

نجوم السلام
NJOOM ALSLAM
للاستثمار Investment



Brand Guidelines
Version 1

Brand Guidelines 2025

About These Guidelines

— Who is it for?

This manual is for all those who, directly or indirectly, work with the brand: partners, suppliers, designers, distributors, etc.

We all share the responsibility for protecting and caring for our brand. If we work together, we will ensure Site has a coherent, unified, strong, recognised and admired brand every day.

This manual is for anyone who is part of Serb.

— What is it for?

This manual will help you understand the essence of the Site brand.

It will teach you about the brand idea that defines us, our values and our personality.

It will also help us ensure that the elements of our identity are correctly and consistently used in all our messages and points of contact.

This work is based on Serb strategic plan. A strong and consistent brand helps us optimise the company resources and makes communication

and marketing much easier.

This manual is an essential tool that will

help maintain a strong identity always.

— How should it be used?

This document is in PDF format so it will be very easy to search for contents.

Here you will find the basic design elements that define Site's visual style

and how to implement them in multiple applications.

Brand Guidelines 2025

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1.0 Introduction

This manual is for all those who, directly or indirectly, work with the brand: partners, suppliers, designers, distributors, etc. We all share the responsibility for protecting and caring for our brand. If we work together, we will ensure Al Basateen has a coherent, unified, strong, recognised and admired brand every day.



1.2 About

NajoOm Aslam is a forward-thinking real estate brand built on trust, excellence, and a clear vision for the future. Guided by a deep understanding of market behavior and customer needs, the brand combines modern strategies with strong ethical values to deliver high-quality real estate solutions. Meaning “stars,” NajoOm represents clarity, direction, and aspiration—core principles that shape the brand’s identity and approach. With a commitment to transparency, professionalism, and long-term value creation, NajoOm Aslam positions itself as a trusted advisor for buyers, investors, and property owners.

The brand stands out for its refined minimal style, intelligent communication, and customer-first mindset. Every interaction reflects reliability, integrity, and a drive to elevate the real estate experience. Whether guiding families toward their ideal homes or supporting investors with informed strategies, NajoOm Aslam is focused on delivering confidence, comfort, and meaningful growth.

1.3 About

Attributes

As an extension of our main brand concept; we aim here to reflect the visual imagery of Najoom aslam as a brand in the selection of cultural, natural, yet modern and sophisticated look.

Luxury



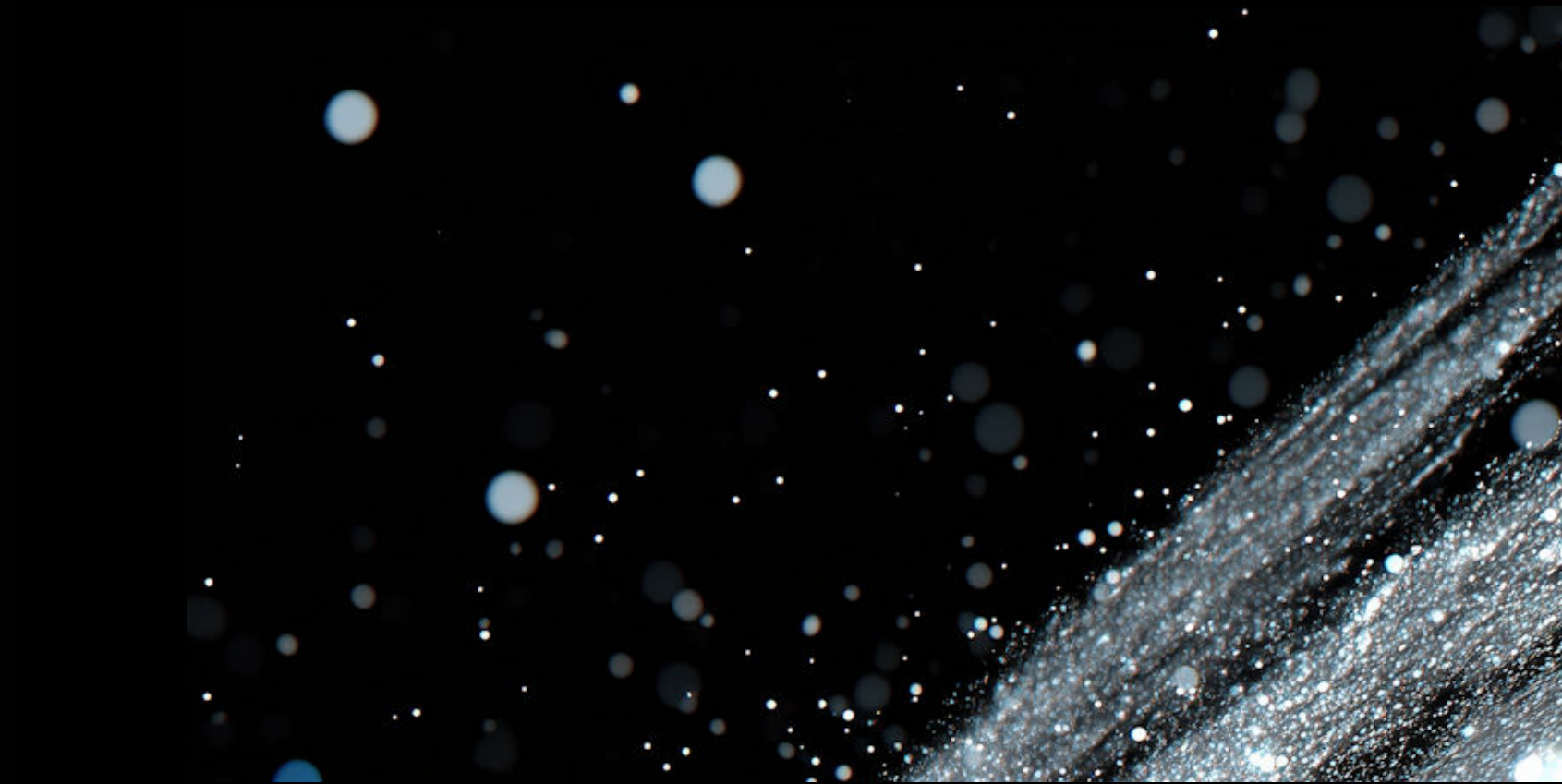
Quality



Nature Inspired



Culture Extended



Urban Community



1.4 About

Brand Mission

To deliver exceptional real estate solutions rooted in trust, expertise, and transparency. We aim to empower clients and investors by providing insightful guidance, innovative tools, and seamless experiences—creating long-term value and elevating the standards of property ownership and investment across the region.

Brand Vision

To become the region's most trusted, innovative, and forward-thinking real estate powerhouse—recognized for redefining industry standards, shaping modern lifestyles, and creating long-term value for communities and investors. Our vision is to build a legacy brand that represents excellence, leadership, and meaningful growth in every market we enter.

1.5 About

Brand Values

1. Integrity & Transparency

Every decision, recommendation, and interaction is rooted in honesty. We maintain complete clarity with

2. Integrity & Transparency

Every decision, recommendation, and interaction is rooted in honesty. We maintain complete clarity with

3. Innovation

We embrace modern tools, digital solutions, and advanced market insights to elevate the real estate experience and stay ahead of the industry curve.

4. Excellence in Execution

From communication to project delivery, we strive for perfection. We pay attention to detail and uphold the highest standards across all touchpoints.

5. Long-Term Value Creation

We don't just close deals—we build relationships, communities, and futures. Our focus is sustainable growth and investments that last.

6. Trust & Reliability

We deliver professional, reliable, and high-standard real estate services.

1.6 About

Tone & Personality

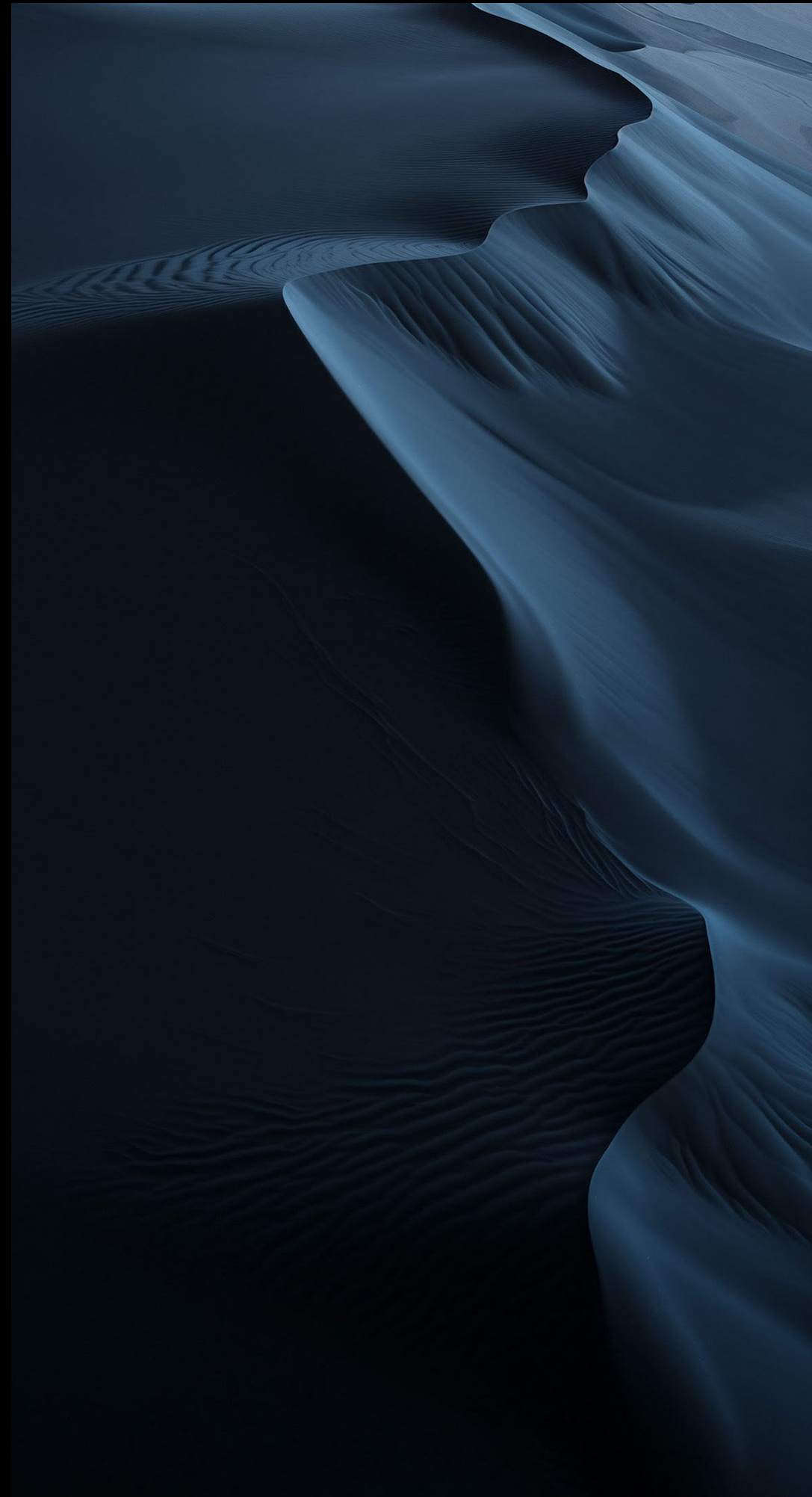
Najoom Aslam Real Estate expresses a refined, modern identity built around deep midnight navy, stellar silver, and soft cosmic grey—colors inspired by the confidence of night skies and the clarity of starlight. This palette creates a premium, trustworthy, and future-focused atmosphere. The brand’s personality blends visionary leadership with polished professionalism, balancing innovation with human warmth. It behaves like a trusted real estate



1.7 About

Concept

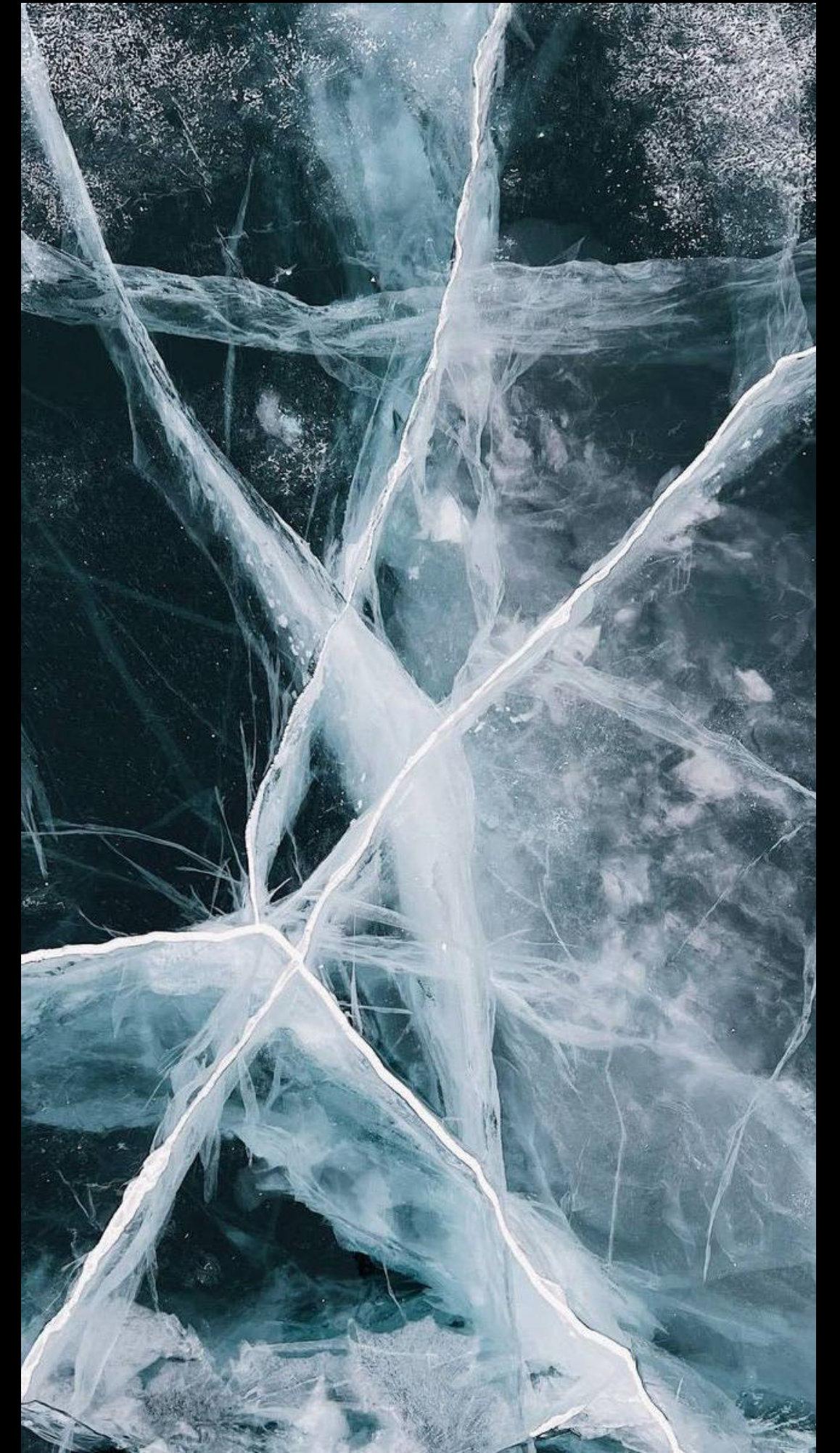
The concept blends the fluid elegance of sand dunes, the infinite depth of space and stars, and the sharp natural geometry of ice formations to create a visual identity that is both organic and precise. This harmony of movement, vastness, and structure reflects a brand that is evolving, refined, and timeless—rooted in nature yet driven by vision and possibility.



Sand Dunes



Space & Stars



The Art of Nature

2.0 Brandmark

The importance of a logo makes a strong first impression, it's the foundation of your brand identity, should be memorable, separates you from the competition, fosters brand loyalty, and is expected by your audience.



2.1 Brandmark

The Logo

The Najoom alslam logo-mark is the core of our identity and the only element that can represent Najoom alslam entirely on its own.

The logo was designed based on our concept and we searched for the story and idea that was put forward for the project.

The logo is made up of two elements: the symbol and the logotype.

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نَجْوَى السَّلَامِ

2.2 Brandmark

Negative Logo

Typically refers to a logo design where the color scheme is inverted, meaning that the colors are reversed from their original appearance. This technique can create a striking and memorable visual effect, especially when applied creatively.



3D Shape

2.3 Brandmark

Decoupled logo

The logo is the core of our identity and the only element that can represent us, there are two variants of the logo; Coupled and Decoupled.

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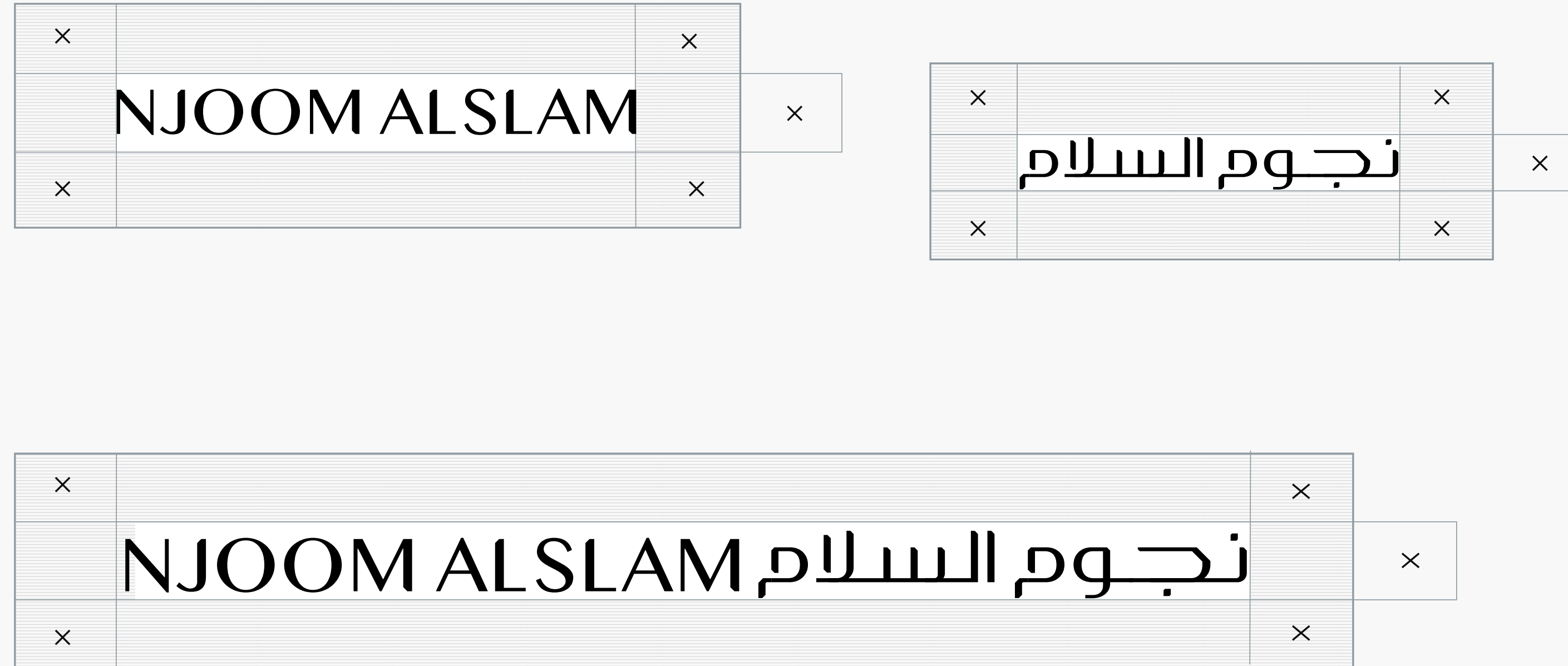


3D Shape

2.4 Brandmark

Safe Zone

The logo is the core of our identity and the only element that can represent us, there are two variants of the logo; Coupled and Decoupled.

