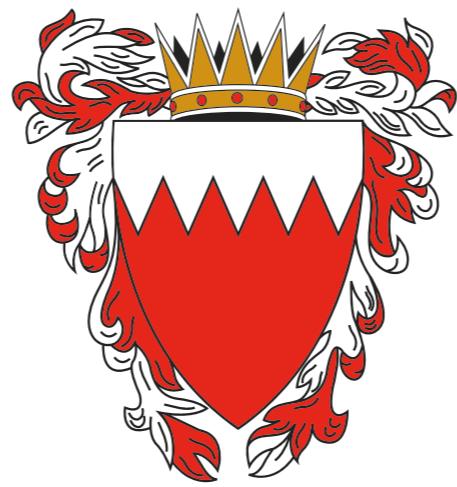


حُكُومَةُ مُحَمَّدَ كَبِيرٍ
Government of Bahrain

Government of Bahrain

Identity Guideline



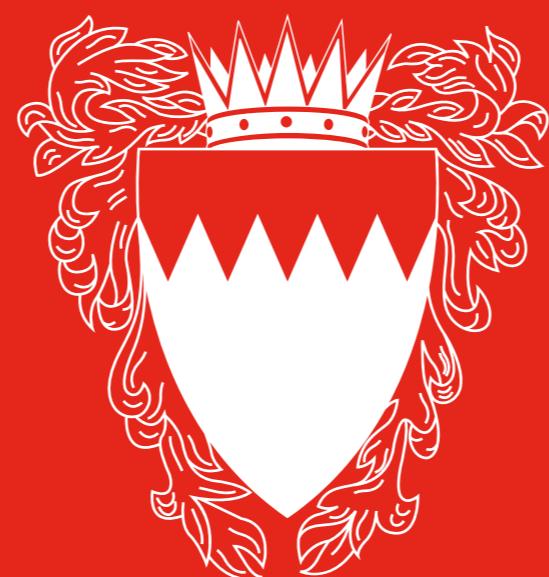
الحكومة مملكة البحرين

Government of Bahrain

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Preface

The Government of the Kingdom of Bahrain Identity consists of fixed and flexible brand elements such as the logo, colour, fonts, photography etc. Used consistently these brand elements will create clear communication and high brand recognition for the Government of Bahrain.

The following guidelines cover all aspects of communication including stationery, brochures, advertising and email signatures, and apply to all entities within the Government of Bahrain. Each entity is identified by its specific logo lockup.

For further information, please contact:

- The Prime Minister's Office
+973 1774 6584
or by email: onlineteam@pmo.gov.bh

The visual identity is designed to enhance and simplify communication. When used consistently, the brand identity will create high recognition for the Government of Bahrain.

1/ Visual Identity Elements

1.1 Kingdom of Bahrain's Royal Crown

1.2 The Bahrain Coat of Arms

1.3 The Brand Toolkit

1.4 Primary Logo

1.5 Logo Positioning

1.6 Logo Restrictions

1.7 Secondary Logo

1.8 Logo Variations

1.9 Entities Logos

1.10 Colours

1.11 Arabic Typography

1.12 English Typography

1.13 Layout and Grid

1.14 Forms

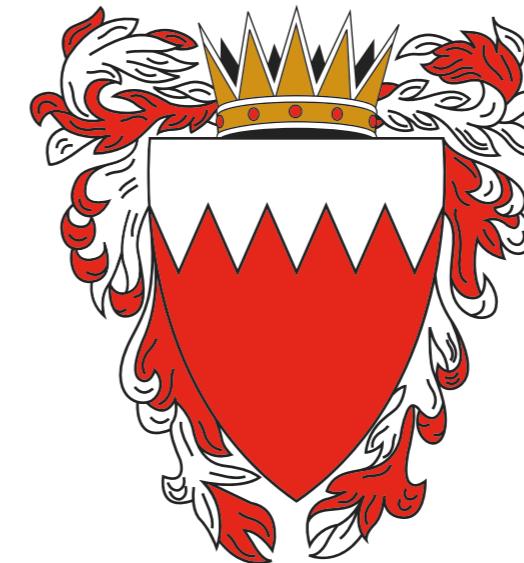
1.15 Photography

1.1 Kingdom of Bahrain's Royal Crown

The Kingdom of Bahrain's Royal Crown has five visible points.

The royal crown should never be redrawn or altered in any way. Only use the logo lockup artwork file supplied, which contains the royal crown.

The Gold color in the crown is Pantone 1245 C.

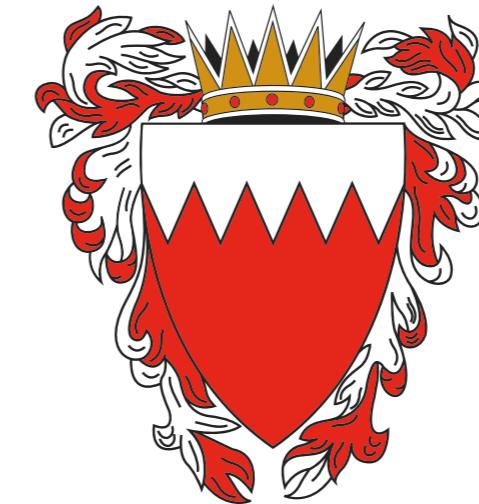


The Crown of Bahrain is an heraldic ancient crown of eight points, five being visible.

1.2 The Bahrain Coat of Arms

The Kingdom of Bahrain's coat of arms is a shield depicting the colors of the country's flag, and is surrounded by red and white mantling, surmounted by the Royal Crown. The five white indentations represent the five pillars of Islam.

The coat arms should never be redrawn or altered in any way. Only ever use the logo lockup artwork file supplied, which contains the coat of arms.



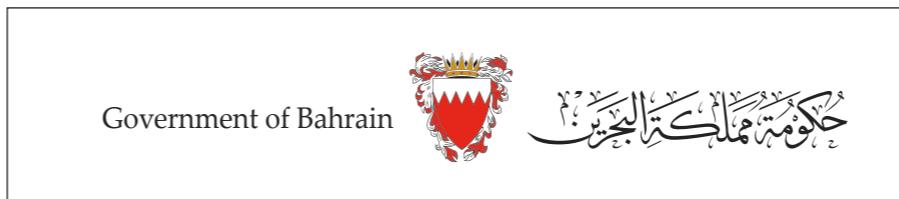
1.3 The Brand Toolkit

Fixed Brand Elements (Functional)

Primary Logo



Secondary Logo



Colour Palette (Primary)



Primary Typeface



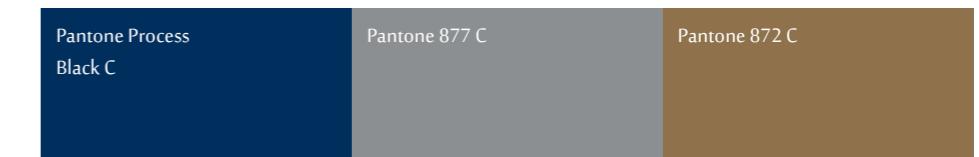
Secondary Typeface



Flexible Brand Elements (Emotional)



Colour Palette (Secondary)



1.4 Primary Logo

This Government of Bahrain logo lockup has been carefully designed and constructed.

