

Visual Identity Logo Design Project for

# RIS

**RAWABI INTERNATIONAL SYSTEM CO**

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The visual identity of **RIS - RAWABI INTERNATIONAL SYSTEM CO** has been carefully designed to reflect the company's expertise, reliability, and leadership in the general contracting sector. It represents execution precision, safety commitment, and the professional standards that position RIS as a trusted partner for construction, civil works, and integrated project delivery. This identity is not only a logo or a color palette, but a complete system that communicates the company's values, quality mindset, and professionalism across all platforms.



This brand guidelines document has been created to ensure consistent and correct use of the **RIS - RAWABI INTERNATIONAL SYSTEM CO** visual identity across all applications. It provides clear instructions on logo usage, typography, colors, and core design elements, helping maintain a unified image that reinforces the company's position in the general contracting sector. By following these standards, every communication will reflect the strength, integrity, execution quality, and reliability that define RIS.



The first concept was developed after an in-depth study of **RIS - RAWABI INTERNATIONAL SYSTEM CO's** activities within the general contracting sector, with a strong focus on architectural forms and structural geometry. The design approach was based on selecting the three core letters of the brand name "**RIS**" and transforming them into a unified visual concept. The inspiration was derived from the exterior form of modern buildings, specifically the triangular perspective created when viewing structures from a lower angle. This geometric interpretation allowed the three letters to merge into a strong, balanced, and architectural mark that reflects stability, precision, and an upward vision aligned with the company's construction identity.



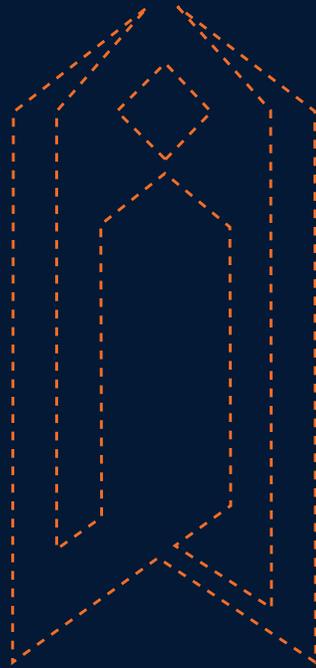


In the second step, the three core letters of the brand name “**R**, **I**, and **S**” were developed as the foundation of the logo concept. Each letter was carefully structured to align with a unified geometric system inspired by the exterior architectural form of buildings and the triangular perspective created when viewed from below. The letters were then integrated into a single, cohesive composition, forming a strong architectural mark that reflects construction precision, structural stability, and the upward vision that defines **RIS - RAWABI INTERNATIONAL SYSTEM CO** as a general contracting company.





R



I



S



A carefully curated color palette has been developed to reflect the identity of RIS - RAWABI INTERNATIONAL SYSTEM CO and the dynamic nature of its general contracting operations. The primary color palette features a bold Construction Orange (#EC671B), representing energy, execution power, and on-site activity, paired with a deep Industrial Navy (#142036) that conveys strength, stability, and professionalism. To complement the primary colors, a secondary palette has been introduced, consisting of a solid Industrial Grey (#4B4F54) and a warm Construction Bronze (#8A6E3A). Together, these colors create a balanced and versatile visual language that reflects the architectural character of the construction industry and reinforces the brand's presence across all platforms.



#ec671b

C M Y K : 0% - 70% - 95% - 0%

R G B : 236 - 103 - 27

H : 21°

S : 88%

B : 92%

#142036

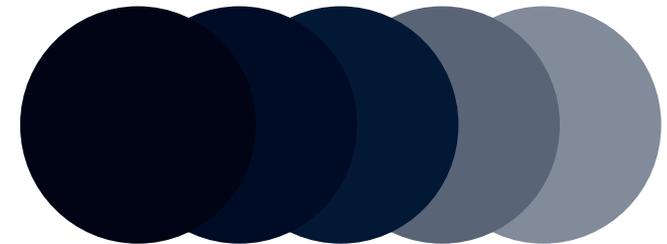
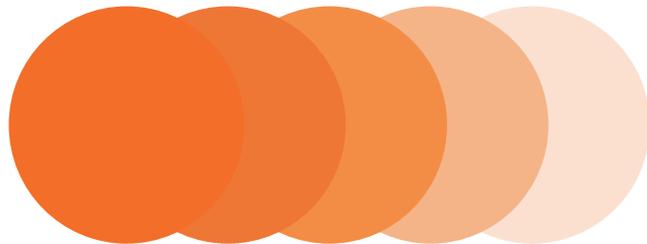
C M Y K : 100% - 85% - 48% - 59%