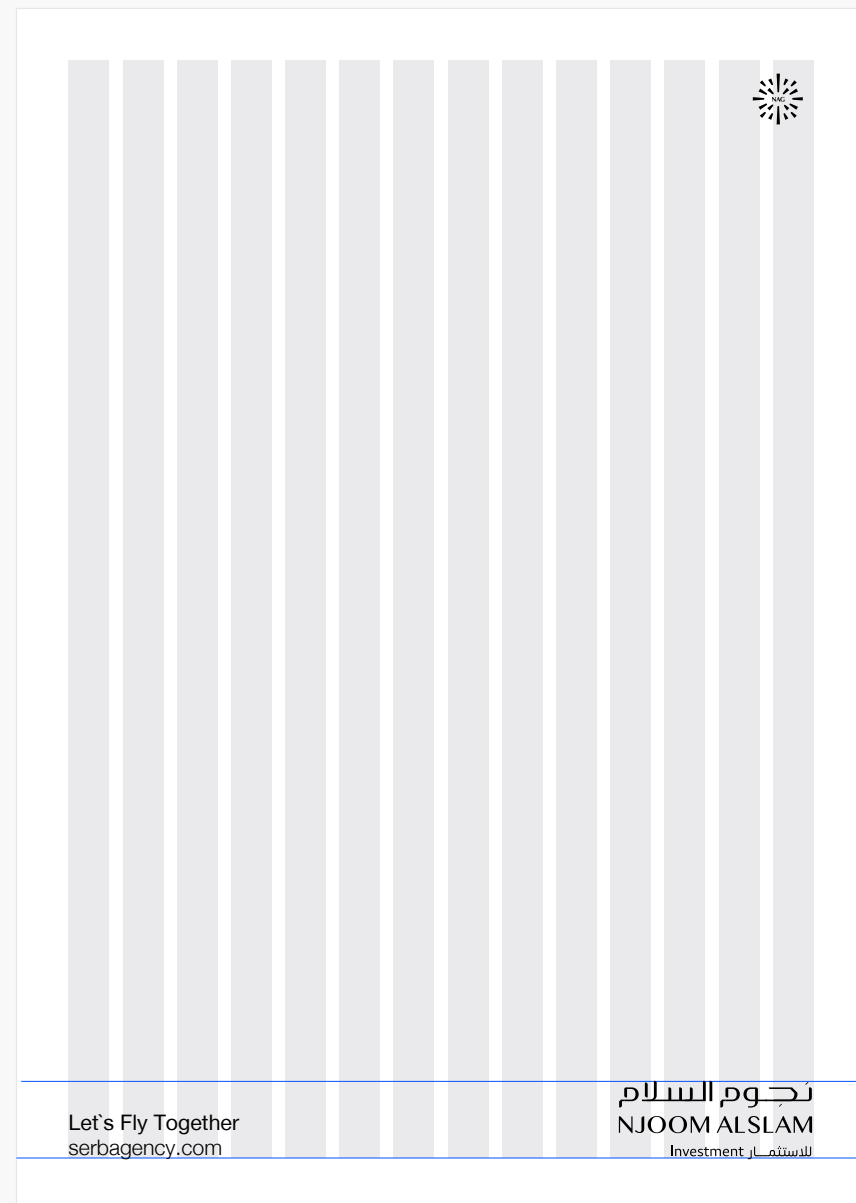


2.5 Brandmark

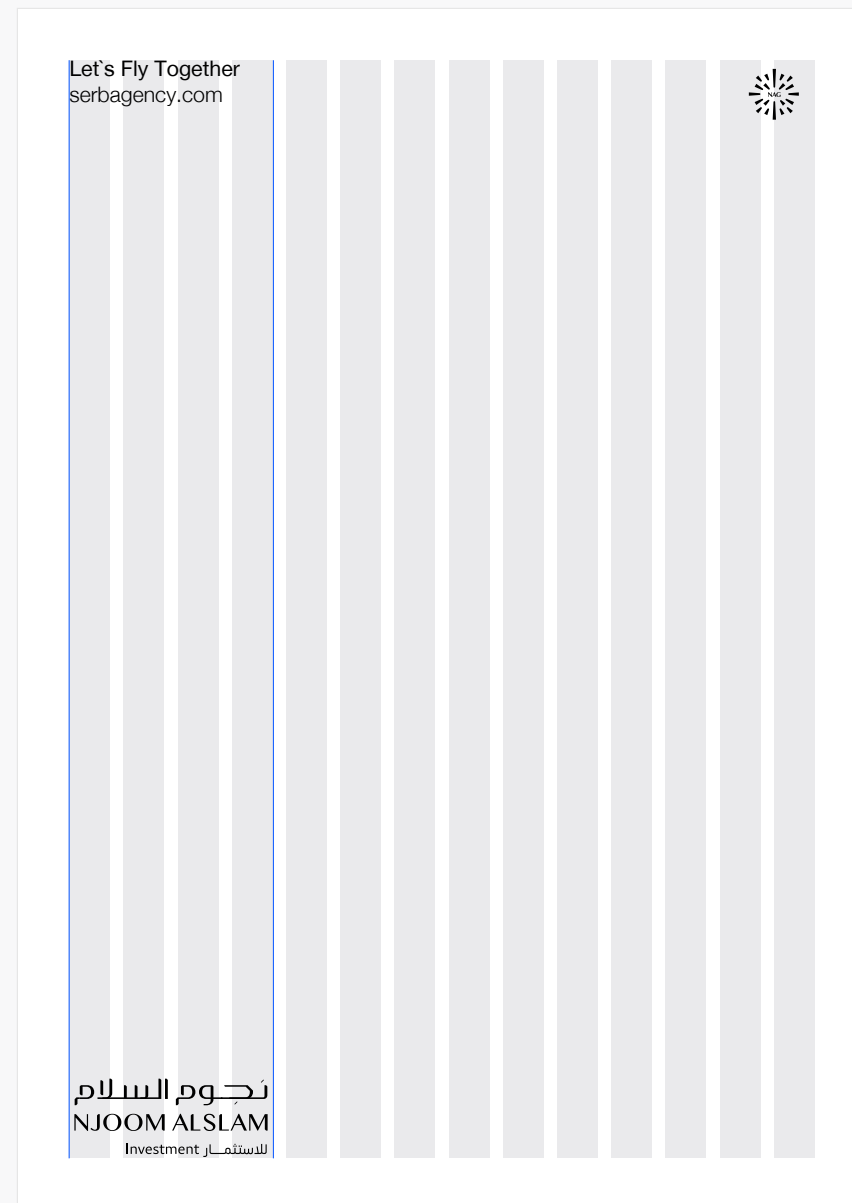
Logo Placements

The Najoom alslam lockup logos are only to be used as a back-up option. Where possible always decouple the logo. There are two options for locking the logo up, Small to medium scale use, and large scale use.

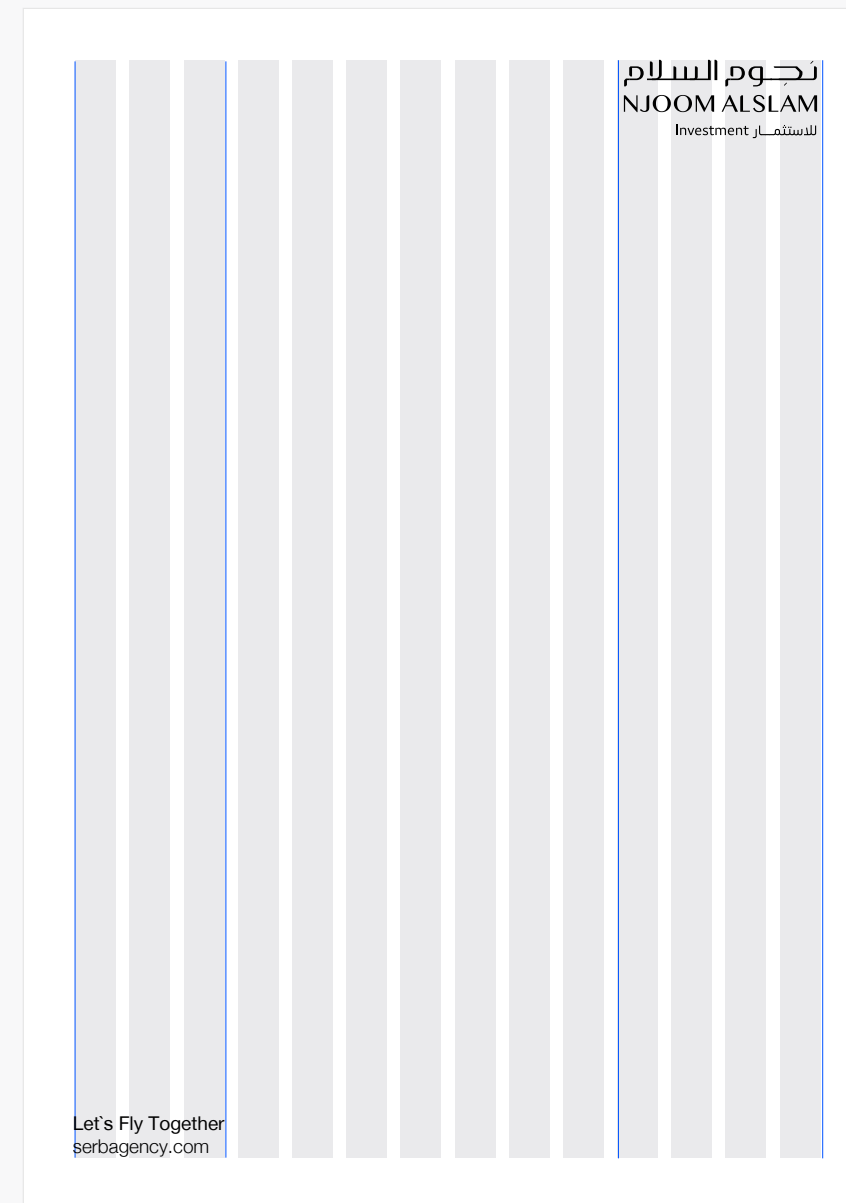
A4 portrait (option 1)



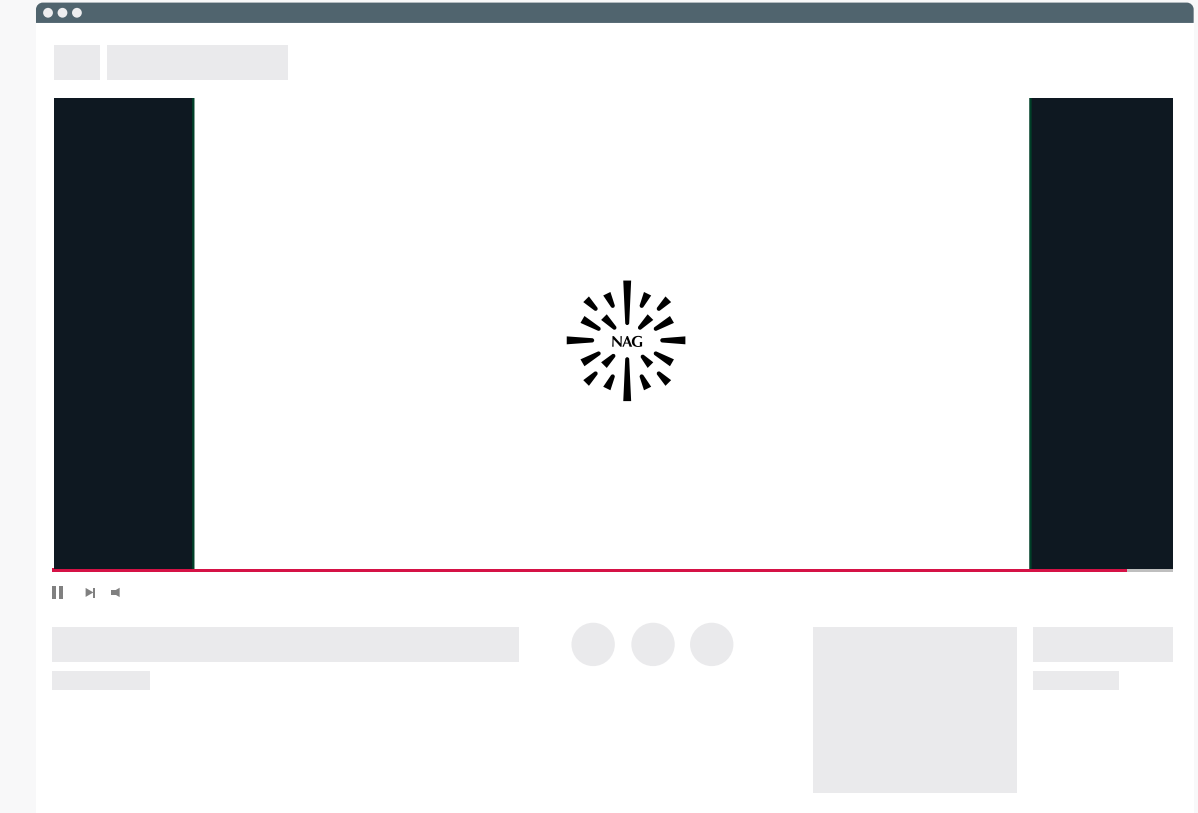
A4 portrait (option 2)



A4 portrait (option 3)



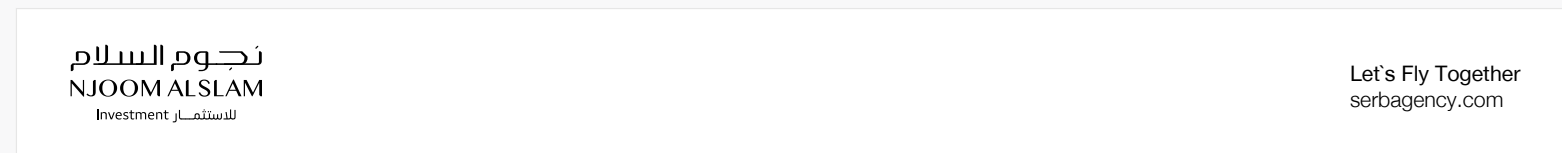
Video (end frame)



Web 'MPU' banner (end frame)



Web 'leader-board' banner



3D Shape

2.6 Brandmark

Logo Lockups

The Najoom alsalam lockup logos are only to be used as a back-up option. Where possible always decouple the logo. There are two options for locking the logo up, Small to medium scale use, and large scale use.

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NJOOM ALSLAM



2.7 Brandmark

Logo Color Variants

The logo is the core of our identity and the only element that can represent us, there are two variants of the logo; Coupled and Decoupled.

Black and white

In some cases on low quality printing, we may need to supply a black and white logo version.



Colour

Wherever possible this color version should always be used, which appears in a clearly opposite color or vice versa, we never use two colors within a logo lockup.



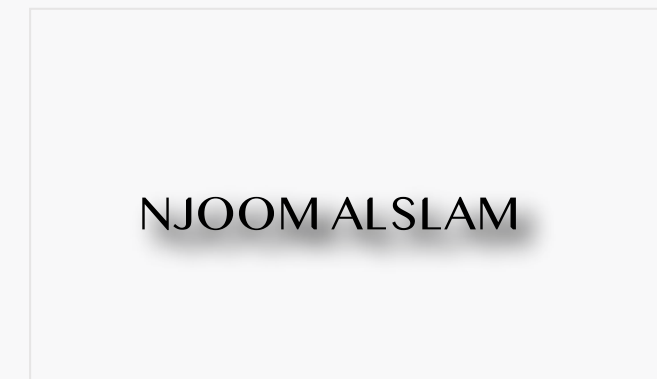
2.8 Brandmark

Logo Misuses

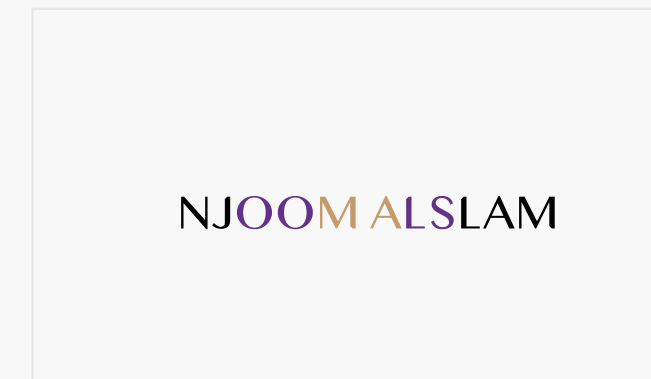
In order to maintain the integrity of the Primary Visual Identity, it must never be altered, cropped or reconfigured in any way.

Below are some examples of prohibited usage. Additional restrictions apply.

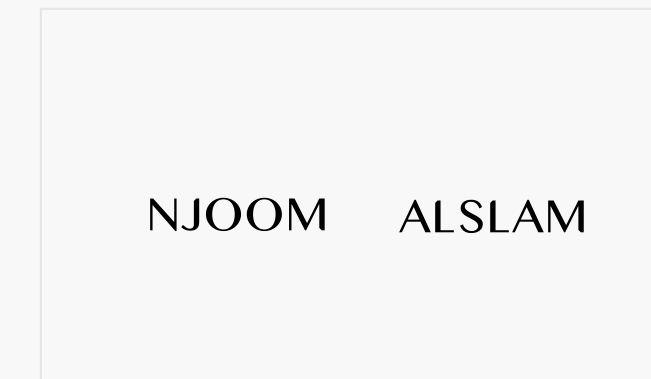
1. Do not add shadow.
2. Do not color logo with unapproved colors.
3. Do not change spacing between lettering.
4. Do not surpass clear space with other logos or any element.
5. Do not stretch.
6. Do not rotate in any way.
7. Do not add glow.
8. Do not use with low quality.
9. Do not fill with gradients or patterns.
10. Do not drop over a shape.
11. Do not add effects.
12. Do not deform the logo.



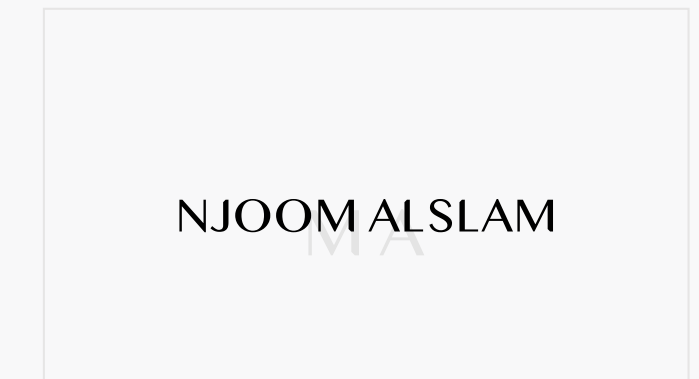
1.



2.



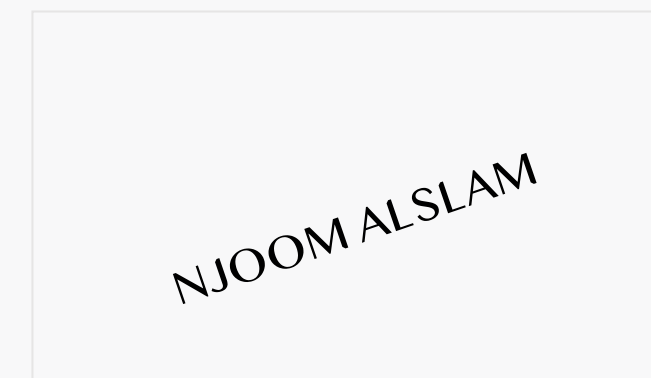
3.



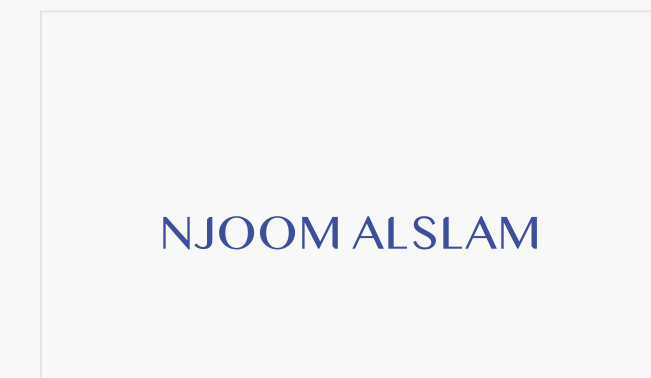
4.



5.



6.



7.



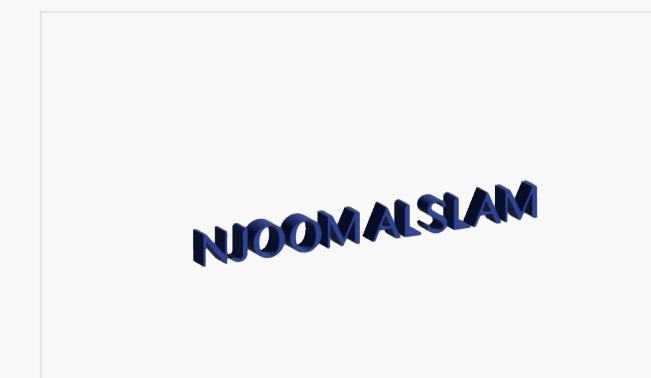
8.



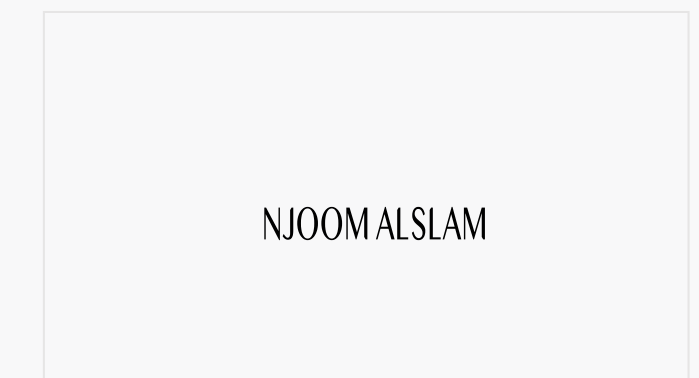
9.



10..



11.



12.