There are three components:

- The 'Kingdom of Bahrain' Royal Crown
- The 'Kingdom of Bahrain' Coat of Arms
- The 'Government of Bahrain' descriptor (Arabic and English)

The design and layout of the logo lockup have been considered in relation to a system that accommodates entities' names, with identical English / Arabic name lengths of each entity. The construction and spacing principles achieve consistency across the overall set of logo lockups.

Never change the design or layout of the logo lockup in any way.

Only ever use the Government of Bahrain logo lockup artwork file supplied.



حكومة مملكة البحرين

Government of Bahrain

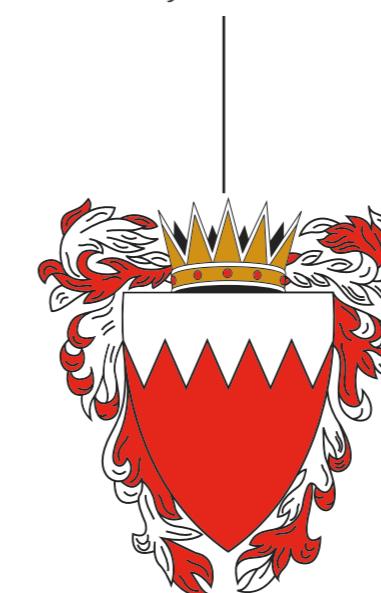
The design and layout of the logo lockup have been considered in relation to a system that accommodate entities' names, with identical English / Arabic name lengths of each entity.

1.4.1 Logo Components

There are three components:

- The 'Kingdom of Bahrain' Royal Crown
- The 'Kingdom of Bahrain' Coat of Arms
- The 'Government of Bahrain' descriptor (Arabic and English)

Royal Crown



Coat of Arms

الحكومة مملكة البحرين

Government of Bahrain

The 'Government of Bahrain' descriptor (Arabic)

The 'Government of Bahrain' descriptor (English)

1.4.2 Logo Construction

The construction and layout of entity's logo lockup have been designed not as an individual logo lockup – but rather as part of the logo lockup of all Government of Bahrain entities.

The logo Government consists of three components:

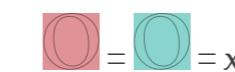
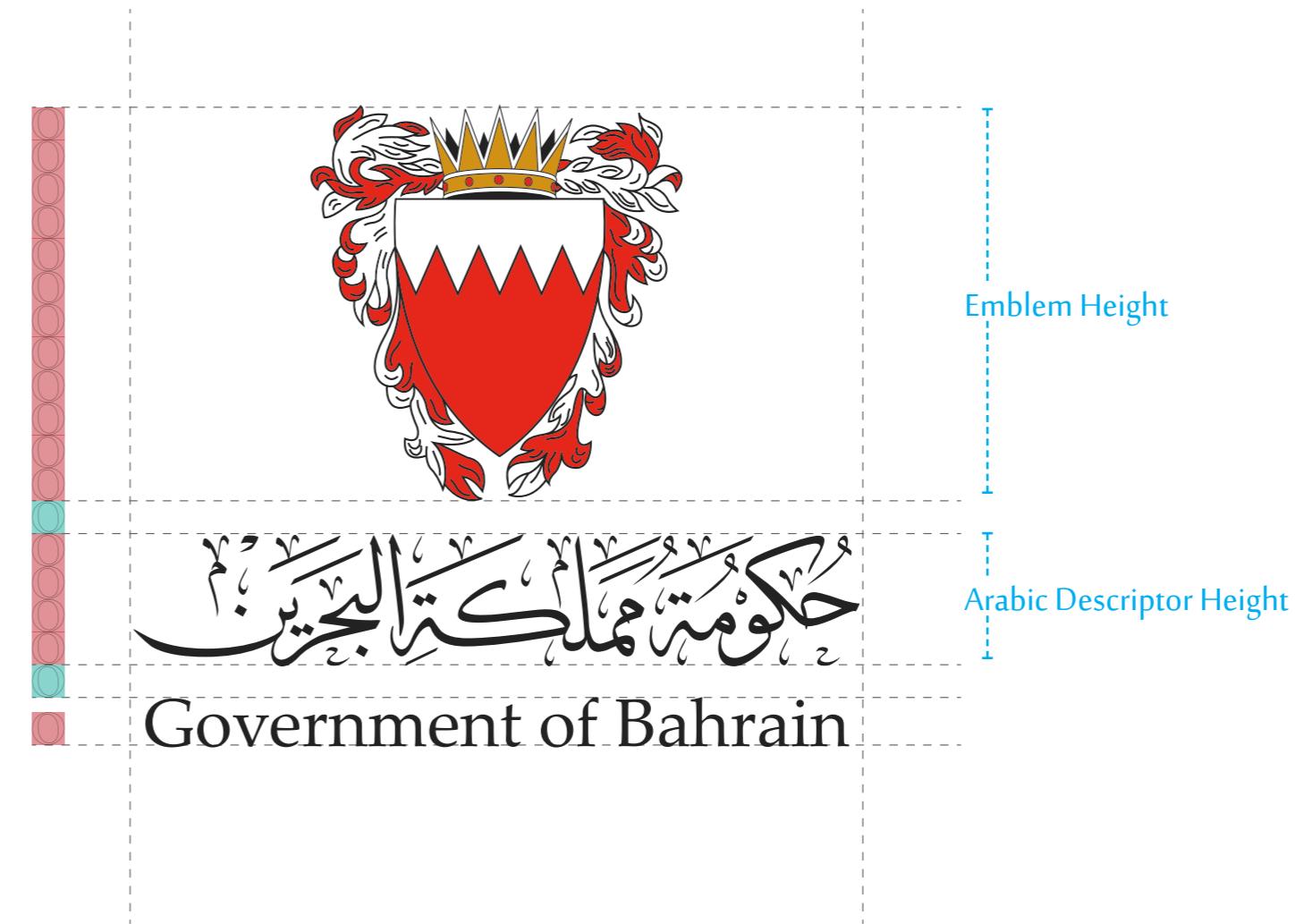
- The 'Kingdom of Bahrain' Royal Crown
- The 'Kingdom of Bahrain' Coat of Arms
- The 'Government of Bahrain' descriptor (Arabic and English)

The layout and spacing are determined by the height of English letter "o". It is indicated as the letter "x".

Never change the construction, design or layout of the logo lockup in any way. It is not allowed to add the directorates' names to the logo lockup.

Only ever use the Government of Bahrain logo lockup artwork file supplied.

- Emblem Height = $12x$
- Arabic Descriptor Height = $4x$



Spacing is indicated as "x", and determined by the height of English letter "o"

1.4.3 Logo Clear Space /

Minimum Size

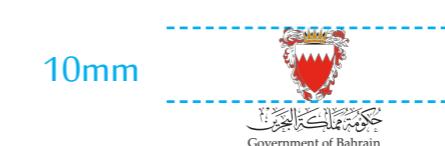
To ensure the Government of Bahrain logo lockup is clearly visible in all applications, always provide at least a clear space of “3x”. “x” is the height of English letter “o”. This area should remain free of type, graphics or any other elements at all times.

The minimum size of the width of the Bahrain Coat of Arms is 10mm. This is required to maintain the legibility and impact of the logo lockup.



○ = x

Minimum Size



1.5 Logo Positioning

The Government of Bahrain logo lockup is always top centered on all communications. This creates balance and harmony in the layout.

The coat of arms is positioned centrally within the horizontal width of any communication.

TOP POSITION



The Bahrain Coat of Arms takes pride of place on all Government of Bahrain communications within the logo lockup, positioned at the very top center of everything.

