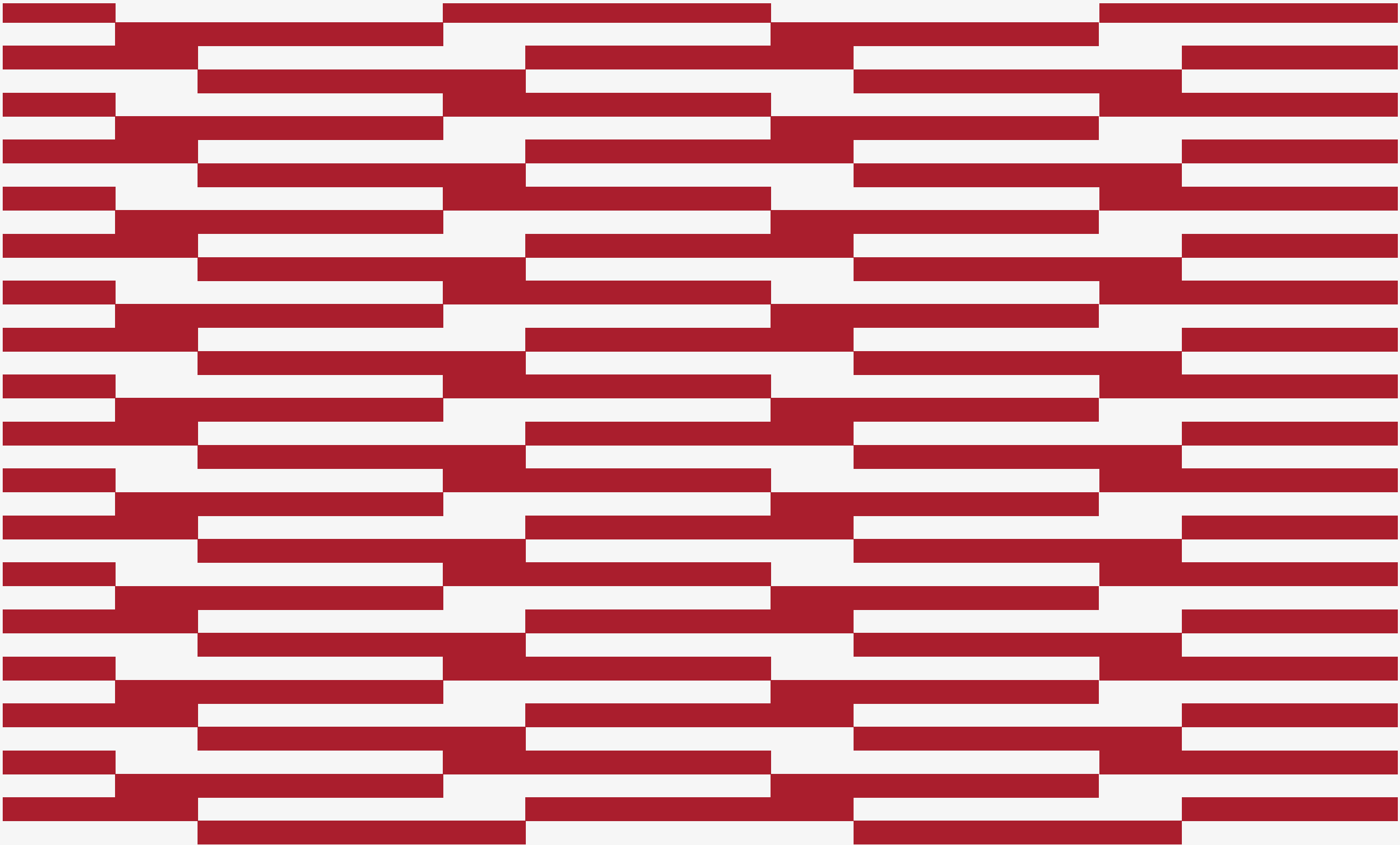
Pattern 3



Pattern 4

A 20x5 grid of alternating red and white squares. The grid is composed of 20 rows and 5 columns. The colors alternate in a checkerboard pattern, starting with a red square in the top-left corner (row 1, column 1). The pattern repeats every two rows and two columns. The red squares are a deep red color, and the white squares are a clean white. The overall effect is a stylized representation of the stripes of the American flag.

Pattern 5



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