3.0 Color System

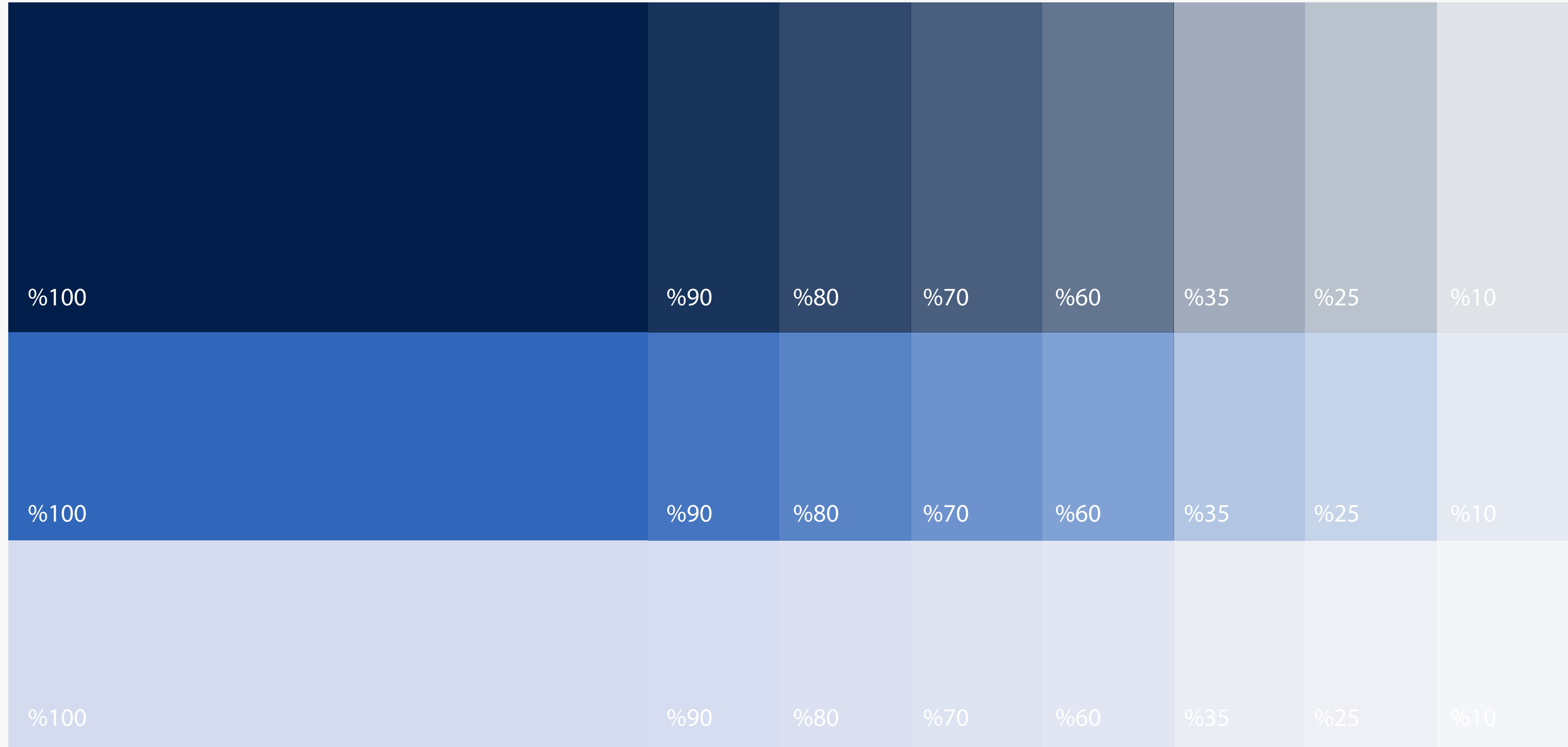
Colors have a significant impact on people's emotional state. Color can trigger an emotion and evoke a brand association.



3.1 Color System

Primary palette

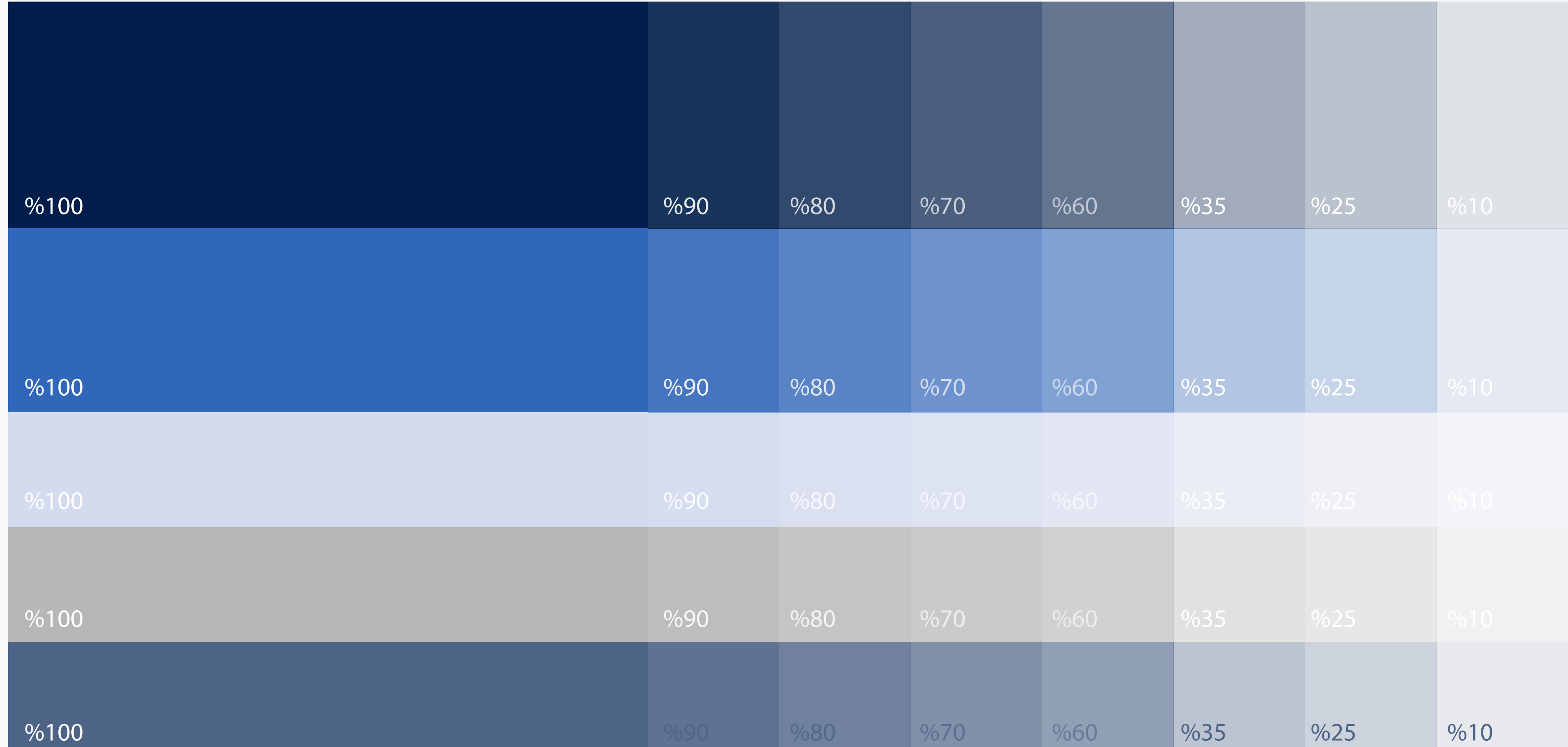
Use the approved color shades for the Najoom alslam as shown on this page. In case the approved colors are not visible on screens, rely on the digital ratios written below each color and apply them.



3.2 Color System

Secondary palette

When the basic core palette is not enough, you can use the secondary palette support it. the secondary palette gives flexibility



3.3 Color System

Color Usage Ratio

These rules can help you put a color scheme together easily. proportion is meant to give balance to the colors used in any space.

1. Primary palette

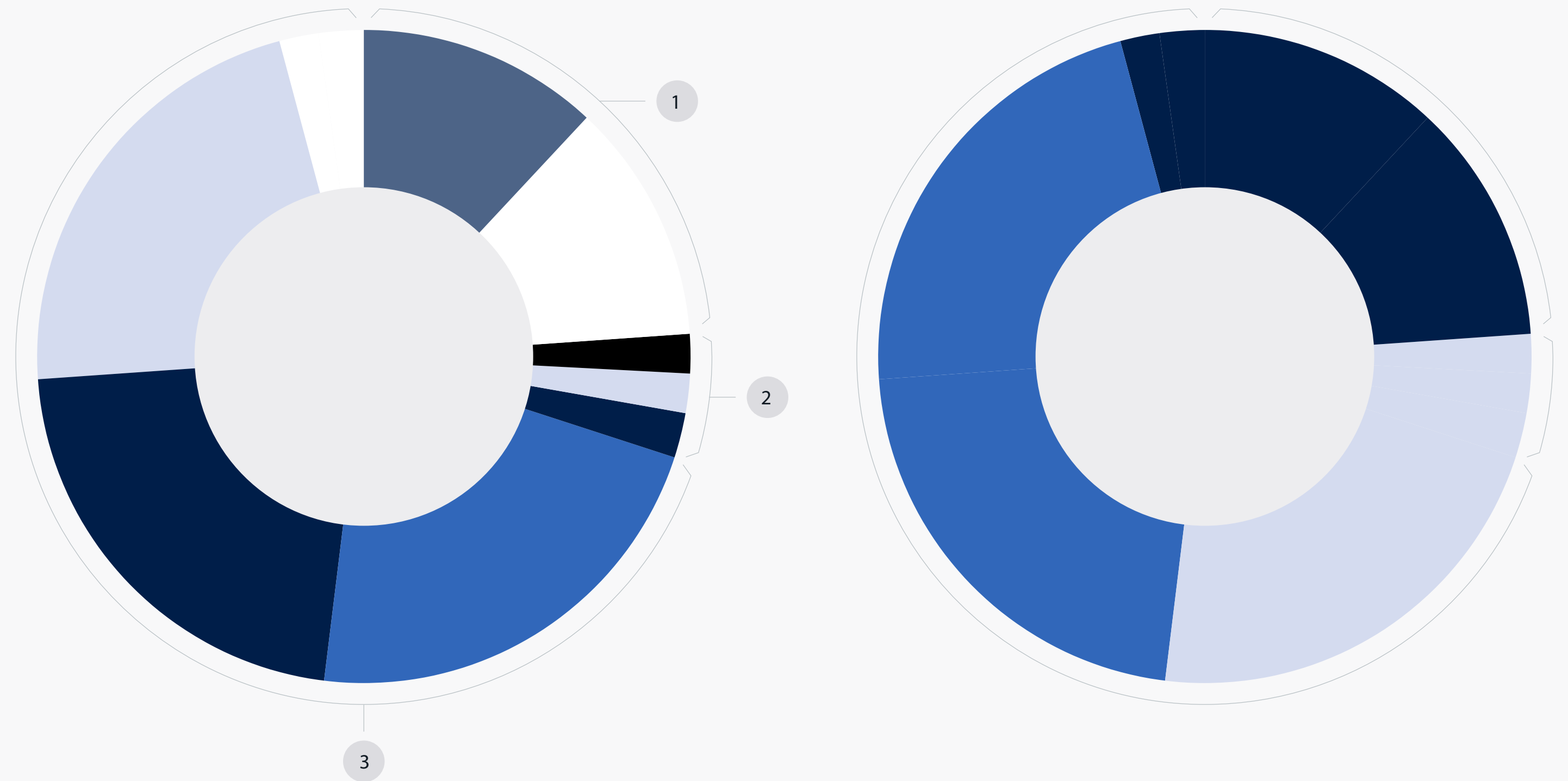
The Najoom alslam primary palette should be used with respect, it therefore only takes roughly 1/4 of the overall proportion. In most cases we lead with our primary palette, followed by our secondary.

2. Secondary palette

The secondary palette is used to add flexibility and variety, In most cases only one secondary should be used at a time in conjunction with a primary colour.

3. Backgrounds

and text palette The Najoom alslam background colours hold the strongest proportion of this wheel, they provide clear space and clarity to our communications and should be used liberally.



3.4 Color System

Background and text palette

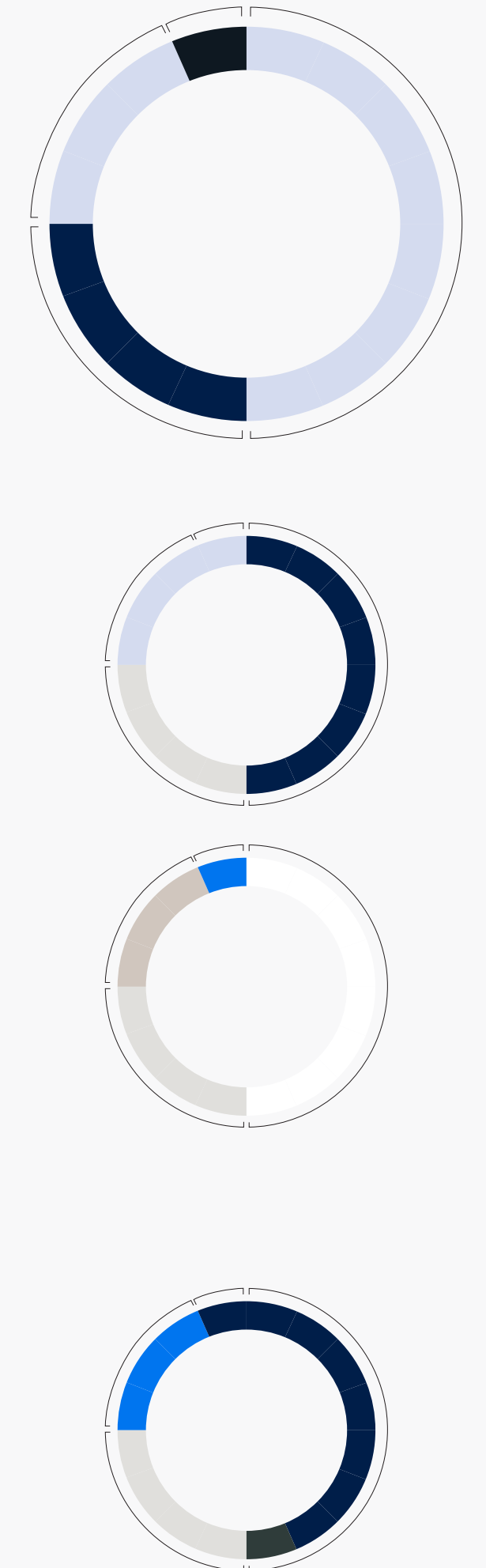
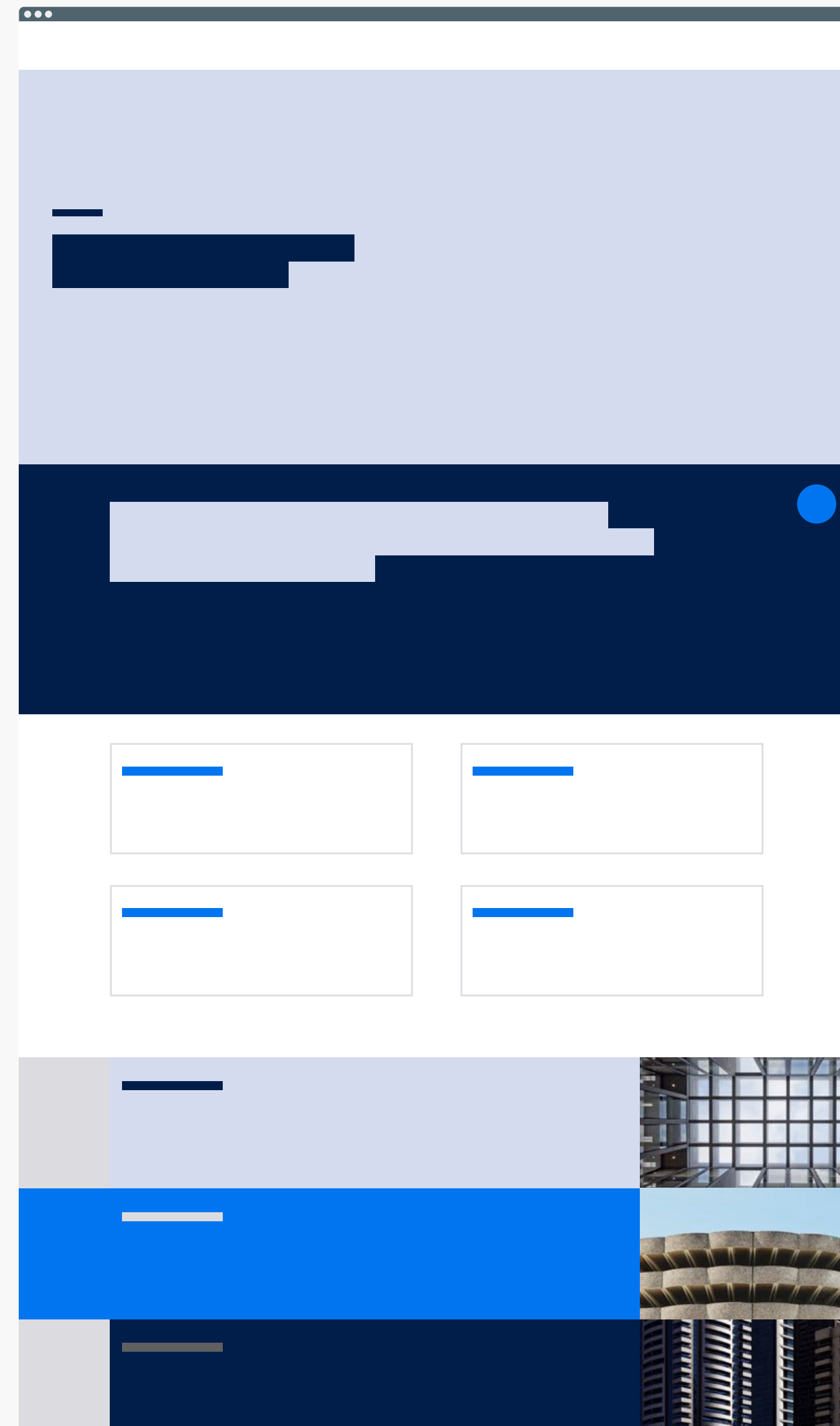
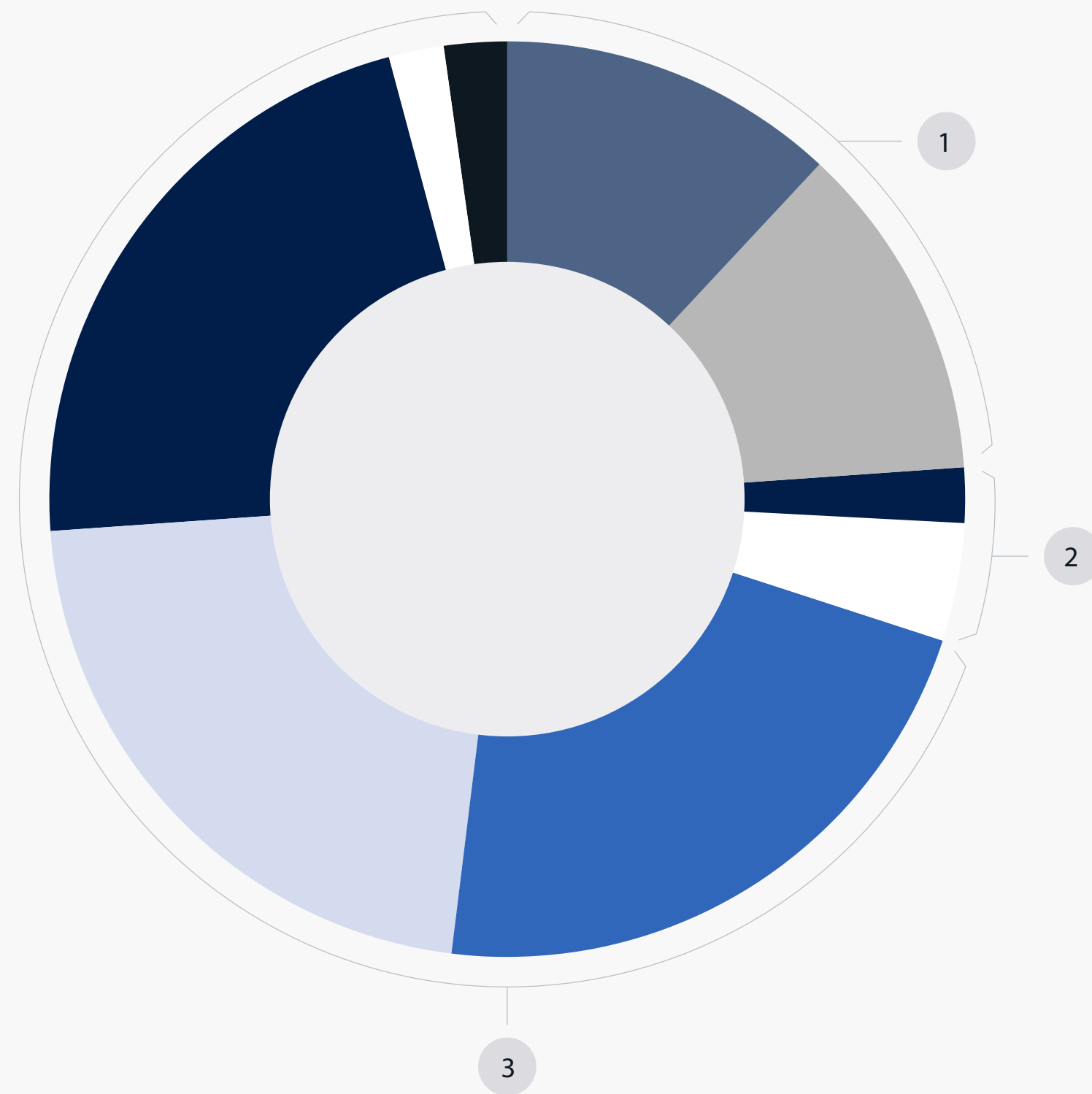
When using Gurumukhi with the Site colour palette you must always ensure a certain standard of accessibility, the following colour options with typography have been approved to be legible

<p>Dark blue text, medium or large headline.</p> <p>Dark blue body copy can sit on white. moditatum recab illesequam do lupta magnam hario.</p>	<p>Dark blue text, medium or large headline.</p> <p>Dark blue body copy can sit on white. moditatum recab illesequam do lupta magnam hario.</p>	<p>Dark blue text, medium or large headline.</p> <p>Dark blue body copy can sit on white. moditatum recab illesequam do lupta magnam hario.</p>	<p>Dark blue text, medium or large headline.</p> <p>Dark blue body copy can sit on white. moditatum recab illesequam do lupta magnam hario.</p>	<p>Dark blue text, medium or large headline.</p> <p>Dark blue body copy can sit on white. moditatum recab illesequam do lupta magnam hario.</p>
<p>White text, medium or large headline.</p> <p>White body copy can sit on green. moditatum recab illesequam do lupta magnam hario.</p>	<p>White text, medium or large headline.</p> <p>White body copy can sit on green. moditatum recab illesequam do lupta magnam hario.</p>	<p>White text, medium or large headline.</p> <p>White body copy can sit on blue. moditatum recab illesequam do lupta magnam hario.</p>	<p>White text, medium or large headline.</p> <p>White body copy can sit on gold. moditatum recab illesequam do lupta magnam hario.</p>	<p>White text, medium or large headline.</p> <p>White body copy can sit on slate. moditatum recab illesequam do lupta magnam hario.</p>
<p>steel blue text, Large headline only</p>	<p>steel blue text, Large headline only</p>	<p>dark blue text, Large headline only</p>	<p>dark blue text, medium or large headline.</p> <p>Black body copy can sit on gold. moditatum recab illesequam do lupta magnam hario.</p>	<p>steel blue text, Large headline only</p>
<p>white text, Large headline only</p>	<p>white text, Large headline only</p>	<p>dodger blue text, Large headline only</p>	<p>dodger blue text, Large headline only</p>	<p>steel blue text, Large headline only</p>

3.5 Color System

Colour proportion

Proportion and appropriate use of colour can be as relevant as the logo-mark itself. When using the Najoom alslam palette, try to use a proportion close to the one you can see in this page



3.6 Color System

Colour combinations

Our primary color and/or secondary must always be present and prominent on external facing comms., the secondary palette always supports but never steals the show.