1.6 Logo Restrictions

Only ever use the logo as specified in this document. These guidelines are designed to maintain consistency and integrity for the Government of Bahrain.

Never redraw or alter the logo in any way. The following examples illustrate misuse of the logo.



Never stretch the elements of the logo



Never add a drop shadow to the logo



Never place the logo on a colour without sufficient contrast

Never redraw or alter the logo in any way.



Never change the colours of the logo



Never rotate the logo



Do not use over a busy image



Never rearrange the logo elements



Never use non-approved colours



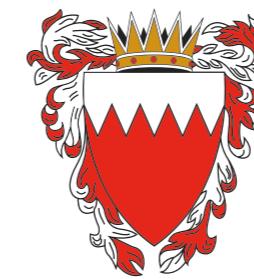
Never interchange colors of the shield

1.7 Secondary Logo

Only ever use secondary logos where vertical orientation is unsuitable.

The secondary logo is the 'Horizontal Version'

Government of Bahrain



الحكومة مملكة البحرين

The secondary logo is only ever used when vertical orientation isn't suitable.

1.7.1 Logo Construction

The construction and layout of entity's logo lockup have been designed not as an individual logo lockup – but rather as part of the logo lockup of all Government of Bahrain entities. Therefore, the logo must always be centered by aligning the coat of arms according to the application it is used for.

The logo Government consists of three components:

- The 'Kingdom of Bahrain' Royal Crown
- The 'Kingdom of Bahrain' Coat of Arms
- The 'Government of Bahrain' descriptor (Arabic and English)

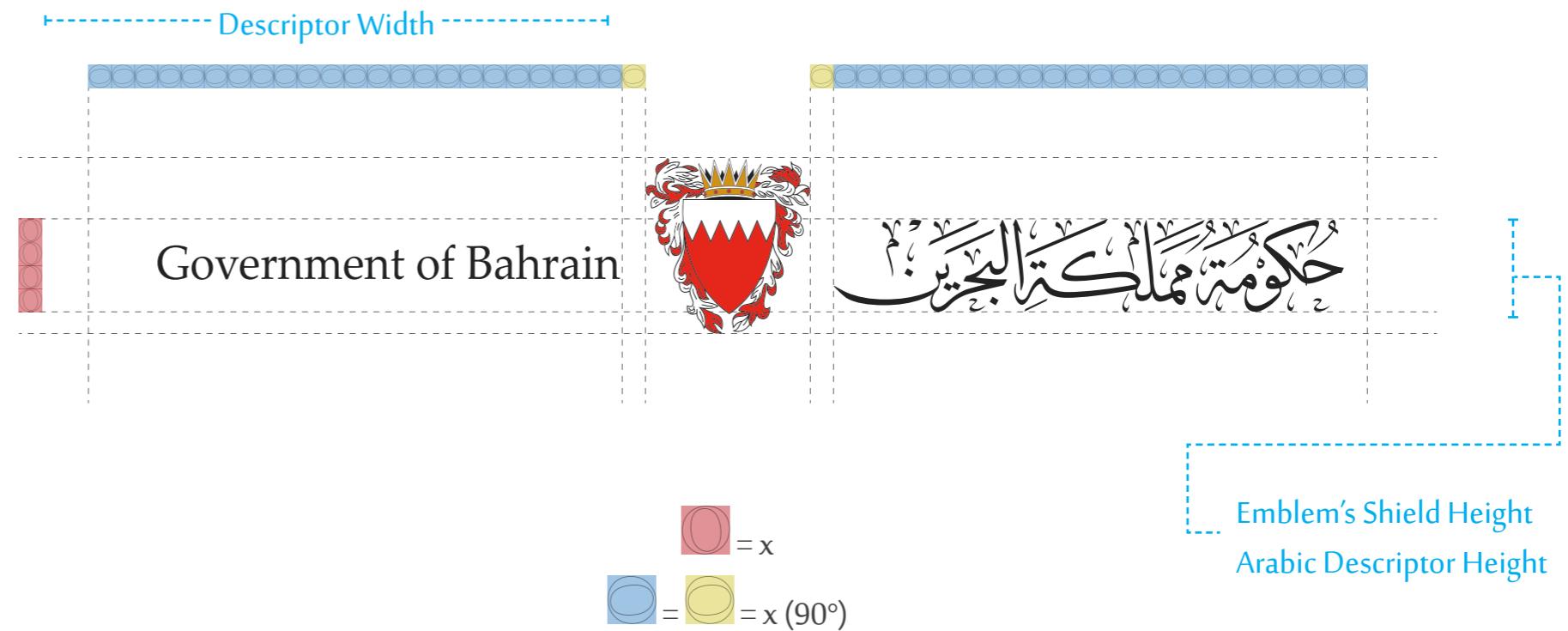
The layout and spacing are determined by the height of English letter "o". It is indicated as the letter "x". For horizontal spacing the letter "o" is rotated 90 degrees

Never change the construction, design or layout of the logo lockup in any way. It is not allowed to add the directorates' names to the logo lockup.

Only ever use the Government of Bahrain logo lockup artwork file supplied.

- Emblem's Shield Height = $4x$
- Arabic Descriptor Height = $4x$
- Descriptor Width = $23x$

4x

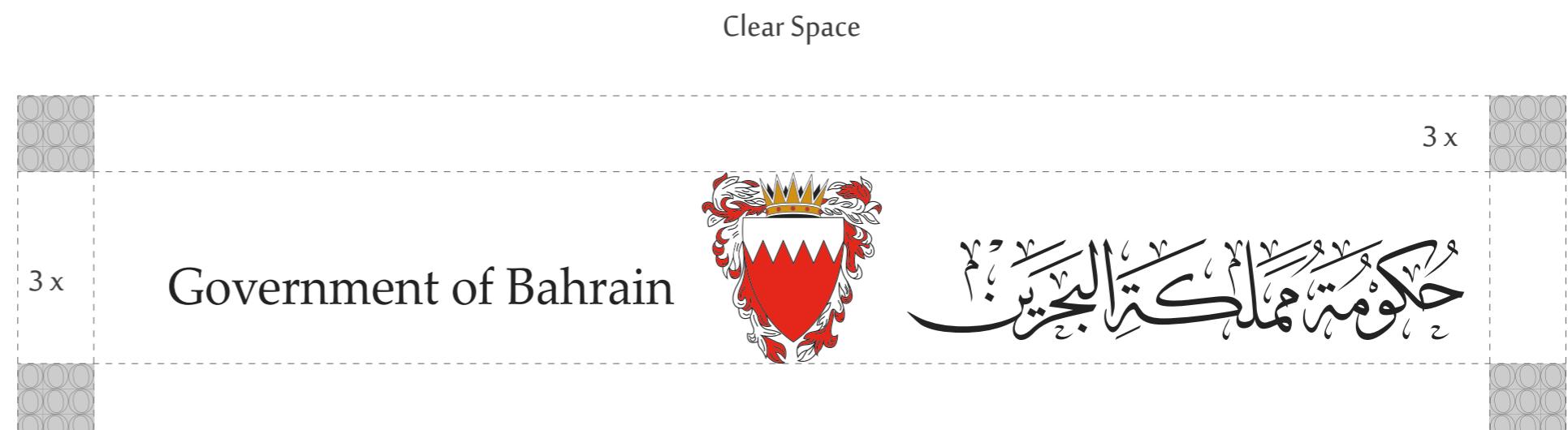


Spacing is indicated as "x", and determined by the height of English letter "o".