R G B : 20 - 32 - 54

H : 218°

S : 62%

B : 21%



PRIMARY COLORS



#4B4F54

C M Y K : 66% - 53% - 47% - 43%

R G B : 75 - 79 - 84

H : 213°

S : 10%

B : 32%

#8A6E3A

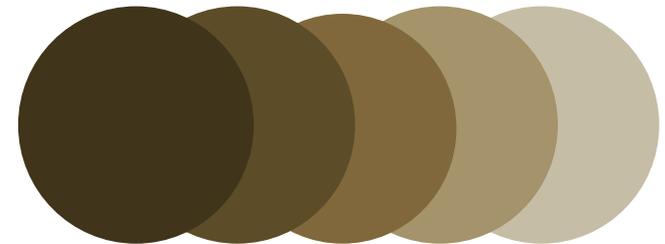
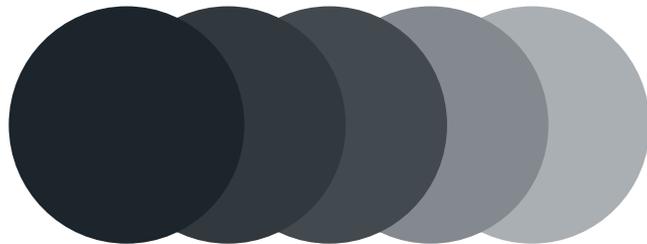
C M Y K : 36% - 45% - 79% - 31%

R G B : 138 - 110 - 58

H : 38°

S : 57%

B : 54%



## SECONDARY COLORS



Bold, sharply defined typography was selected to reflect durability, structure, and execution strength, aligning with the construction-focused identity of **RIS - RAWABI INTERNATIONAL SYSTEM CO.** For the brand mark, the Arabic logotype is set in the **AQEEQSANS**PRO typeface, chosen for its strong geometric character and clear architectural presence. The English logotype utilizes **Bahnschrift Light**, offering a modern, technical, and highly legible appearance that complements the Arabic lettering. Together, these typefaces create a balanced bilingual identity that communicates professionalism, clarity, and consistency across all brand applications.



RAWABI INTERNATIONAL SYSTEM CO.

شركة انظمة روابي العالمية للمقاولات

## Bahnschrift - Light

A B C D E F G H

a b c d e f g h

1 2 3 4 5 6

& ^ % \$ # @ !