1. Top left quadrant

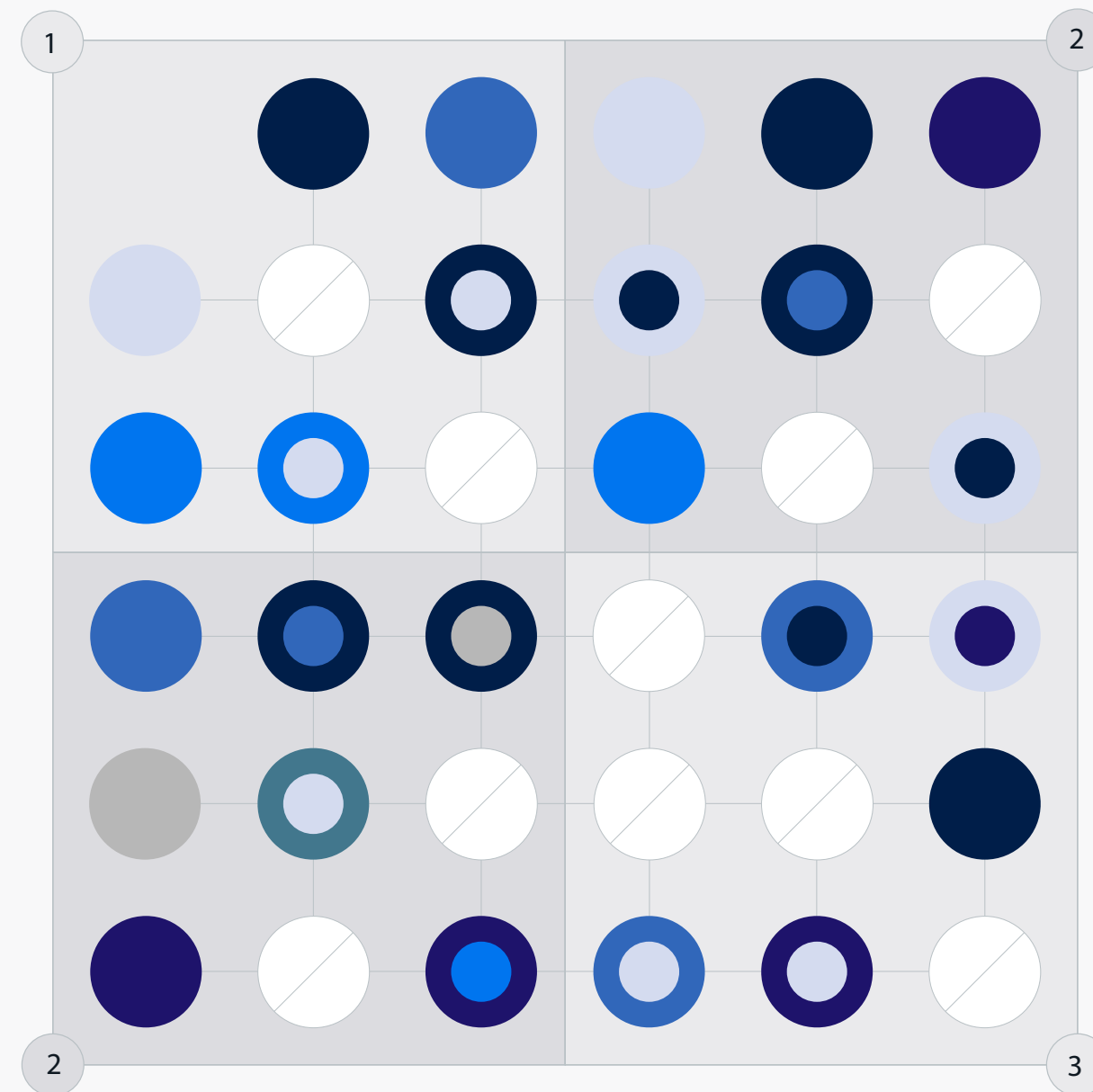
This quadrant of colour combinations includes only primary colours. They should be used for most corporate applications as they offer immediate brand recognition.

2. Top right and bottom left quadrant

These quadrants of colour include primary plus secondary colours, they should be used to add versatility to the brand whilst remaining recognisable; for use on such applications like brochures, white papers and web secondary pages.

3. Bottom right quadrant

This quadrant of combinations includes no primary colours, they add flexibility and pace to a brochure through divider pages or on a web content page.



4.0 Typography

Typography is the visual manifestation of a brand's voice. The voice of Najoom alslam, is represented with one very important font family: Gurmukhi.



Font name

Gurmukhi text

Paragraph Typeface



Article Headline

Sustainable lifestyle brand.

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
1234567890.,;!@#\$%&*('



Font name

ABC Favorit Arabic

Paragraph Typeface



Article Headline

Sustainable lifestyle brand.

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
1234567890.,;!@#\$%&* ()



aA

1 2

New

FUTure

hhhhhhhhhhhhhhhh

Elm font with Four

Evolution is an
approach
Successful

&%?@/!

4.2 Typography

Usage of the particular font in some programs, for example:



Any communication apps uses a Adapter font in Arabic and or English.

Gurmukhi Typography

Gurmukhi text is for primary use, use Gurmukhi text to retain a consistent voice across all communications.

Name Font

Gurmukhi
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Name Font

Gurmukhi bold
bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Name Font

Gurmukhi mn
light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Name Font

Gurmukhi mn
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

4.4 Typography

Latin Typography

ABC ARABIC is for Secondary use, use the 4 weights to retain a consistent voice across all communications.

Usage of the particular font in some programs, for example:



Any communication apps uses a Adapter font in Arabic and or English.

Name Font

Almarai
Light

أ ب ت ث ج ح خ م ن ت ي س ش ك م ن و ر ز د ذ
ط ظ ص ض ف ق ل ع غ ا ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! @ # %

Name Font

IT arabic light
Regular

أ ب ت ث ج ح خ م ن ت ي س ش ك م ن و ر ز د ذ ط ظ ص ض ف ق ل ع
غ ا ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! @ # % & ?

4.5 Typography

Font Weights & Styles

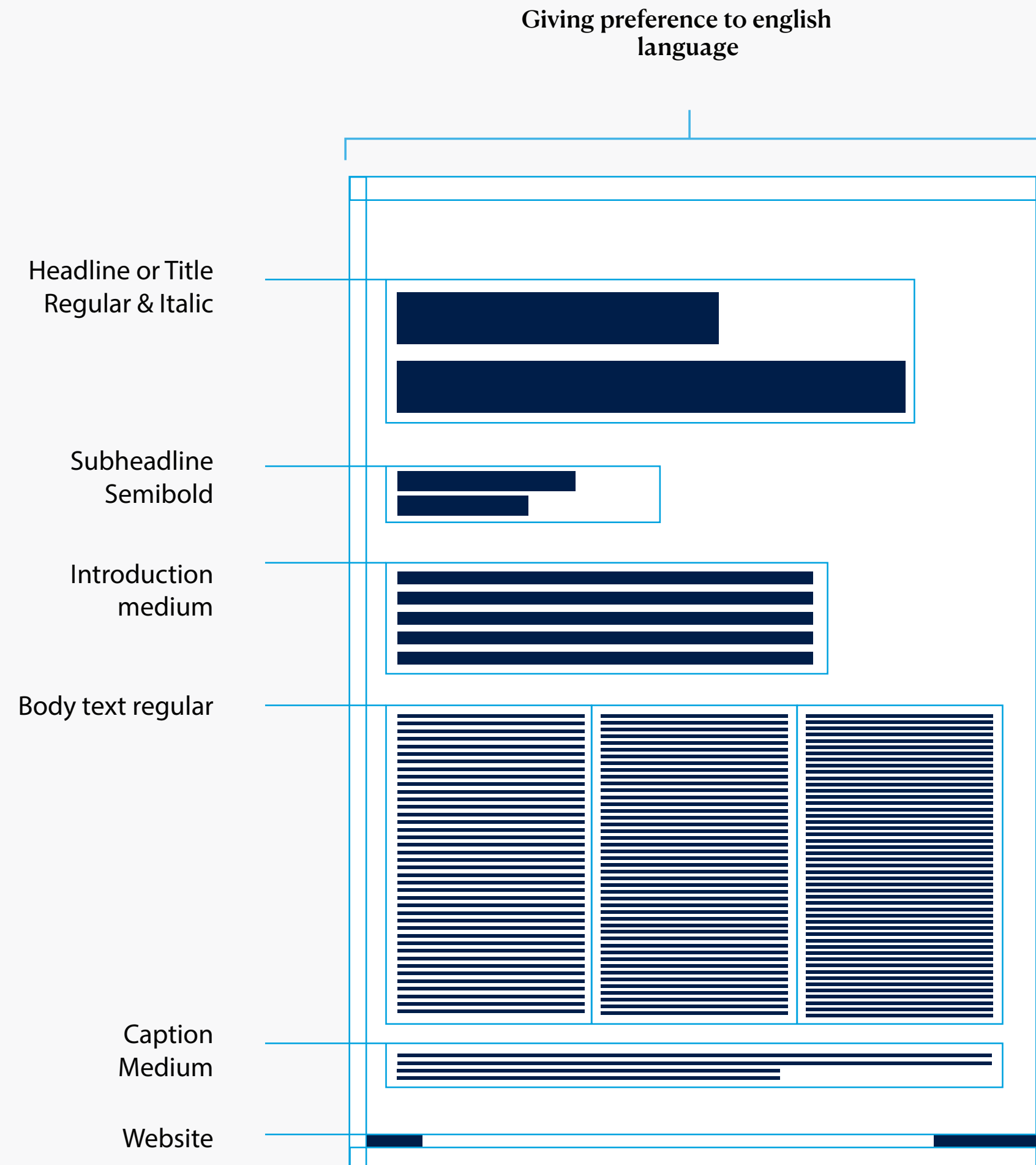
We use type weights and sizes consistently to create intuitive type hierarchies that support the importance of the messaging. Headlines use the **Gurmukhi text** and large text use **ABC arabic**, this differentiates them. Body text and other text levels use **regular & light weights**.

Type styles

We use sentence case and left align (Latin based languages) to the Layout grid to create consistency

Colouring type

We must always use our type and background colour pairs to meet accessibility standards.



4.6 Typography

Usage Examples


Typography plays a crucial role in conveying the brand's voice and personality. Consistent use of typefaces ensures brand recognition and enhances readability across all platforms. Below are the comprehensive guidelines for the brand's typography.

The alignment of text blocks in Latin type will always be to the left. The space and location between the blocks will be defined by the grid. However, we define some minimum spaces to serve as a guide.

Meaningful growth



We pave the
way for meaningful
growth.



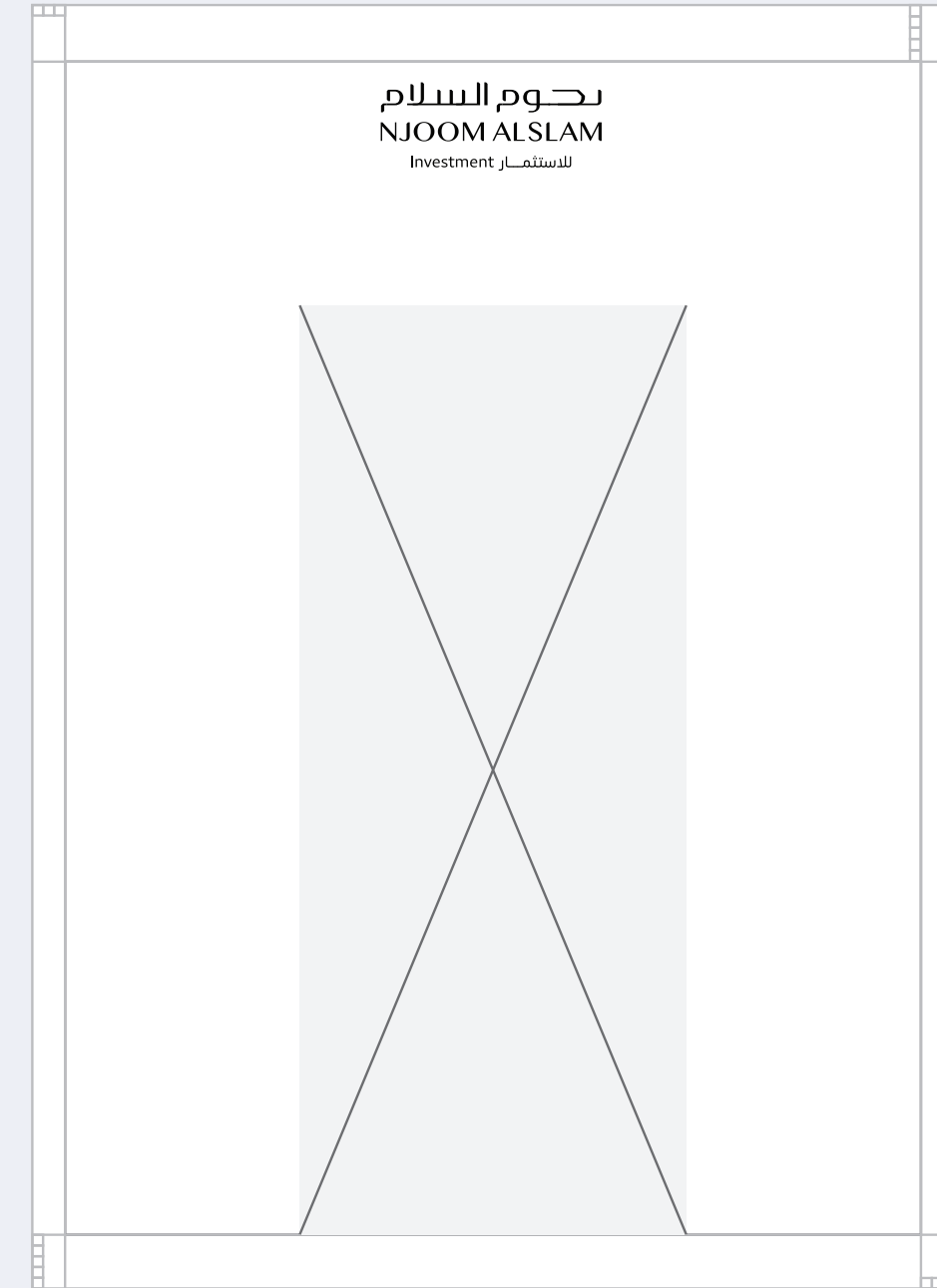
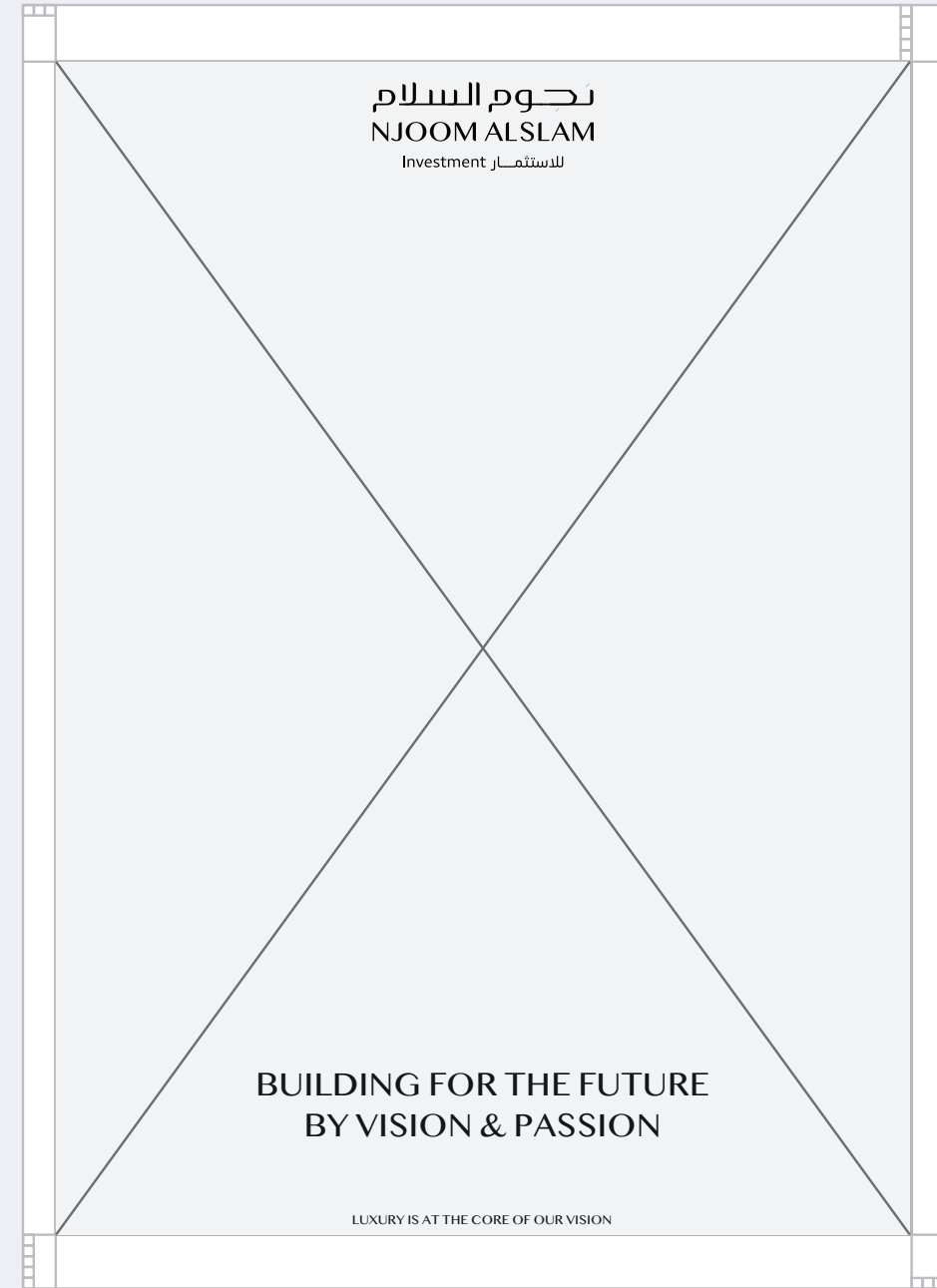
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam

4.7 Typography

Usage Examples

For using a traced element

We use certain layouts to showcase in better either vertical or horizontal.