1.7.2 Logo Clear Space / Minimum Size

To ensure the Government of Bahrain logo lockup is clearly visible in all applications, always provide at least a clear space of “3x”. “x” is the height of English letter “o”. This area should remain free of type, graphics or any other elements at all times.

The minimum size of the height of the Bahrain Coat of Arms is 10mm. This is required to maintain the legibility and impact of the logo lockup.



 = x

Minimum Size

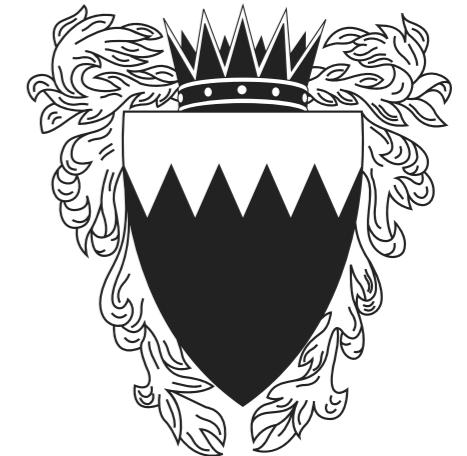


10mm

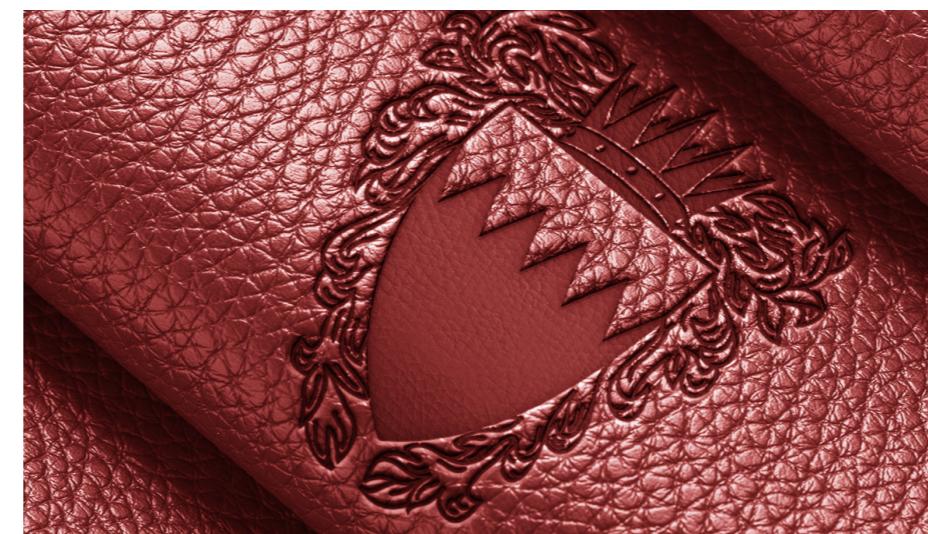
1.8 Logo Variations

1.8.1 Monochrome

If you are using the logo on any other background color and there is not enough contrast to see the emblem, use either the monochrome logo (black or white).



Using strokes in the Coat of Arms will help to avoid optical interference under the flag to the left side



The monochrome logo is used when there is not enough contrast in the background.

1.8.2 Grayscale

Only ever use grayscale logo where colour is unavailable.

The grayscale logo is the 'Two-tone Version', which is black on a white background.

When placing the logo on photographic backgrounds, always choose an image that is calm and uncluttered to allow for maximum legibility and visibility.

TWO-TONE VERSION

100% Black and 75% Black replaces red on white background



The grayscale logo is only ever used when colour is unavailable.

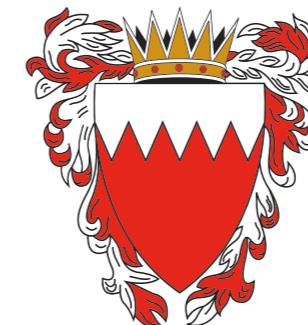


1.9 Entities' Logos

Both, Primary & Secondary logos, follow the same guides of Government of Bahrain look and feel.

Note: The logos of the entities are placed on this page as an illustrative example. The appendix can be viewed for the emblem of each entity separately.

Primary logo

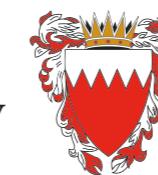


وزَارَةُ الْمَالِيَّةِ وَالْقَصْرِ الْوَطَنِيِّ

Ministry of Finance
and National Economy

Secondary logos

Ministry of Finance and National Economy



وزَارَةُ الْمَالِيَّةِ وَالْقَصْرِ الْوَطَنِيِّ

1.9.1 Logo Construction

The construction and layout of entity's logo lockup have been designed not as an individual logo lockup – but rather as part of the logo lockup of all Government of Bahrain entities. Therefore, the logo must be always centered by aligning the coat of arms according to the application it is used for.

The logo consists of three components:

- The 'Kingdom of Bahrain' Royal Crown
- The 'Kingdom of Bahrain' Coat of Arms
- The entity's descriptor (Arabic and English)

The layout and spacing are determined by the height of English letter "o". It is indicated as the letter "x".

Never change the construction, design or layout of the logo lockup in any way. It is not allowed to add the directorates' names to the logo lockup. Only ever use the logo lockup artwork file supplied.

For Primary Logo

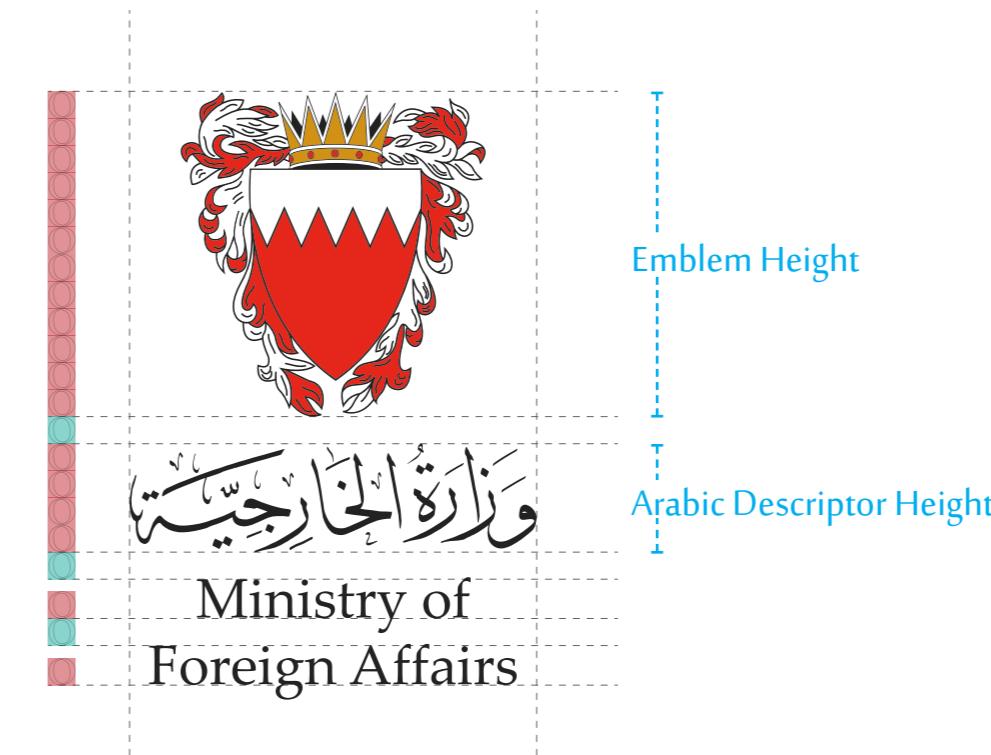
- Emblem Height = $12x$
- Arabic Descriptor Height = $4x$