## AQEEQSANS PRO

A B C D E F G H

a b c d e f g h

1 2 3 4 5 6

! @ # \$ % ^ &



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PRIMARY COLORS



SECONDARY COLORS

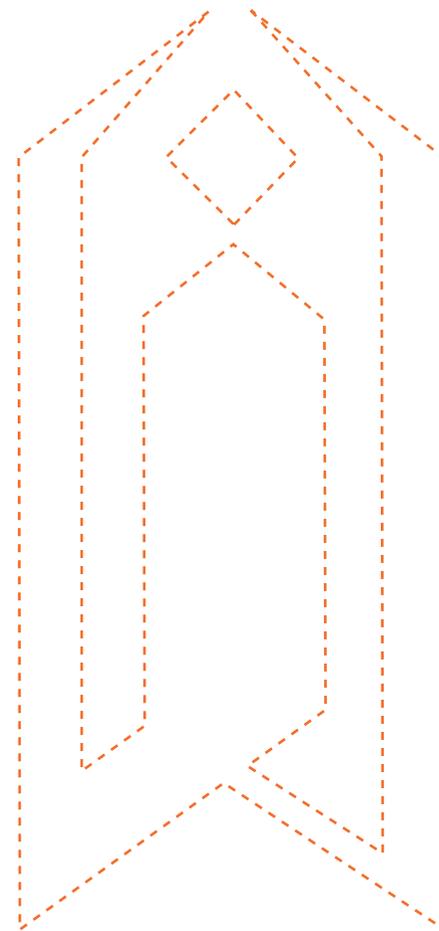
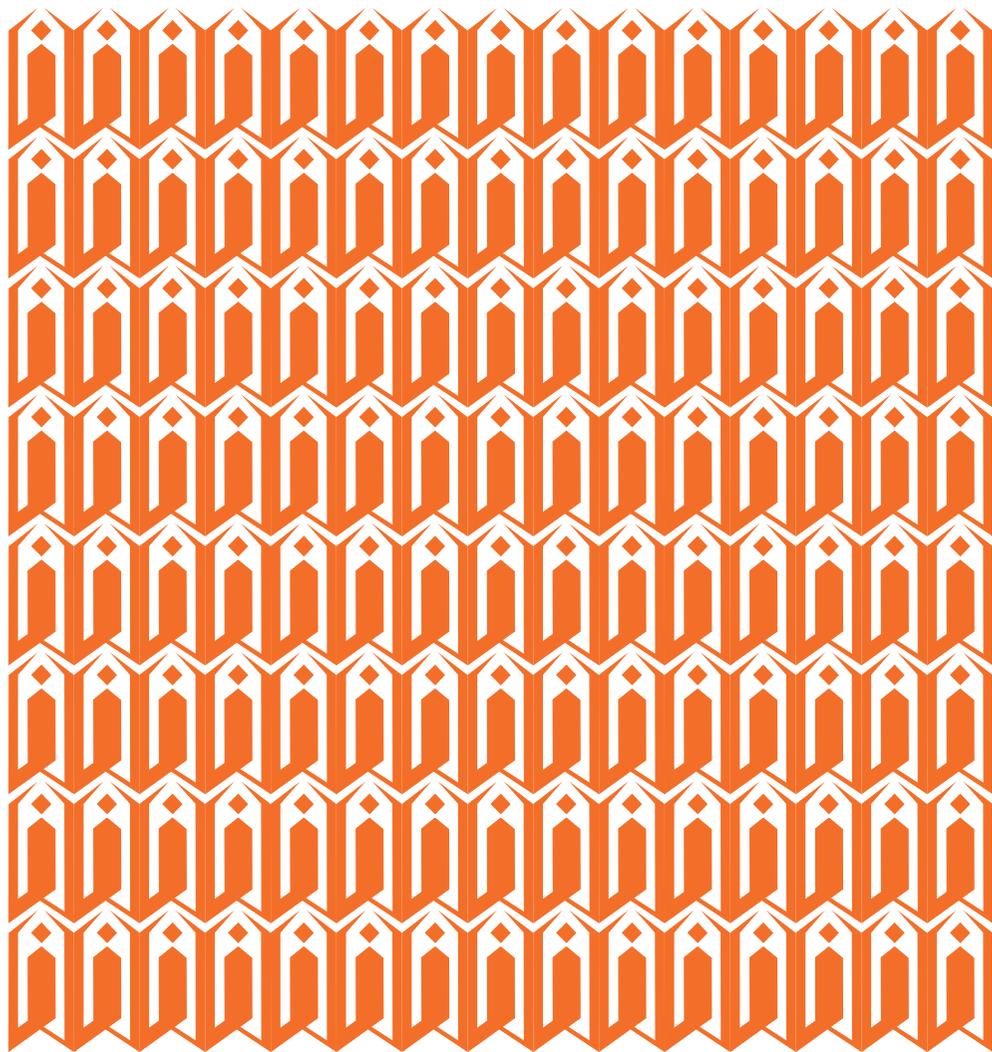


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PATTERN



**MOCKUPS**



شركة أنظمة الريابي العالمية للخدمات  
RAWABI INTERNATIONAL SYSTEM CO

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LATTER HEAD



A4 ENV



DL ENV



B-C



B-C



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BRU - OUTSIDE



BRU - INTSIDE



FLYER







PROJECT - VIEW



SOCIAL MEDIA - TEMPALTE



car



Thank  
you

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