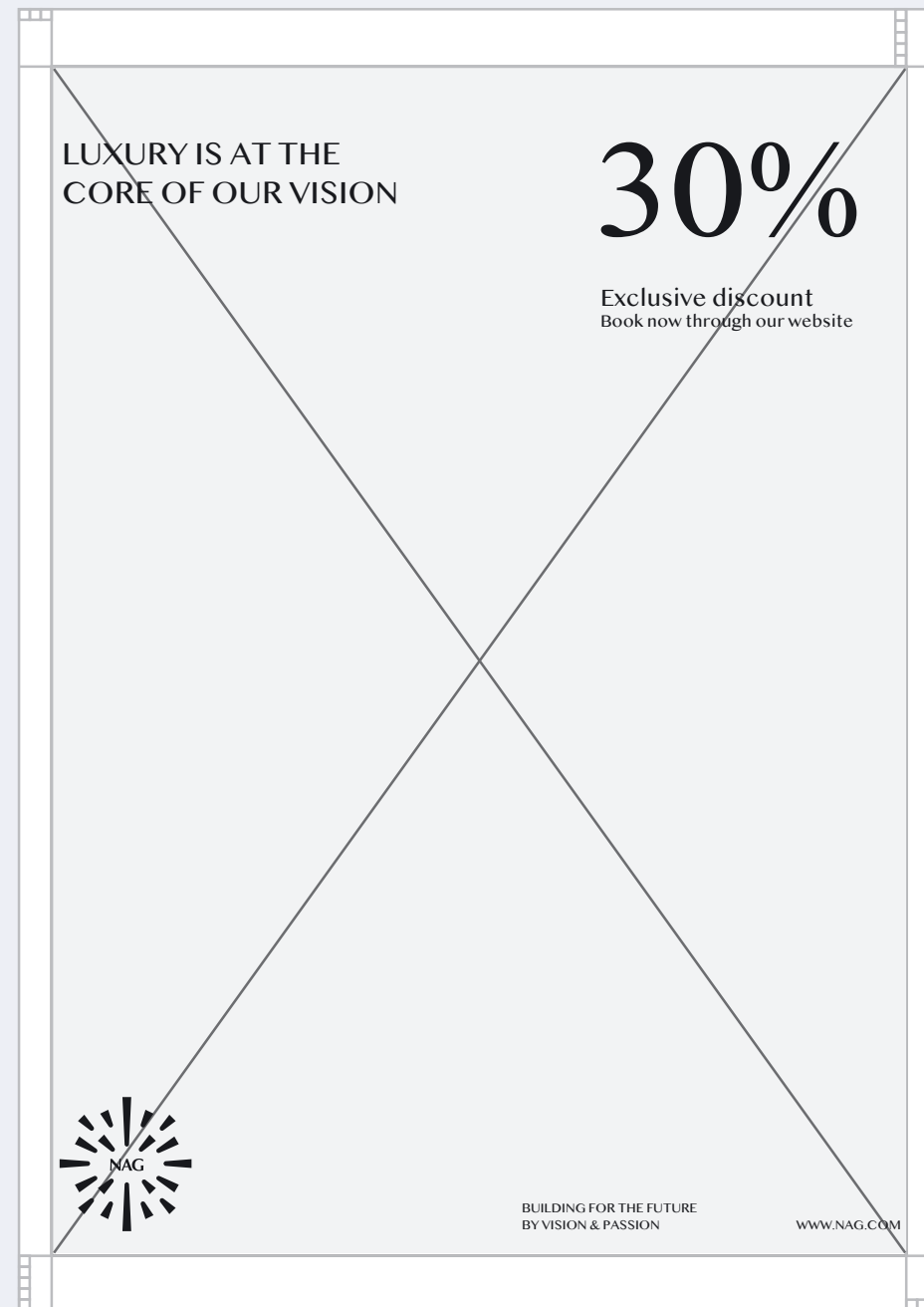


4.8 Typography

Usage Examples

For using a traced element

We use certain layouts to showcase in better either vertical or horizontal.

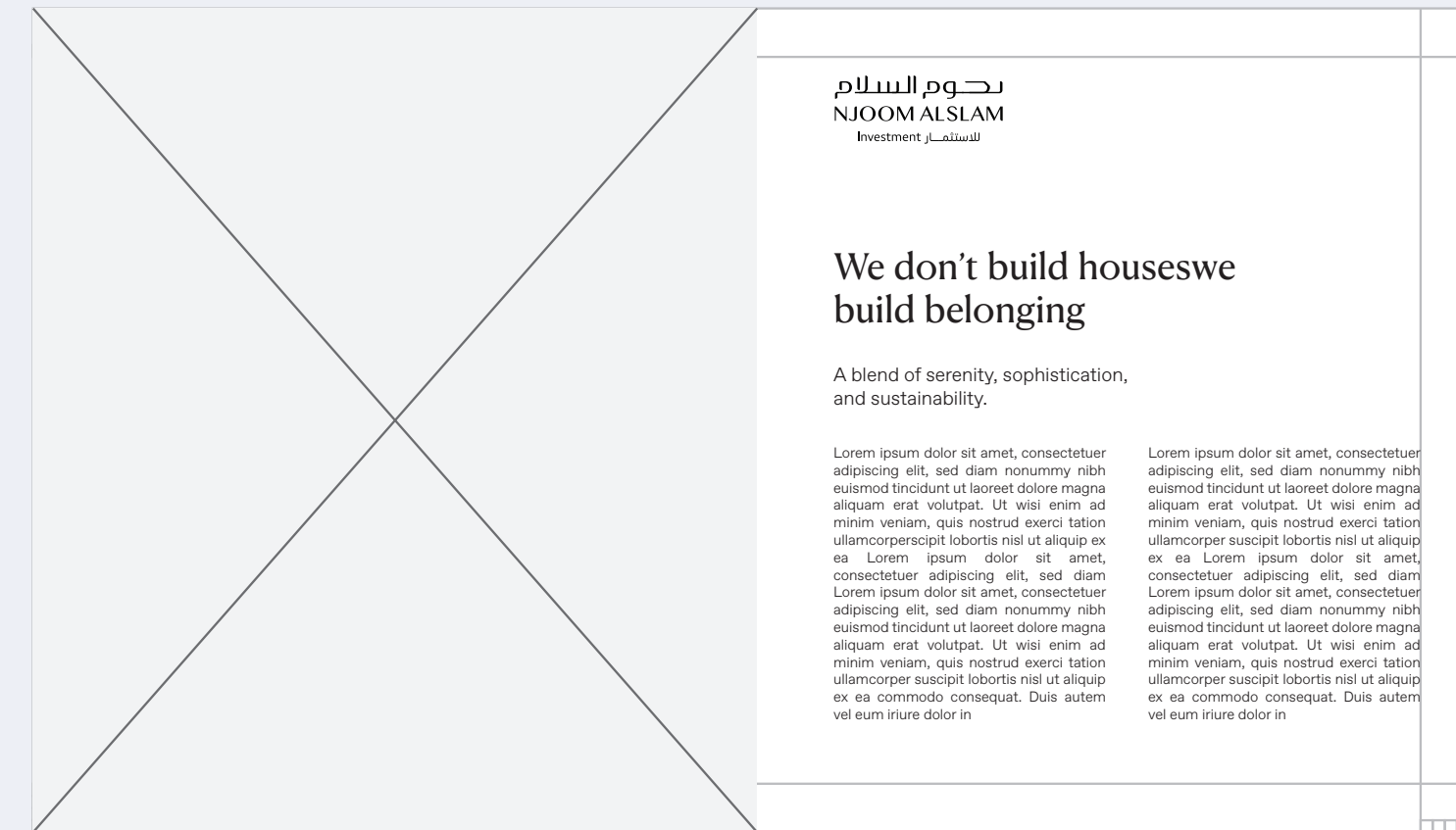
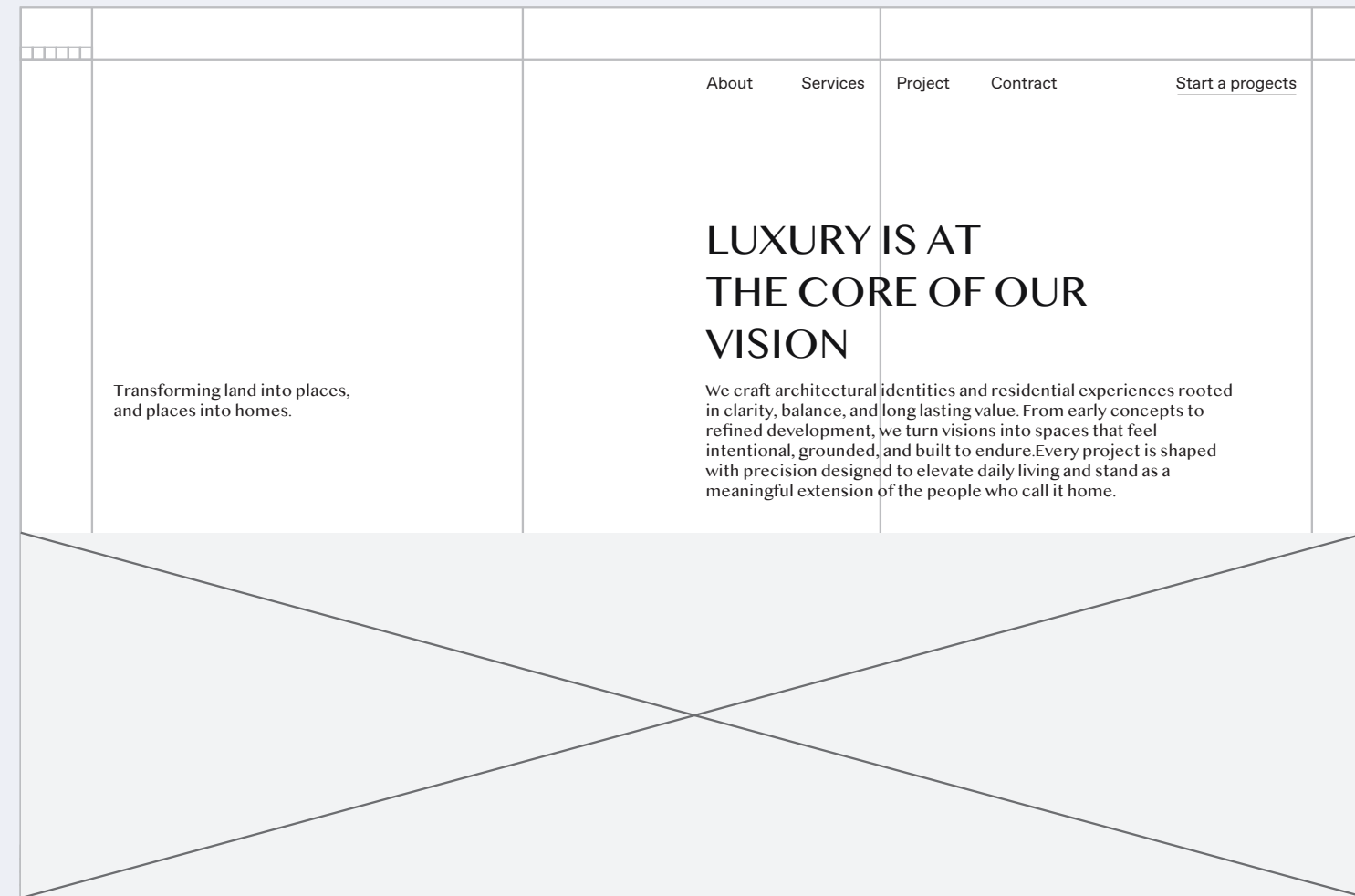


4.9 Typography

Usage Examples

Note

In the horizontal layout we could either use the 2/3 & 1/3 ratio or 1/2 & 1/2

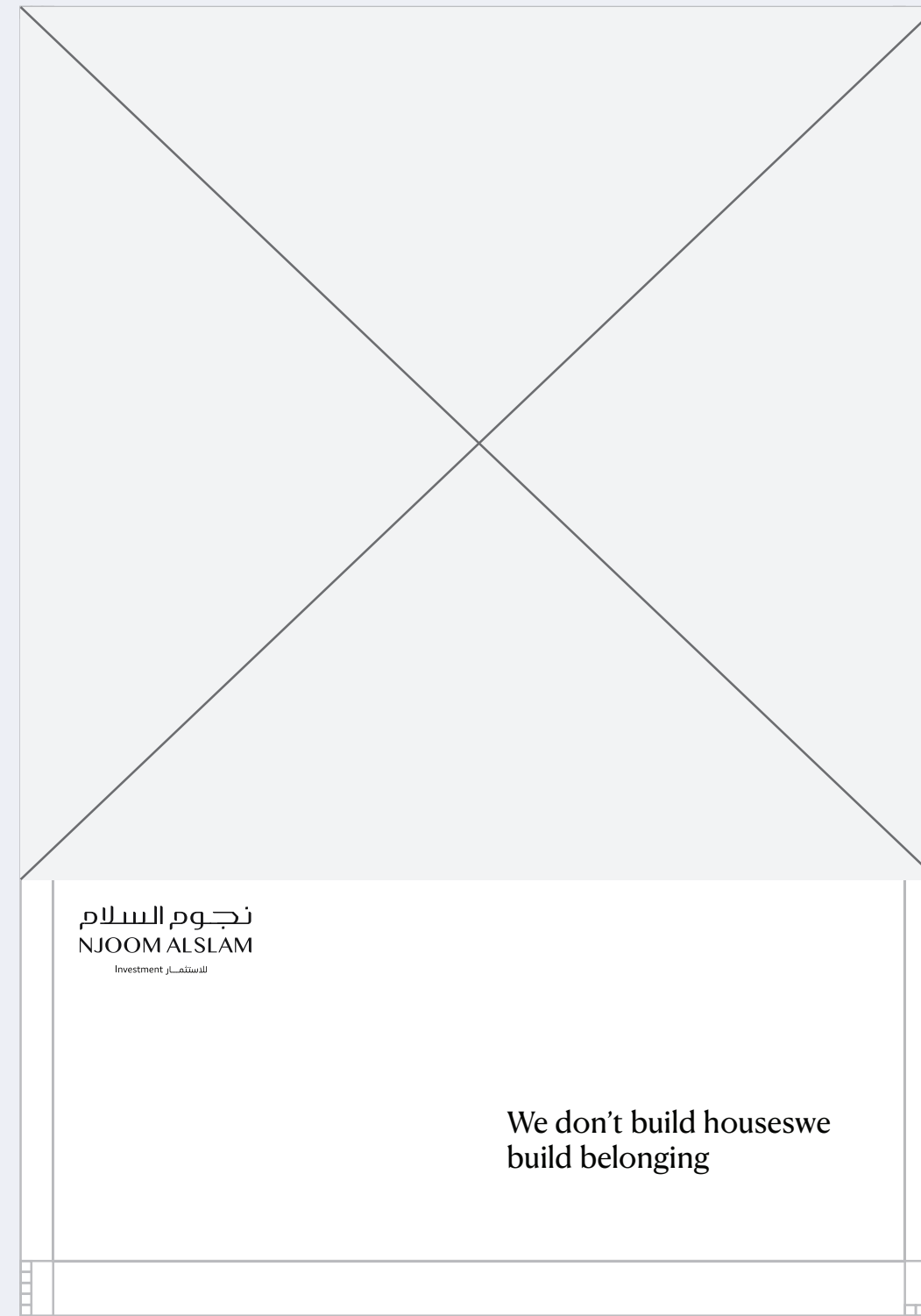


4.10 Typography

Usage Examples

For using a cropped picture

We use certain layouts to showcase in better either vertical or horizontal.



5.0 Print Application

All brand elements of Najoom aslam are optimized for print, ensuring consistent colors, clear typography, and a professional, high-quality appearance across all printed materials.



5.1 Print Applications

Stationary

The design reflects the brand’s refined aesthetic—balancing functionality with elegance—to guide guests effortlessly while maintaining a cohesive visual identity.

BUSINESS CARD

Details

A business card that is used for the purpose of enhancing corporate communication and communication between companies and individuals.

Size

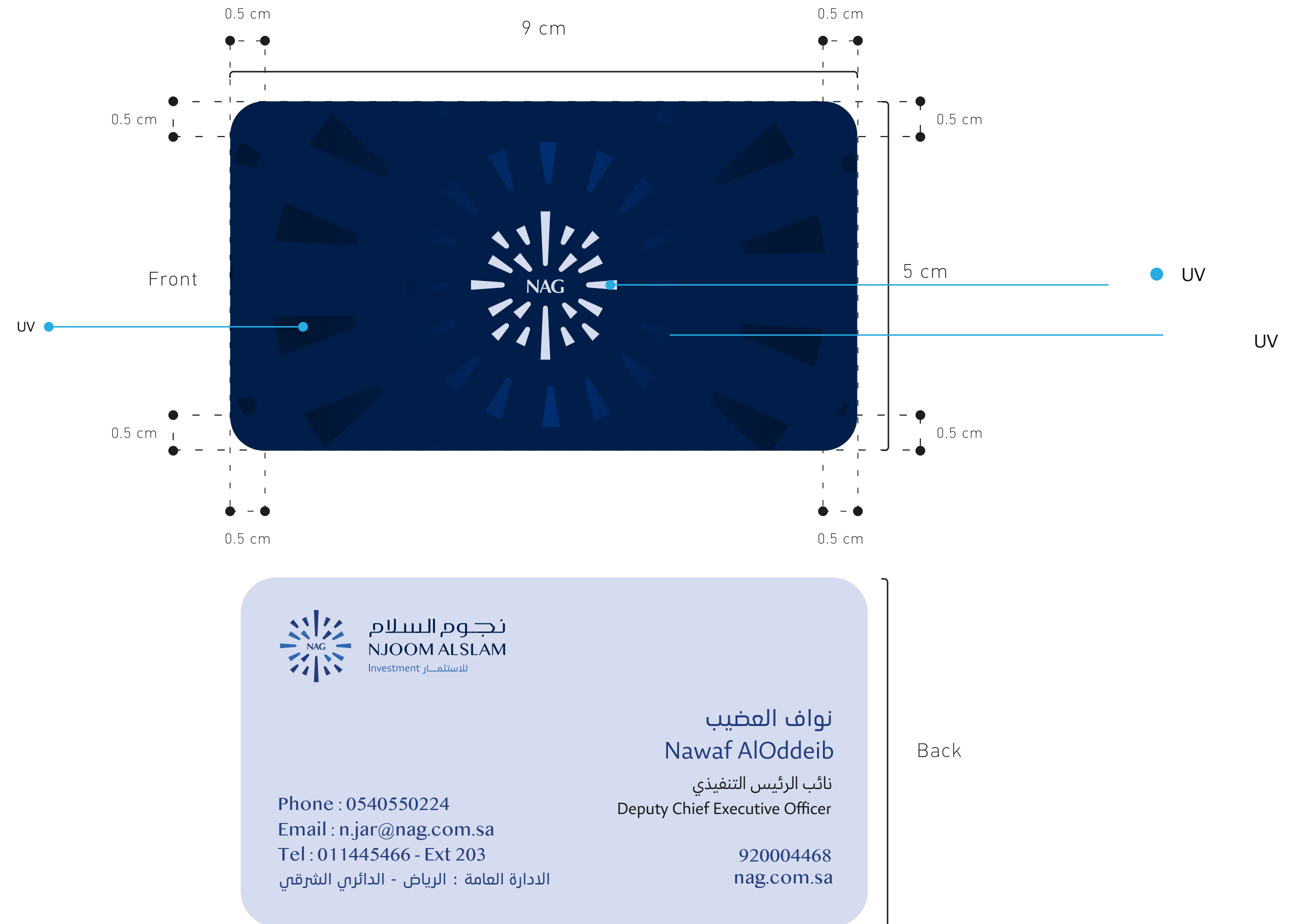
W: 9 CM
H: 5 CM

Typography Details

Title: 8pt (regular)
Sub-Title: 7.5pt (light)
Font (EN-AR) name

Printing

Special color printing







5.3 Print Applications

Stationary

The design reflects the brand’s refined aesthetic—balancing functionality with elegance—to guide guests effortlessly while maintaining a cohesive visual identity.

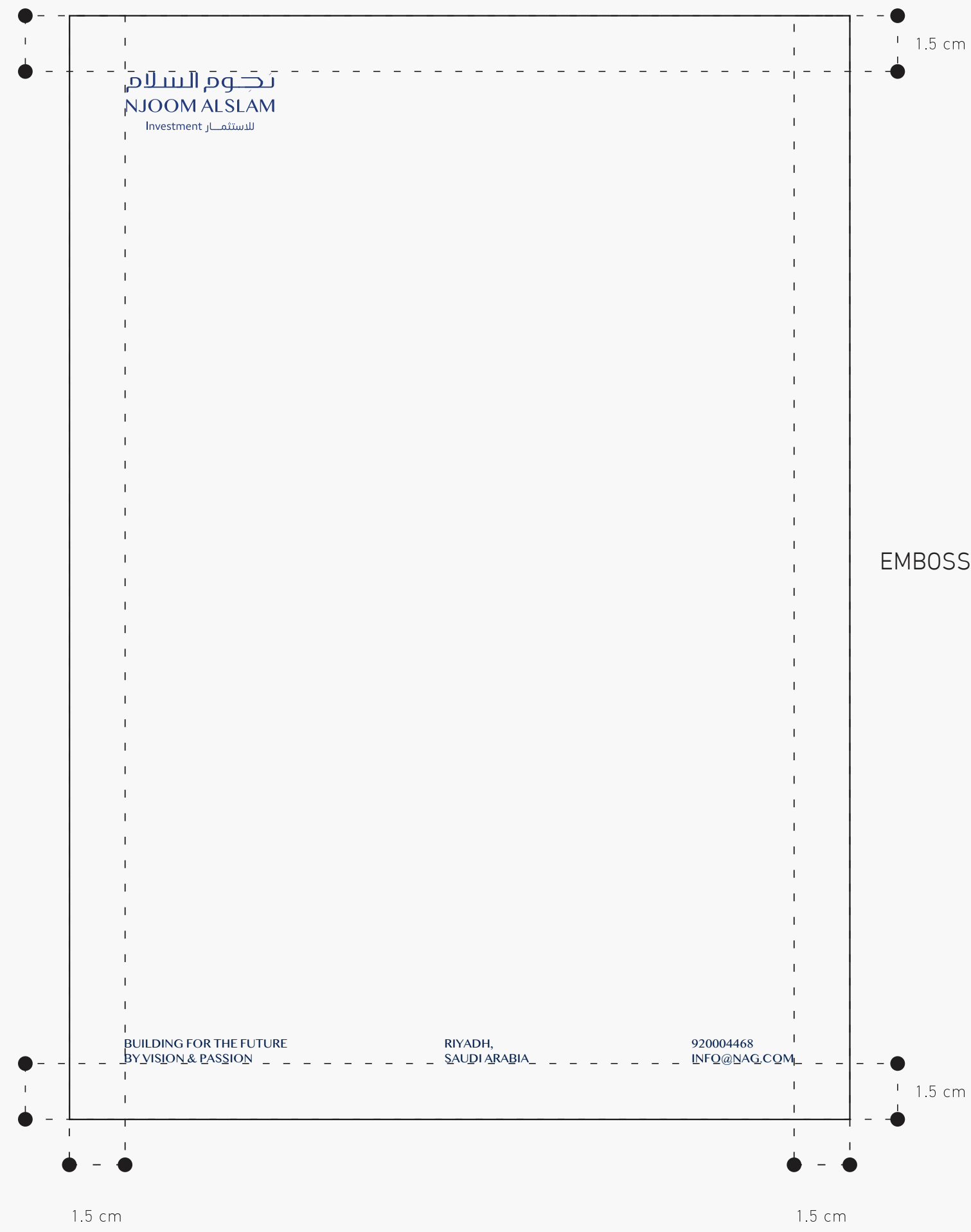
CONTINUATION SHEET

Details
Informal internal correspondence paper.