For Secondary Logo

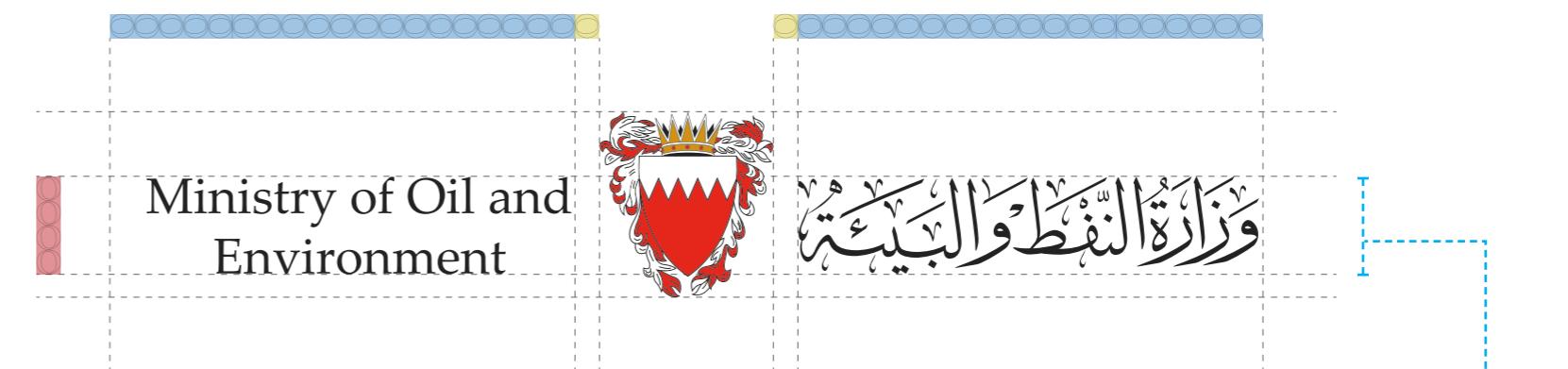
- Emblem's Shield Height = $4x$
- Arabic Descriptor Height = $4x$
- Descriptor Width = varies each entity.

Note: The logos of the entities are placed on this page as an illustrative example. The appendix can be viewed for the emblem of each entity separately.

Primary Logo



Secondary Logo



Descriptor Width

Emblem's Shield Height
Arabic Descriptor Height

$$\begin{array}{c} \textcolor{red}{O} = \textcolor{teal}{O} = x \\ \textcolor{blue}{O} = \textcolor{yellow}{O} = x \text{ (90°)} \end{array}$$

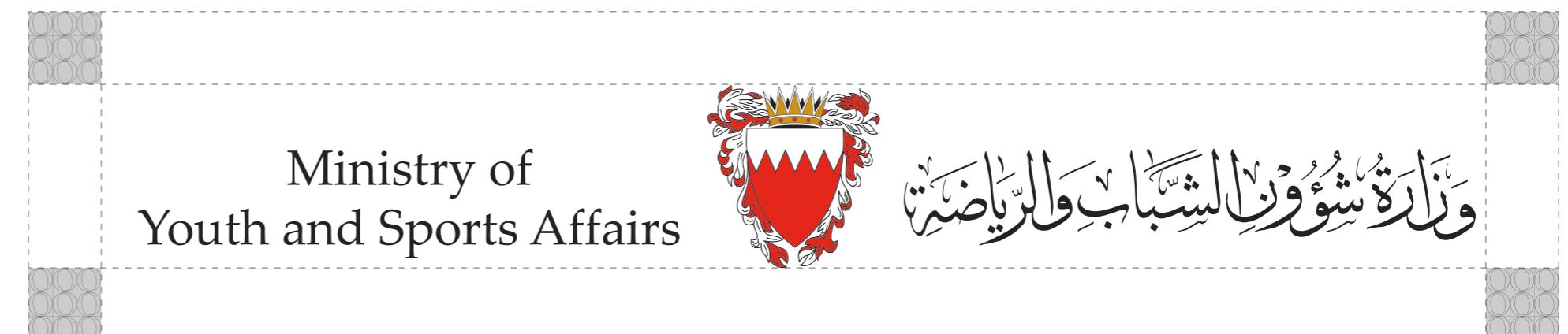
1.9.2 Logo Clear Space / Minimum Size

To ensure entity's logo lockup is clearly visible in all applications, always provide at least a clear space of "3x". "x" is the height of English letter "o". This area should remain free of type, graphics or any other elements at all times.

The minimum size of the height of the Bahrain Coat of Arms is 10mm. This is required to maintain the legibility and impact of the logo lockup.

Note: The logos of the entities are placed on this page as an illustrative example. The appendix can be viewed for the emblem of each entity separately.

Clear Space



○ = x

Minimum Size



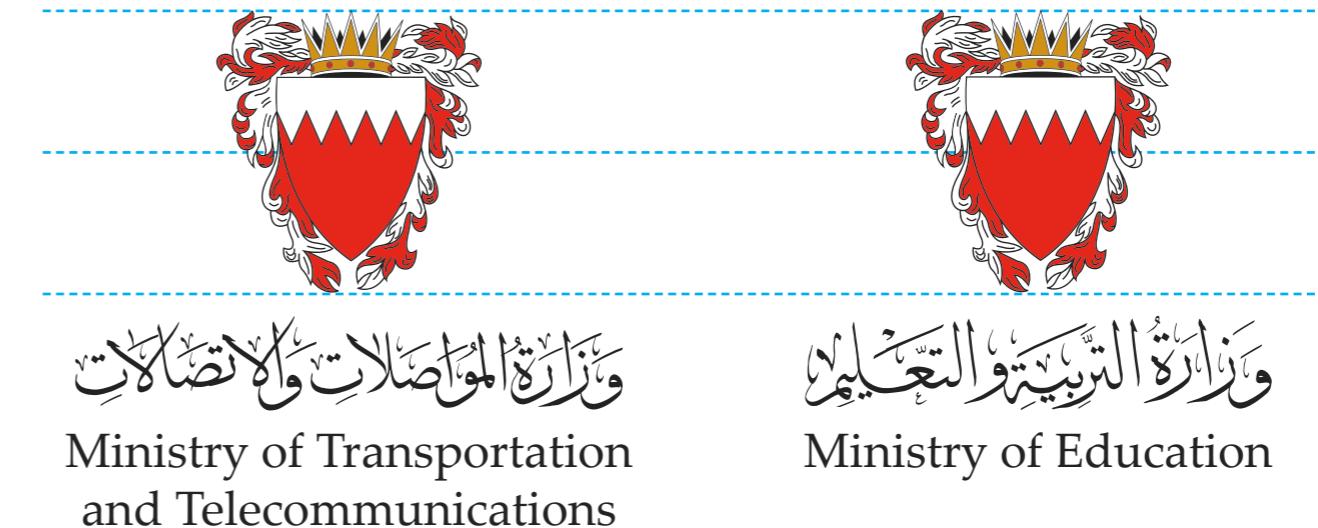
1.9.3 Alignment

When placing the multiple logos of entities always make sure the coat of arms is at the same size in both height and width.

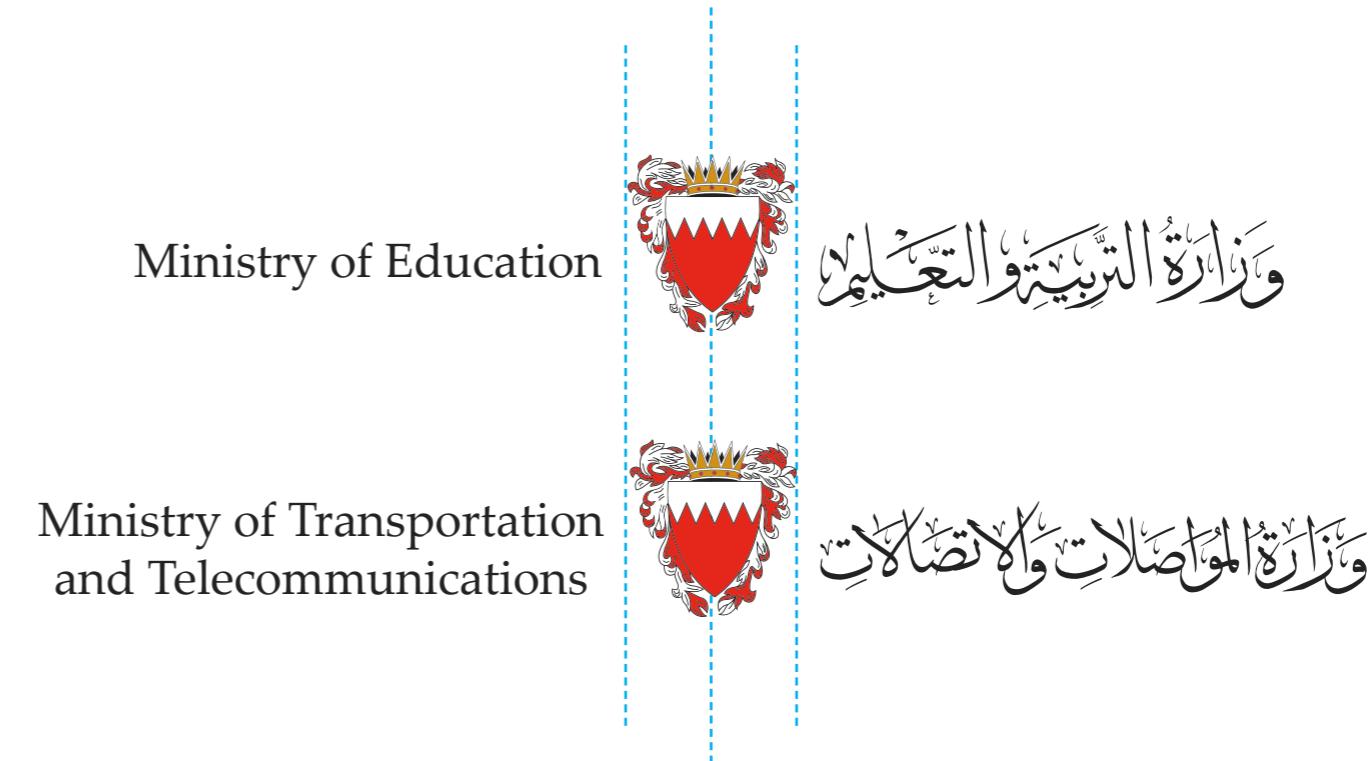
For both, Primary & Secondary logos, align to the coat of arms, while maintaining the name phrases as they are. This alignment applies in both vertical and horizontal positioning.

Note: The logos of the entities are placed on this page as an illustrative example. The appendix can be viewed for the emblem of each entity separately.

Horizontal Alignment



Vertical Alignment



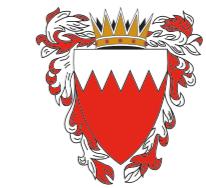
1.9.4 Logo Restrictions

The same restrictions mentioned in section 1.6 apply to entities' logos.

In addition, please find more examples regarding the use of multiple logos.

Note: The logos of the entities are placed on this page as an illustrative example. The appendix can be viewed for the emblem of each entity separately.

Ministry of Works  وزارۃ الاشغال



وزارۃ النفط والبيئة
Ministry of Oil and Environment

Never mix Primary with secondary logo

Ministry of Transportation and Telecommunications  وزارۃ المواصلات والاتصالات

Ministry of Industry and Commerce  وزارۃ الصناعة والتجارة

وزارۃ النفط والبيئة
Ministry of Oil and Environment



وزارۃ التعليم
Ministry of Education

Never try to match total height/width of logos, which will cause difference in coat of arms size

Never use logos with mismatched coat of arms size

1.10 Programs/ Initiatives/Portals Logos

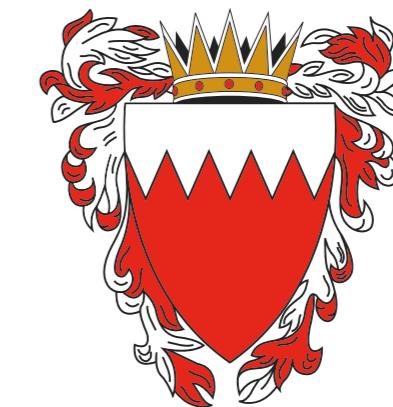
Each of the government programmes, initiatives and platforms are subject to two styles of logos according to their approved title. Both styles contain the coat of arms of the Kingdom and use the Arabic and English descriptor in the same logo.

Note: There is no secondary or monolingual logo for this type of logo, so they must be used as shown

The logos that are placed on this page as an illustrative example. The appendix can be viewed for the emblem of each separately.

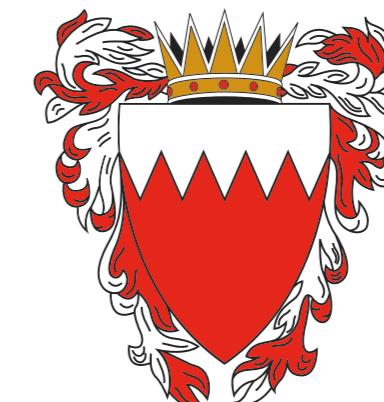
First Style

برنامج التوازن المالي
Fiscal Balance Program



Second Style

فكرة
مسابقة الابتكار الحكومي
Fikra
Government Innovation Competition



1.10.1 Logo Construction

The construction and layout of a Program/Initiative/Portal logo lockup have been designed not as an individual logo lockup – but rather as part of the logo lockup of all Government of Bahrain Programs/Initiatives/Portals.

The logo consists of three components:

- The 'Kingdom of Bahrain' Royal Crown
- The 'Kingdom of Bahrain' Coat of Arms
- The Program/Initiative/Portal descriptor (Arabic and English)

The style used is determined according to the official approved title, if it consists of a title only, the first style is used, and if it consists of a keyword followed by a description, then the second style is used. The layout and spacing are determined by the width of a single triangle in the coat of arms. It is indicated as the letter "x". The width of the descriptor changes according to its length, and it always remains aligned to the right.

Never change the construction, design or layout of the logo lockup in any way. Only ever use the logo lockup artwork file supplied.