Size
A4

Paper Stock
Conqueror CX22 Whites - 100 gsm

Printing
Special color printing



Back Preview



5.4 Print Applications

Stationary

The design reflects the brand’s refined aesthetic—balancing functionality with elegance—to guide guests effortlessly while maintaining a cohesive visual identity.

NOTE PAD

Details

Handwriting office paper
transcribing meetings

Size

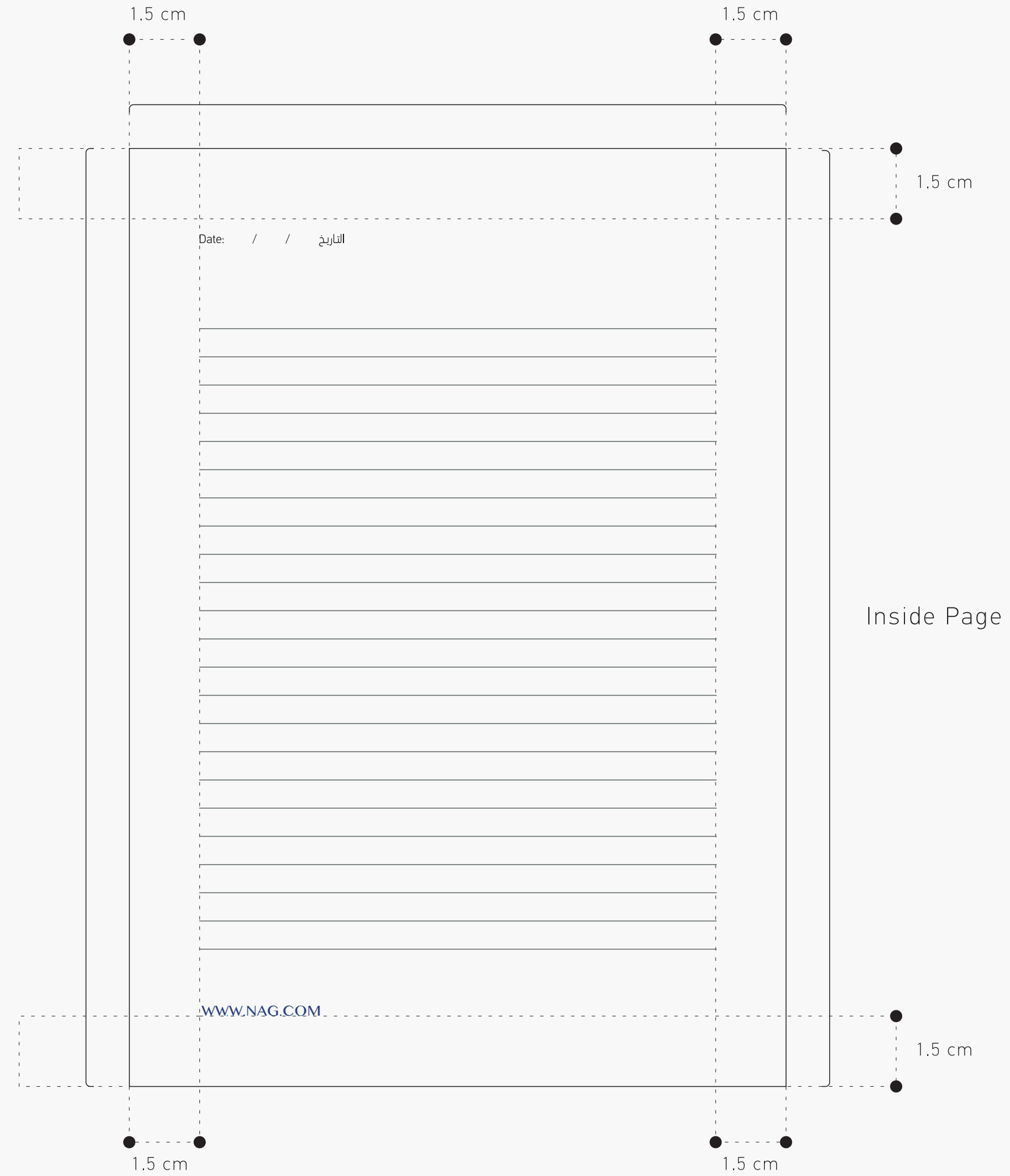
A5

Paper Stock

Conqueror CX22 Whites - 100
gsm

Printing

Special color printing



Back
Preview

5.5 Print Applications

Stationary

The design reflects the brand’s refined aesthetic—balancing functionality with elegance—to guide guests effortlessly while maintaining a cohesive visual identity.

NOTE PAD CLEAN

Details

Handwriting paper desk notation
meetings clean

Size

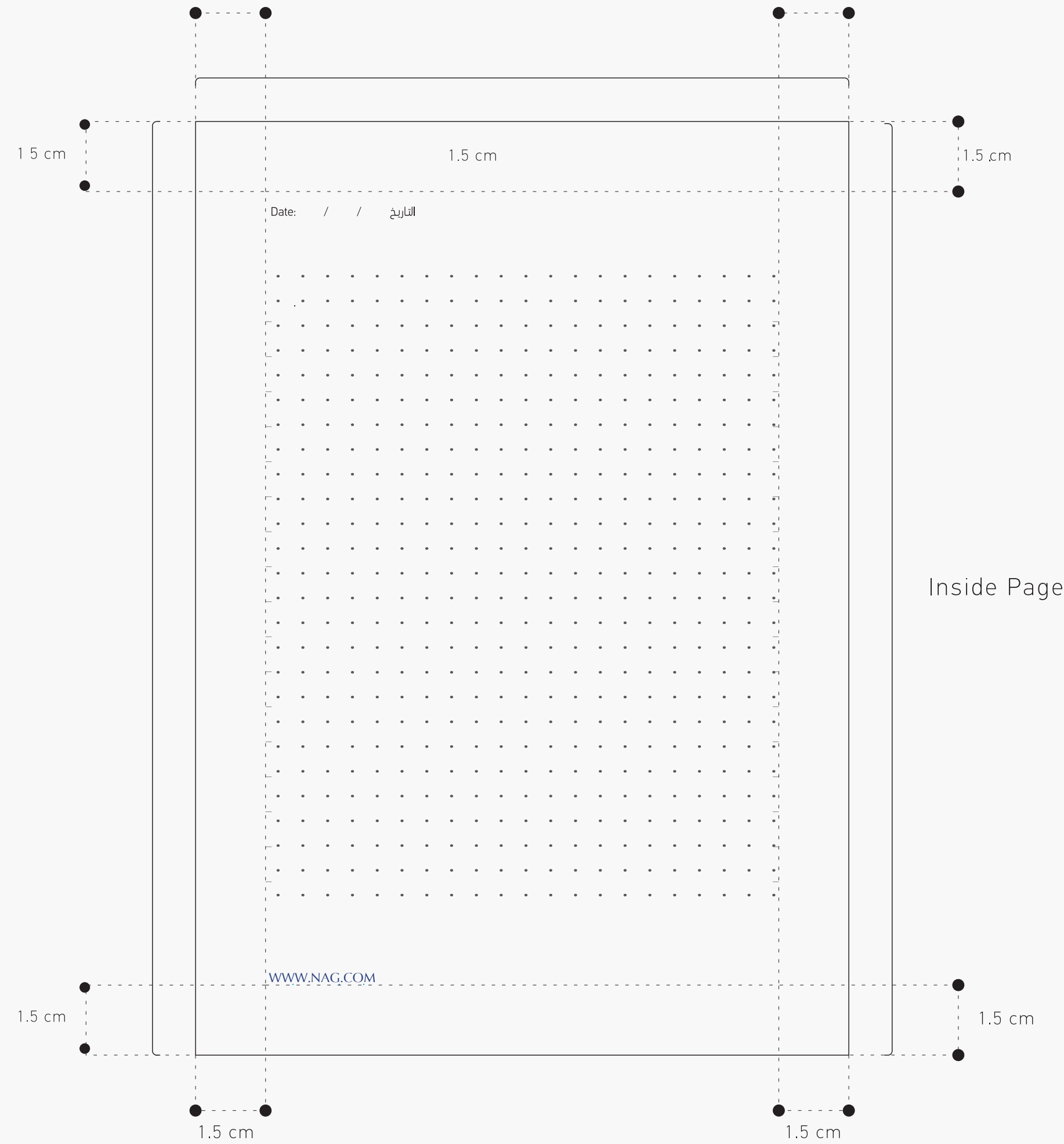
A5

Paper Stock

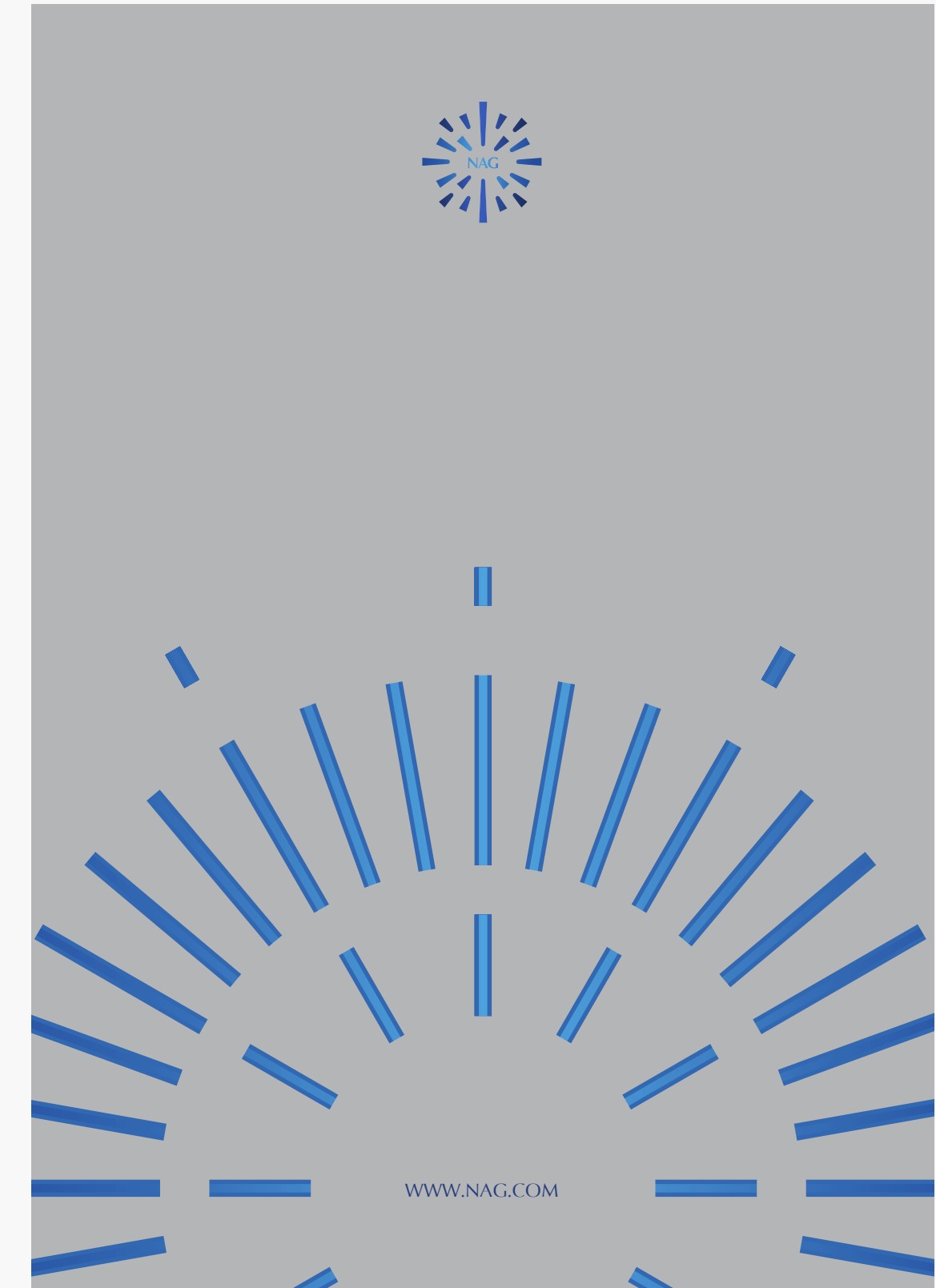
Conqueror CX22 Whites - 100
gsm

Printing

Special color printing



Inside Page



Back
Preview




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5.6 Print Applications

Stationary

The design reflects the brand’s refined aesthetic—balancing functionality with elegance—to guide guests effortlessly while maintaining a cohesive visual identity.

ENVELOPE DL

Details

For checks and receipts, it is used to send or give confidential information to a single user.

Size

DL

Paper Stock

Conqueror CX22 Whites - 200 gsm

Printing

Offset



5.7 Print Applications

Stationary

The design reflects the brand’s refined aesthetic—balancing functionality with elegance—to guide guests effortlessly while maintaining a cohesive visual identity.

FOLDER

Details

For checks and receipts, it is used to send or give confidential information to a single user.

Size

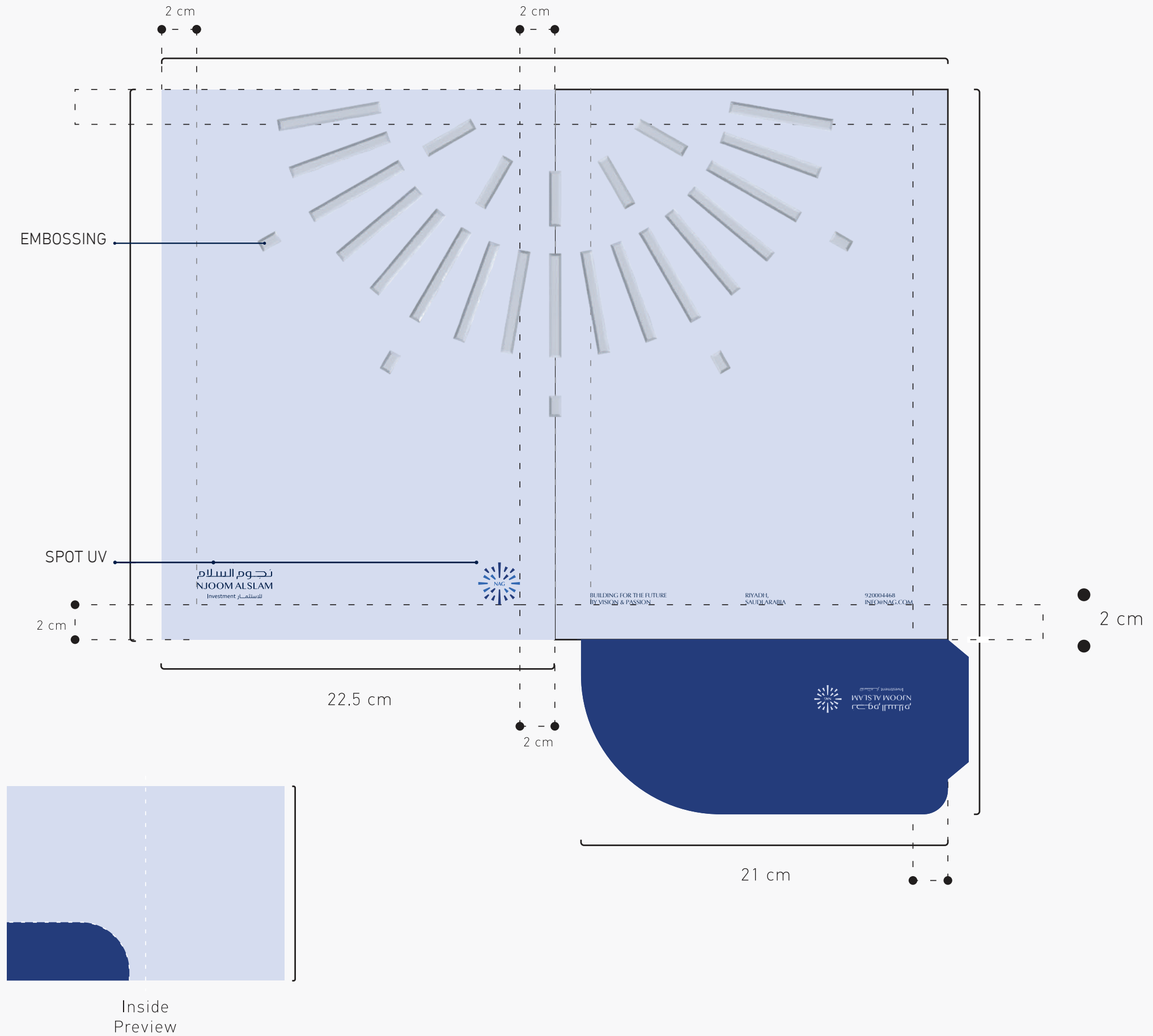
30.7 *22

Paper Stock

Conqueror CX22 Whites - 200 gsm

Printing

Offset



5.8 Print Applications

Stationary

The design reflects the brand’s refined aesthetic—balancing functionality with elegance—to guide guests effortlessly while maintaining a cohesive visual identity.

ENVELOPE A3

Details

For papers, they are used to send or give confidential information to a single user.

Size

A3

Paper Stock

Conqueror CX22 Whites - 200 gsm

Printing

Offset



5.8 Print Applications

Stationary

The design reflects the brand’s refined aesthetic—balancing functionality with elegance—to guide guests effortlessly while maintaining a cohesive visual identity.

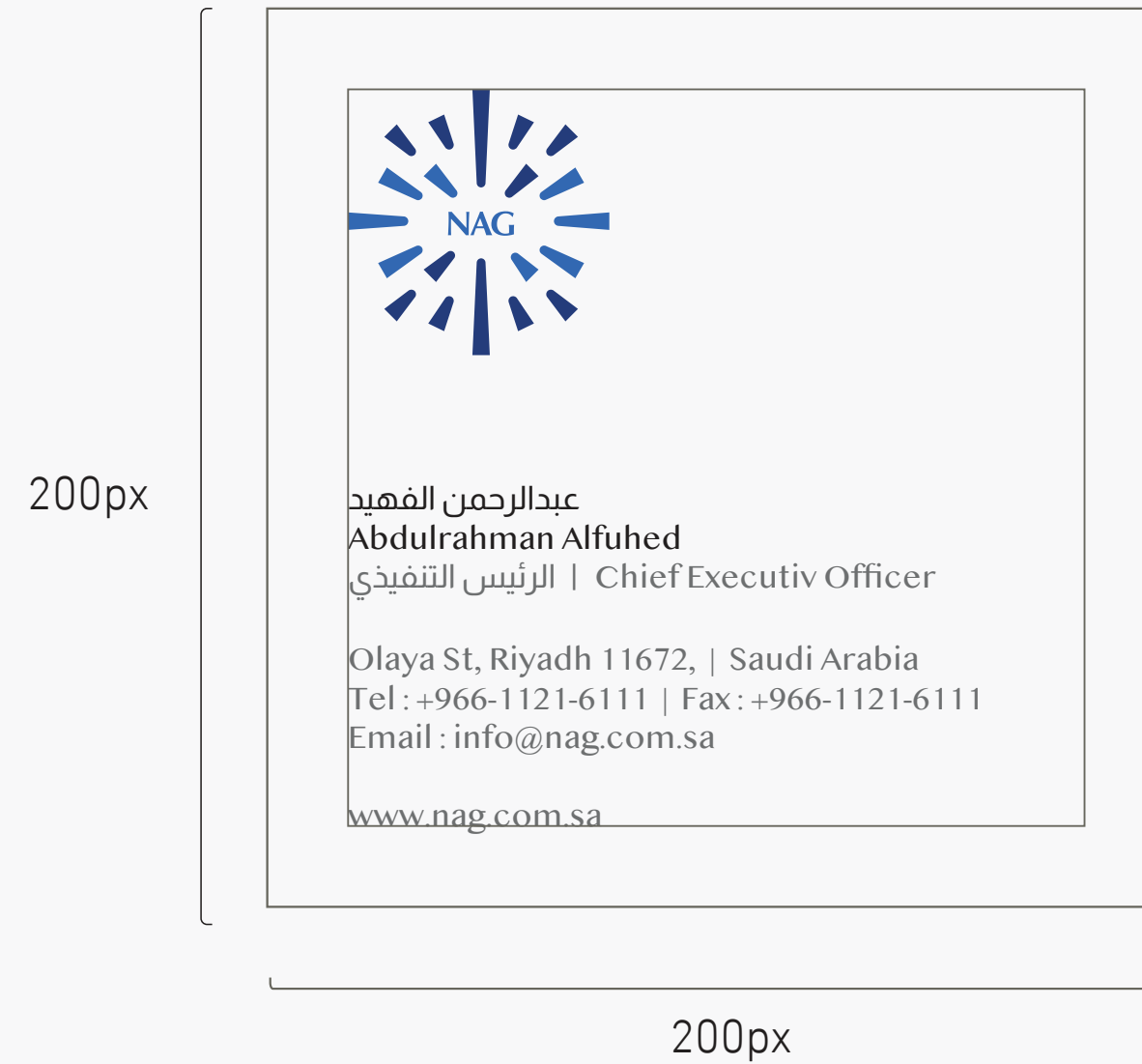
EMAIL SIGNATURE

Details

The content of the e-mail signature of the company's employees and the style of professional appearance.

Size

185px × 78px



5.9 Print Applications

Stationary

The design reflects the brand’s refined aesthetic—balancing functionality with elegance—to guide guests effortlessly while maintaining a cohesive visual identity.

ID CARD

Details

An employee identification card to be used while performing work.

Size

8.6 cm × 5.4 cm

Paper Stock

Plastic

Printing

Digital



5.11 Print Applications

Stationary

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BRAND STICKER





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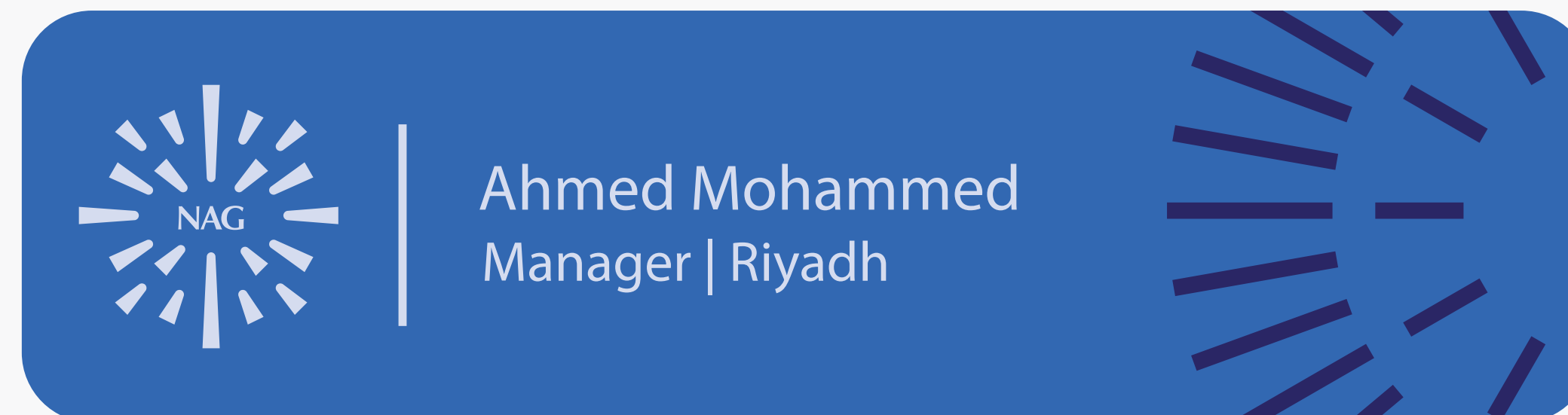
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5.12 Print Applications

Stationary

The design reflects the brand’s refined aesthetic—balancing functionality with elegance—to guide guests effortlessly while maintaining a cohesive visual identity.

BROOCH



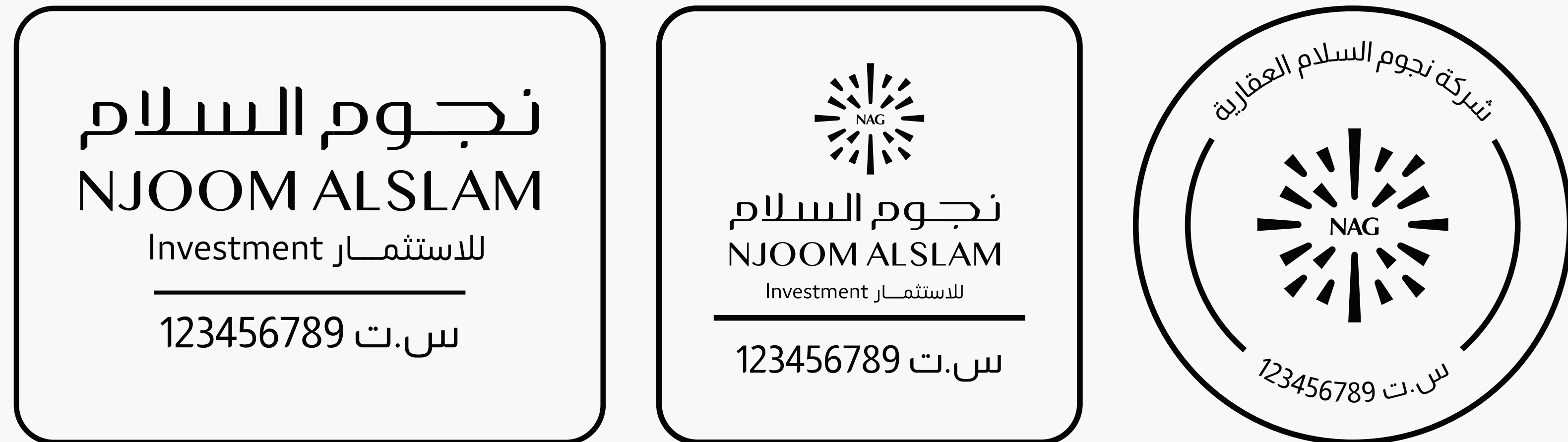


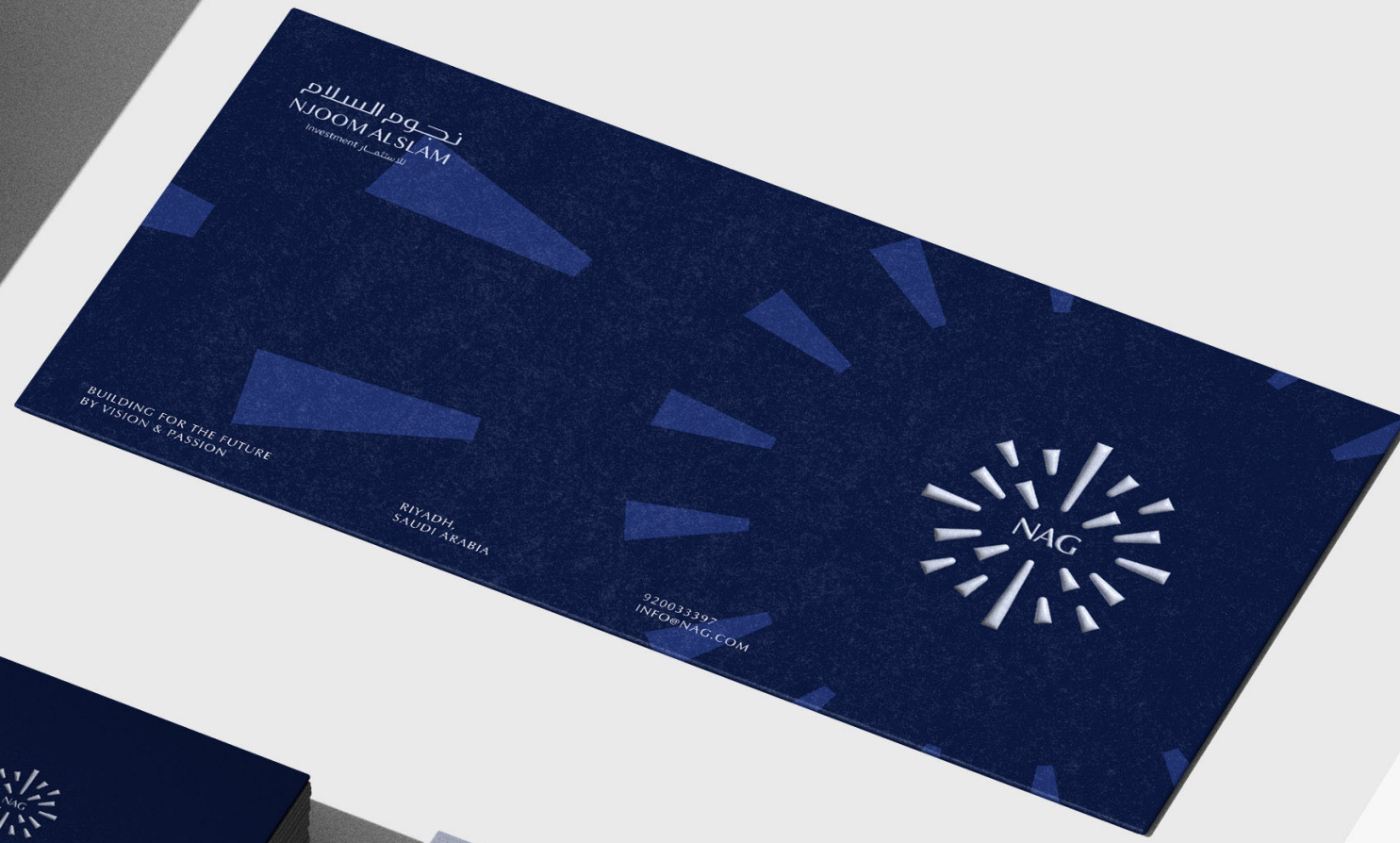
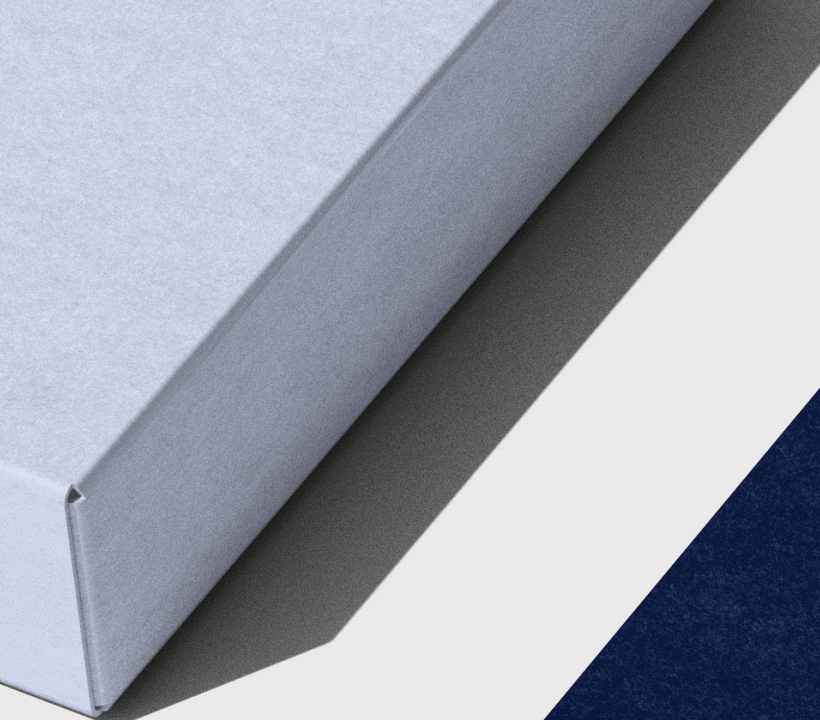
5.13 Print Applications

Stationary

The design reflects the brand's refined aesthetic—balancing functionality with elegance—to guide guests effortlessly while maintaining a cohesive visual identity.

STAMP





6.0 Digital Application

Digital applications are a core aspect of brand interaction, and maintaining consistency across all digital platforms is vital for a cohesive brand experience. These guidelines ensure that your digital presence aligns with your brand identity while providing a user friendly experience.



6.1 Digital Applications

Ads building the layout

The design must contain textual content that shows the possible dimensions of the content. You must not deviate from what is available in the design except in extreme cases. You must use your design skills.

Headline or Title

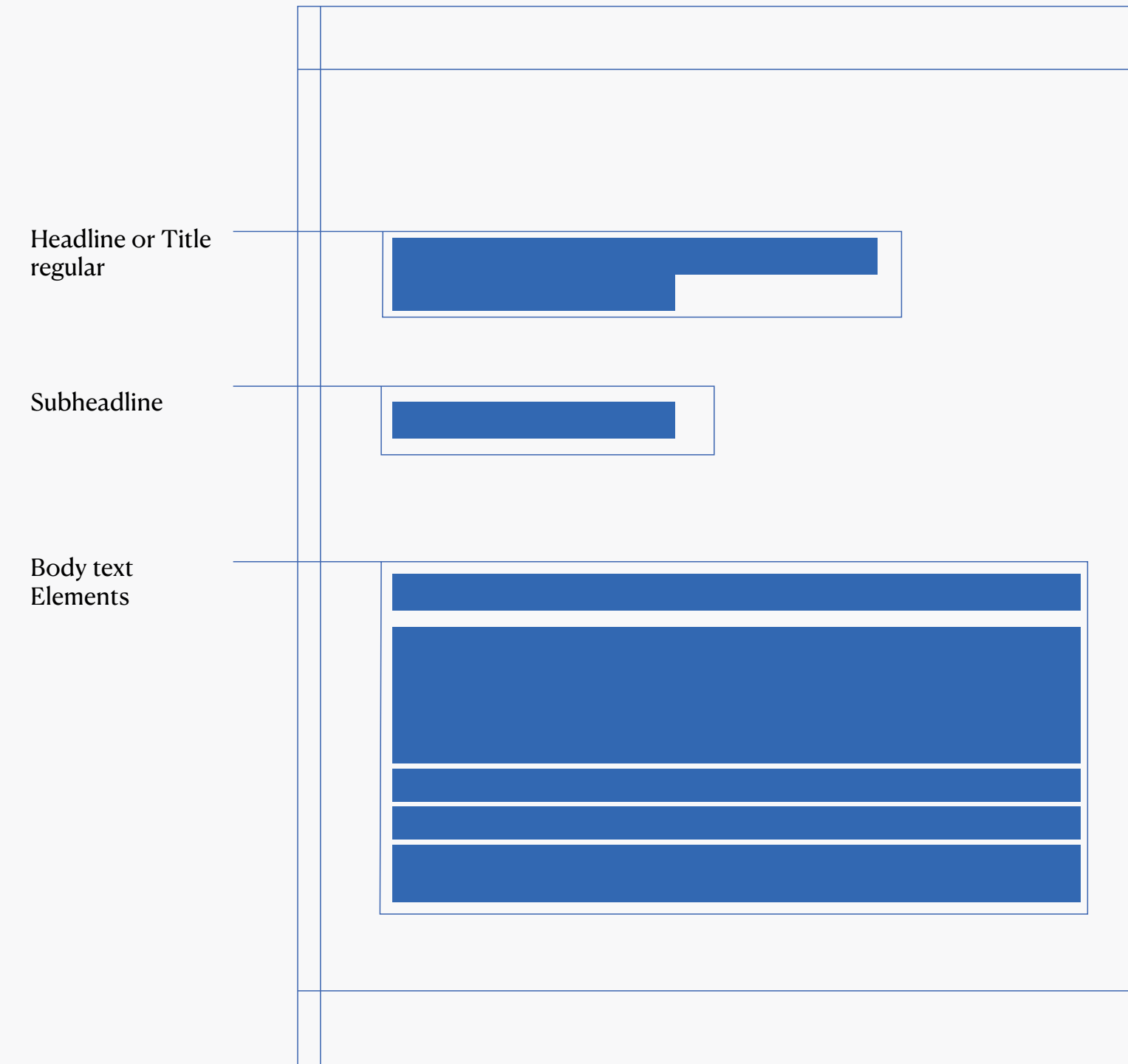
Title: 28pt (regular)
Set the leading : 30pt
Set the tracing : 30pt
Font Canela text

Subheadline

Title: 12pt (bold)
Set the leading : 14pt
Set the Tracing : 0pt
Font ABC arabic

Body text

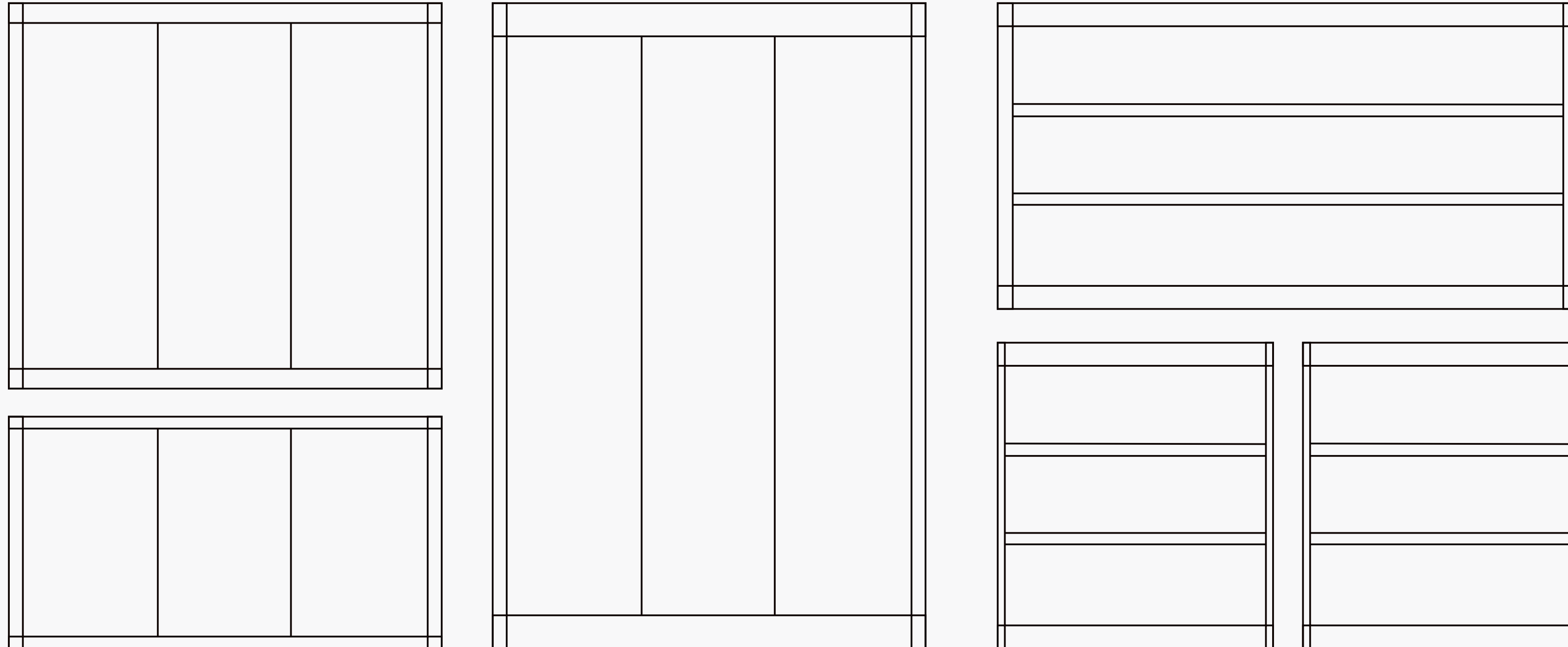
Title: 9 pt (regular)
Set the leading : 14pt
Set the Tracing : 0pt
Font ABC arabic
And any elemnt

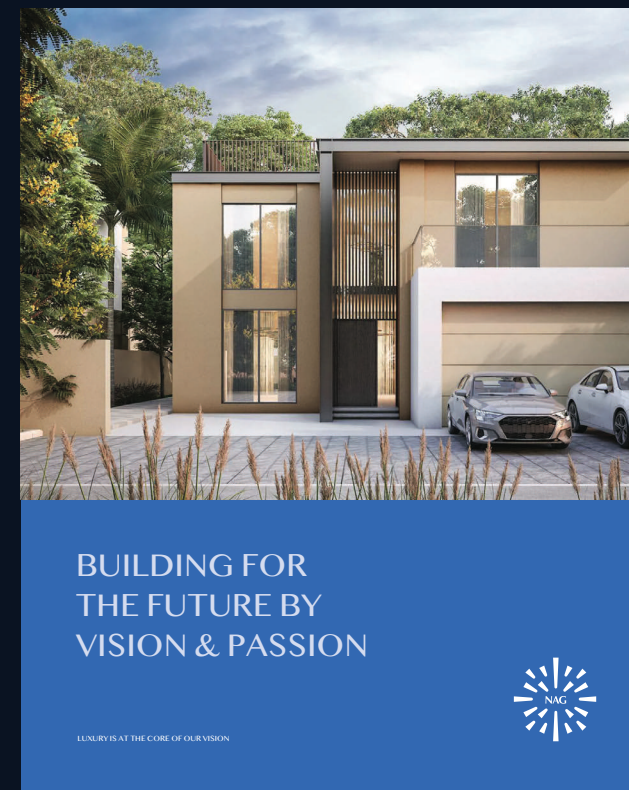
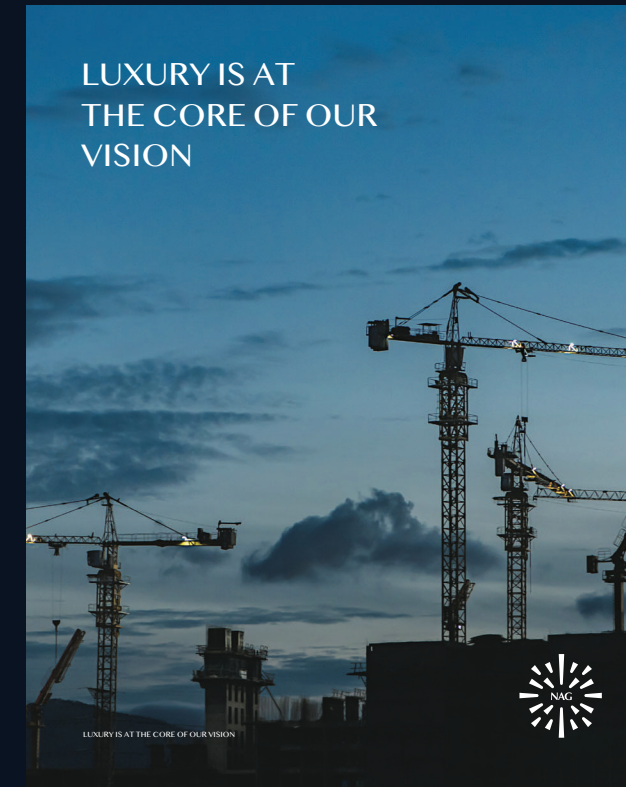
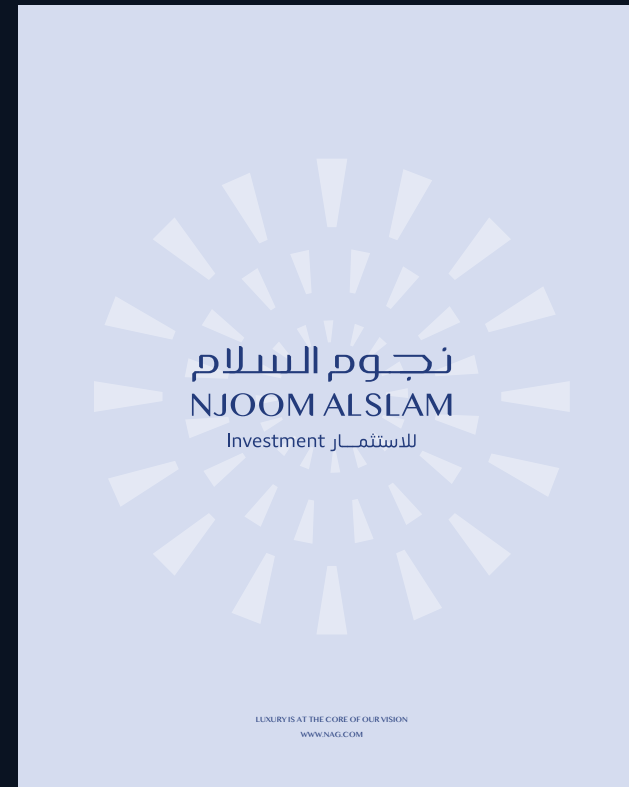


6.2 Digital Applications

Ads building the layout

The design must contain textual content that shows the possible dimensions of the content. You must not deviate from what is available in the design except in extreme cases. You must use your design skills.