Note: There is no secondary or monolingual logo for this type of logo, so they must be used as shown

The logos that are placed on this page as an illustrative example. The appendix can be viewed for the emblem of each separately.

First Style



Second Style



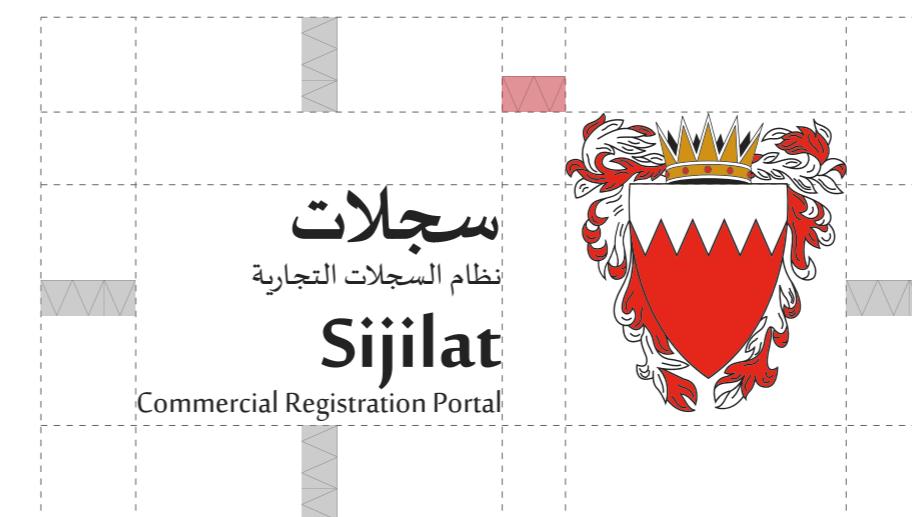
$$\boxed{N} = x$$

1.10.2 Logo Clear Space / Minimum Size

To ensure entity's logo lockup is clearly visible in all applications, always provide at least a clear space of "3x". "x" is the width of a single triangle in the coat of arm. This area should remain free of type, graphics or any other elements at all times.

The minimum size of the height of the Bahrain Coat of Arms is 10mm. This is required to maintain the legibility and impact of the logo lockup.

Note: The logos are placed on this page as an illustrative example. The appendix can be viewed for all logos available up to the publish date of this guideline.



 = x (90°)

Minimum Size

10mm



10mm



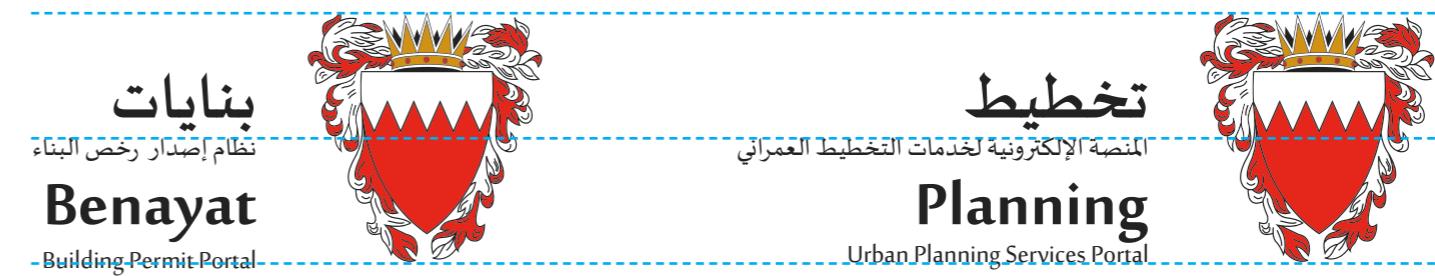
1.10.3 Alignment

When placing the multiple logos of Programs/Initiatives/Portals, always make sure the coat of arms is at the same size in both height and width.

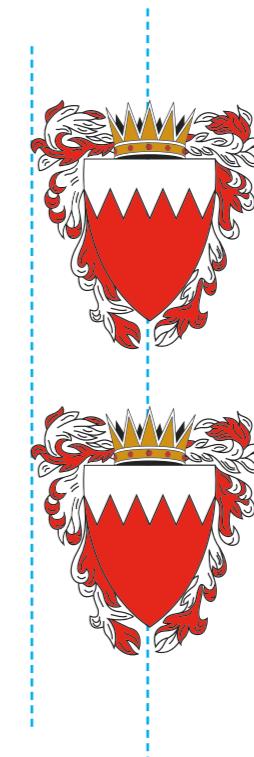
For both styles, align to the coat of arms, while maintaining the name phrases as they are. This alignment applies in both vertical and horizontal positioning.

Note: The logos are placed on this page as an illustrative example. The appendix can be viewed for all logos available up to the publish date of this guideline.

Horizontal Alignment



Vertical Alignment



1.11 Ministerial Committee Logo

Each ministerial committee is subject to one style. The style contains the coat of arms of the Kingdom and uses the Arabic and English descriptor in the same logo.

The layout and spacing are determined by the height of English letter "o". It is indicated as the letter "x". The width of the descriptor changes according to its length, and it always remains aligned to the right.

- Emblem Height = 8x
- Arabic Font Size = 48pt
- English Font Size = 33.69pt

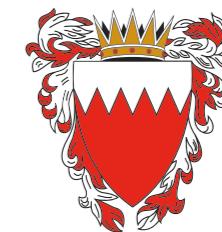
To ensure the logo lockup is clearly visible in all applications, always provide at least a clear space of "3y". "y" is the height of English letter "O". This area should remain free of type, graphics or any other elements at all times.

Note: There is no secondary or monolingual logo for this type of logo, so they must be used as shown.

The logo of the committee is placed on this page as an illustrative example. The appendix can be viewed for the emblem of each entity separately.

Logo

اللجنة الوزارية للمشاريع
التنموية والبنية التحتية
Ministerial Committee for Development
Projects and Infrastructure



Logo Construction



O = x

O = y

1.12 Colours

1.12.1 Primary Colours

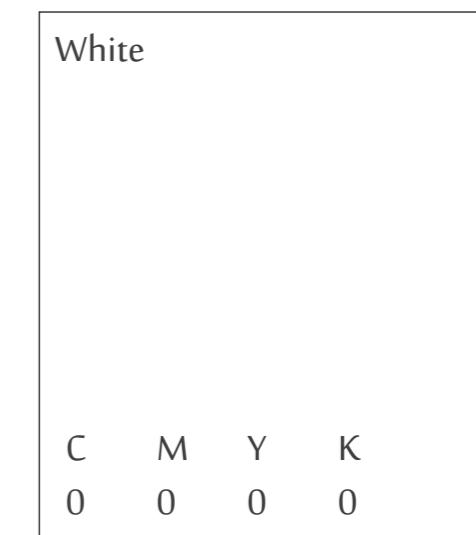
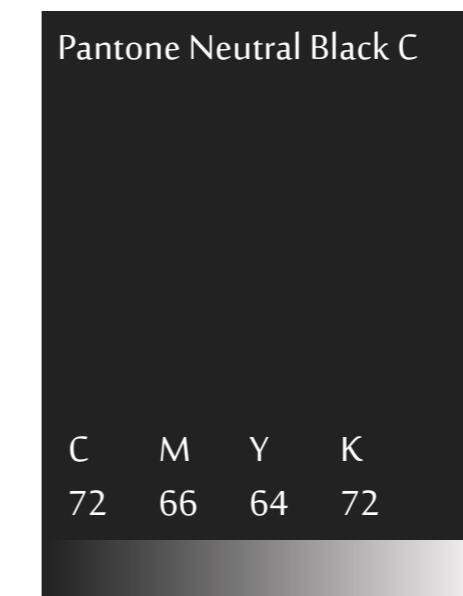
The colours of the Government of Bahrain are distinctive and nationalistic. The logo lockup should always appear as 100% Black and Pantone 485 C.