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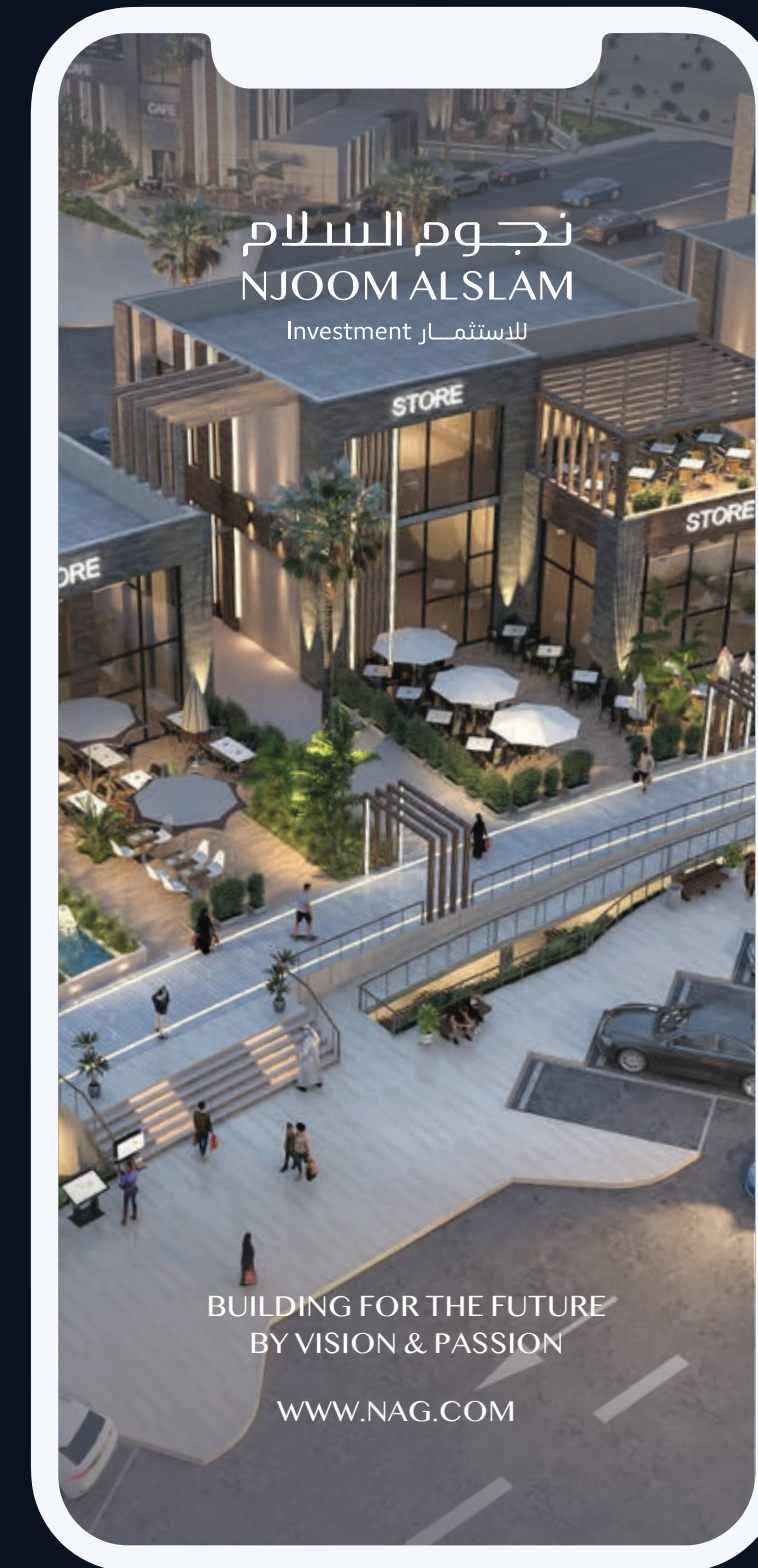
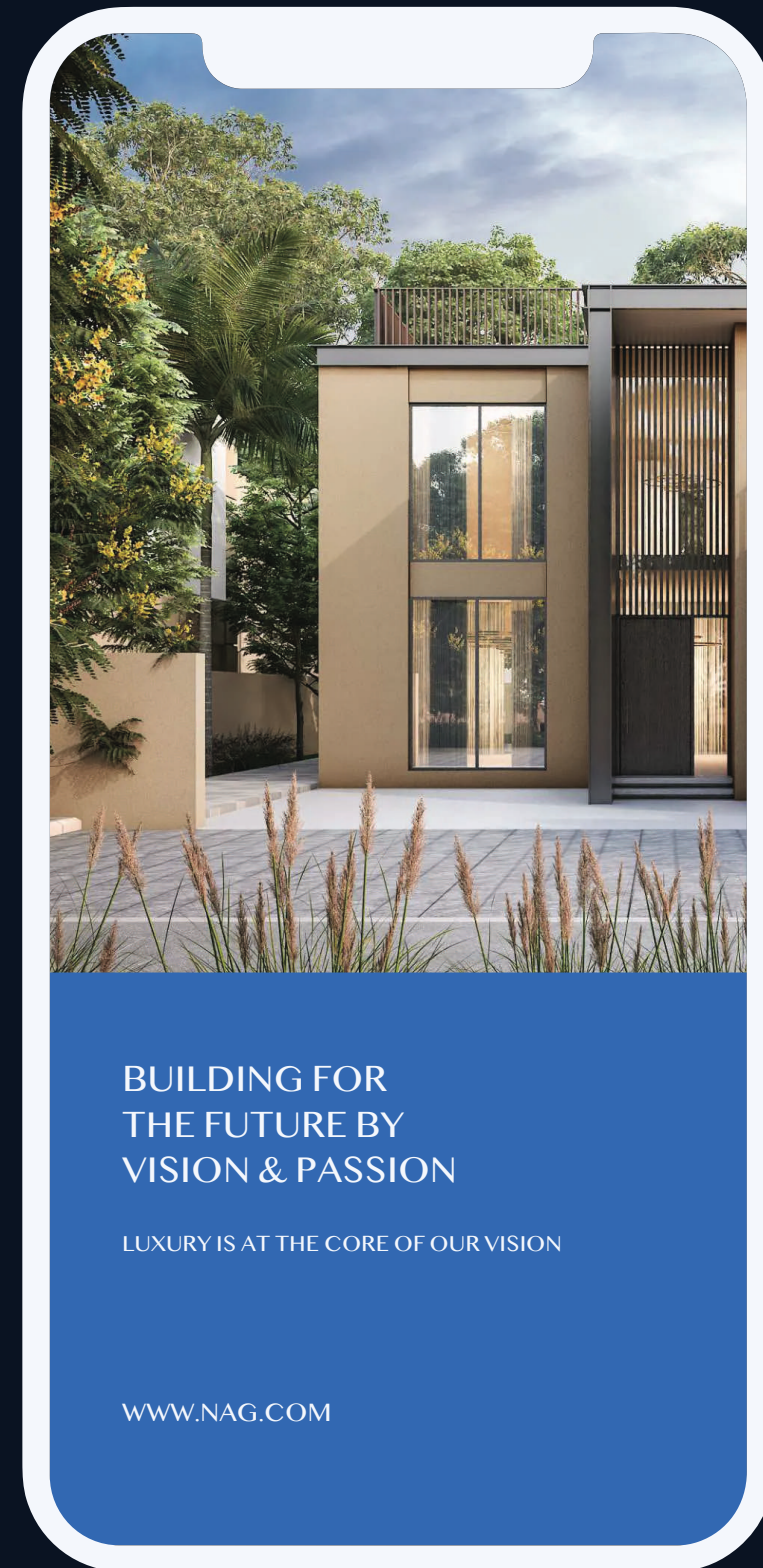
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SOCIAL MEDIA



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REPORT DATE
 AUG, 2024

WE AIM TO CREATE LIVING COMMUNITIES, CHARACTERISED BY A MODERN AND SUSTAINABLE APPROACH, TO GIVE ARCHITECTURAL IDEAS AND DESIGNS THEIR UNIQUE APPEAL.

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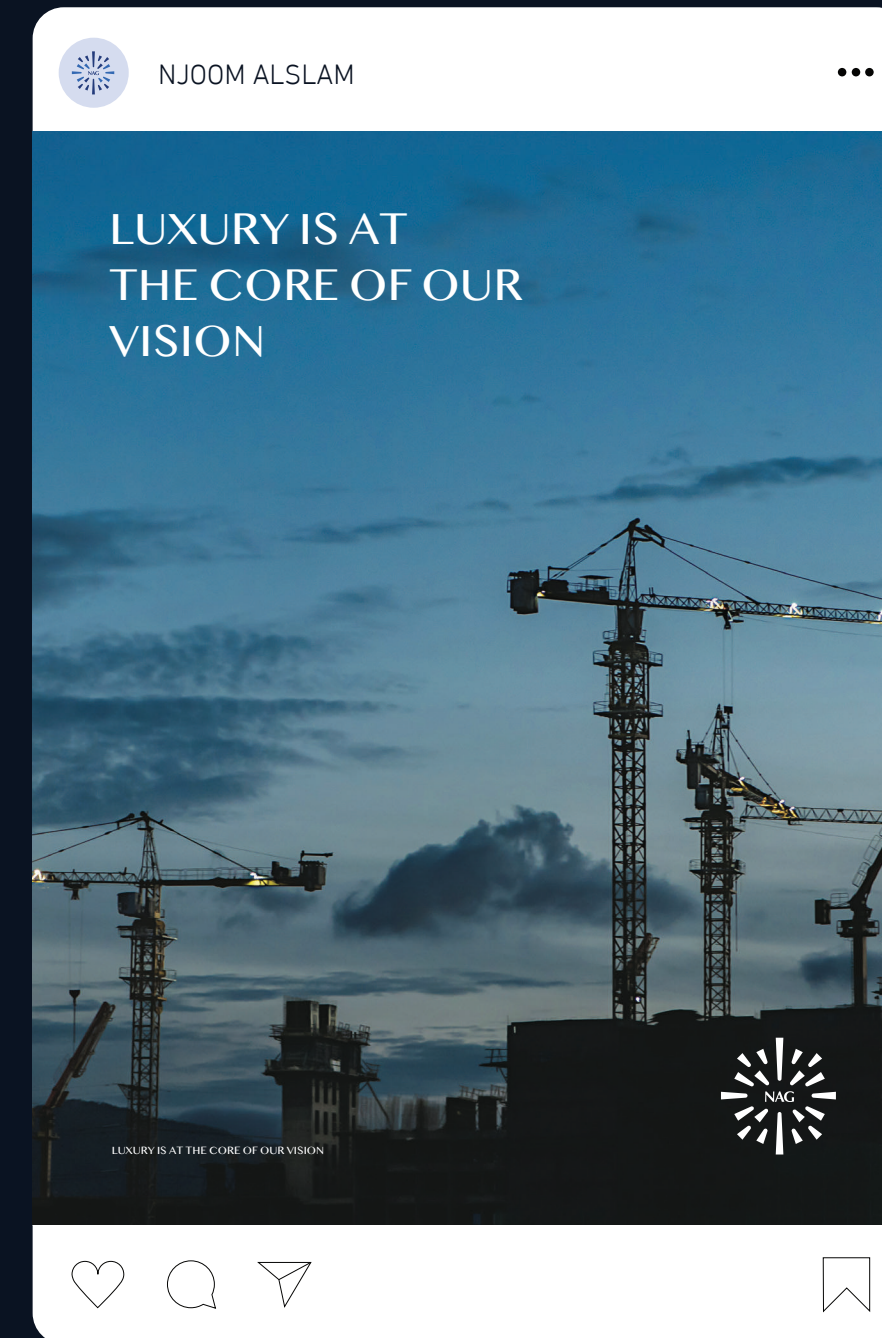
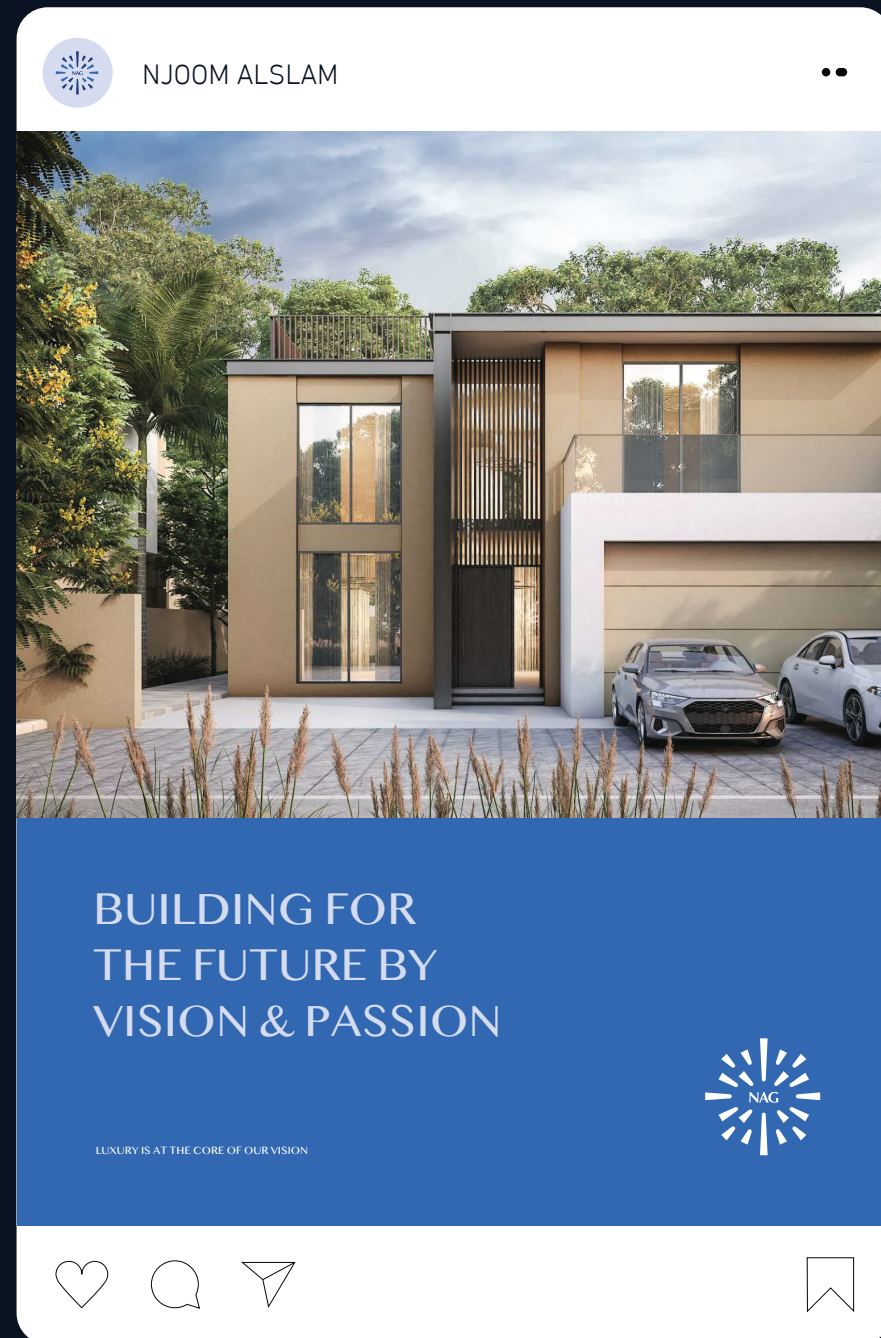
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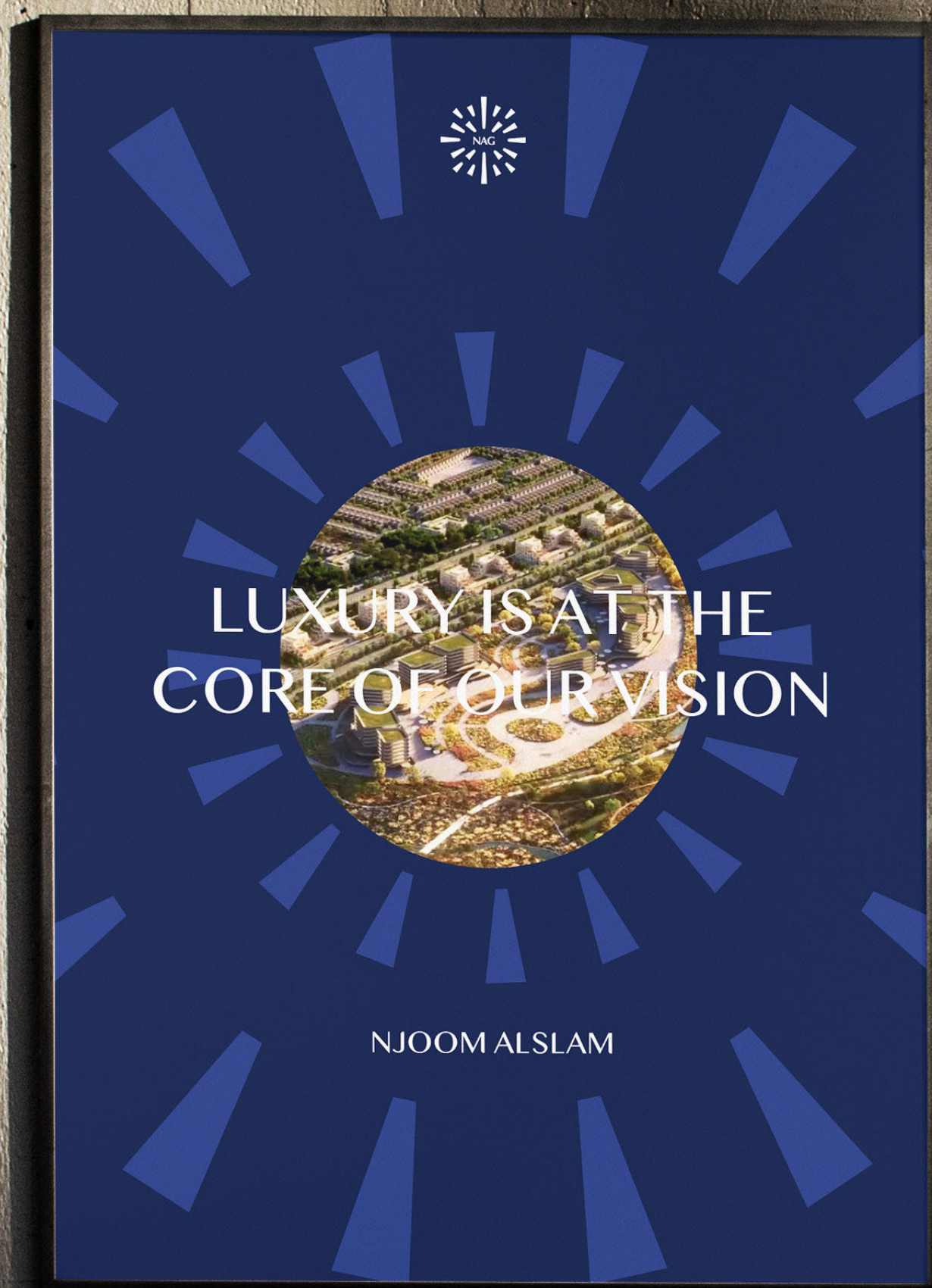




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ABDULMOHSEN ALKHAYAT & PARTNERS
[المهندسون المعماريون]

تصميم الهوية البصرية
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Thank You

From everyone at [Najoom alslam](#), thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people. Building a brand is like raising a child: it takes a village. Without you, we would not exist. To all of our vendors, creative teams, and outside consultants: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our team at info@NAG.com

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File Types

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files. The limitations of vector files

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with `.ai`, `.eps` and `.svg`. Without special programs, these files will be difficult to open.