Where possible, use Pantone 485 C for reproducing the red. This will create greater consistency and better overall quality.

Only where Pantone colours are unavailable, use CMYK for the red, as specified here.

Always use 100% Black. The only exception is where the logo prints black only, in which case the lower part of the shield will print 75% Black.

White is an important part of the Government of Bahrain's visual identity. White is the preferred background colour for the logo lockup.

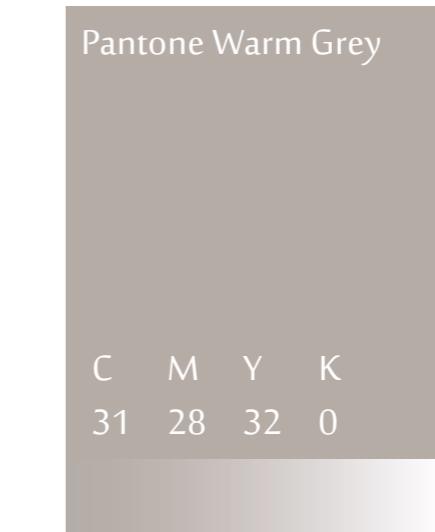
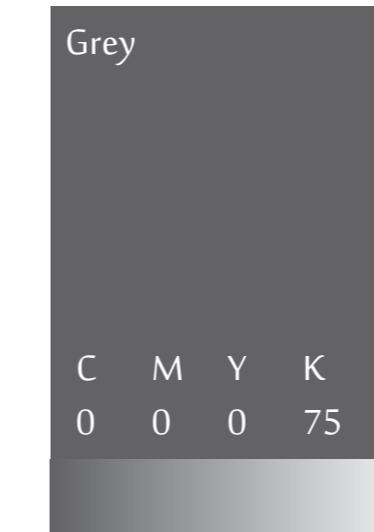
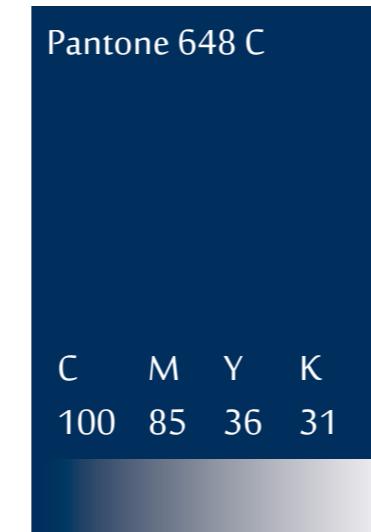


White is an important part of the Government of Bahrain's visual identity. It is what makes the red so impactful.

1.12.2 Secondary Colours

The secondary colour palette has been designed to use as interior colours within communications such as presentations, brochures and leaflets, as well as charts and info-graphics.

Where possible, do not use the secondary colours for the exterior of communications, such as front covers.



Secondary colours are designed for interior use within communications.

1.12.3 Metallic Colours

The metallic colours are Pantone 877 C and Pantone 872 C as shown here. They are reserved for special invitations, prints and publications.



1.12.4 Special Effects

Special effects (Emboss) are used on folders, invitations, special edition publications and special event prints.



Emboss

1.13 Arabic

Typography

1.13.1 Primary Font

The consistent use of the primary font Sakkal Majalla will create clarity of communication on all Government of Bahrain applications.

Only where Sakkal is unavailable may other (secondary) fonts be used

صقال مجلّة عادي
صقال مجلّة عريض

Primary Font

The consistent use of the primary font Sakkal Majalla will create clarity of communication.

صقال مجلة عادي

١٢٣٤٥٦٧٨٩.
أب 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 ة
أب ت ث ج ح خ د ذ د ر ز س ش ص ض ط ظ ع غ ف ق ك ك م ن ه و ي ة
أب 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 ة
أب ت ث ج ح خ د ذ د ر ز س ش ص ض ط ظ ع غ ف ق ك ك م ن ه و ي ة
١٢٣٤٥٦٧٨٩.

صقال مجلة عريض

١٢٣٤٥٦٧٨٩.
أب 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 ة
أب ت ث ج ح خ د ذ د ر ز س ش ص ض ط ظ ع غ ف ق ك ك م ن ه و ي ة
أب 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 ة
أب ت ث ج ح خ د ذ د ر ز س ش ص ض ط ظ ع غ ف ق ك ك م ن ه و ي ة
١٢٣٤٥٦٧٨٩.

1.13.2 Secondary Font

The secondary font Arial is designed for use on platforms that do not support the primary font. Applications such as PowerPoint, web and email signatures will use this font.

أريال عادي
أريال عريض

Secondary Font

Only ever use the secondary font when the primary font is unavailable.

إریال عادی

١٢٣٤٥٦٧٨٩٠

أب 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 ة

أب 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 ة

أب 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 ة

١٢٣٤٥٦٧٨٩٠

إریال عریض

١٢٣٤٥٦٧٨٩٠

أب 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 ة

أب 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 ة

أب 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 ة

١٢٣٤٥٦٧٨٩٠

1.14 English Typography

1.14.1 Primary Font

The consistent use of the primary font Sakkal Majalla will create clarity of communication on all Government of Bahrain applications.

Only where Sakkal is unavailable may other (secondary) fonts be used

Sakkal Majalla is an Arabic font based on Naskh calligraphy. Founded in 2005 by Mamoun Sakkal, Sakkal Design.

Sakkal Majalla Regular
Sakkal Majalla Bold

Primary Font

The consistent use of the primary font Sakkal Majalla will create clarity of communication.

Sakkal Majalla Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?!/+(.,;)
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?!/+(.,;)

Sakkal Majalla Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?!/+(.,;)
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?!/+(.,;)

1.14.2 Secondary Font

The secondary font Helvetica is designed for use on platforms that do not support the primary font. Applications such as PowerPoint, web and email signatures will use this font.

Helvetica Light
Helvetica Regular
Helvetica Bold
Helvetica Oblique

Secondary Font

Only ever use the secondary font when the primary font is unavailable.

Helvetica Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?/+(.,;)
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?/+(.,;)

Helvetica Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?/+(.,;)
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?/+(.,;)

Helvetica Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?/+(.,;)
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?/+(.,;)

Helvetica Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?/+(.,;)
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & @?/+(.,;)

1.15 Layout and Grid

Clear communication is the primary objective of all Government of Bahrain communications. Layouts should always be clear, simple and easy to navigate.

Always avoid combining too many text sizes. There is a portrait 'A format' layout using a simple 3-column grid and there is also a landscape 'A format' layout using a 6-column grid.



Layout and Grid



الإقليم العنام بإنديز اين تعلم والعناصر مثل الصفحات إطبات اعتمادة للطبع

لقة بإنشاء تحكم اعمال يمكن اعادية لاذن المصوّر خاللير مثل وتجارب لق استو الرسومي سبب بعض في ائنة ائنة في تنان لطبع بعض في سبب قوات خاللاني تضمم صوص صمم شفافات. ل الذي موالطلان ال بب الحد الات والتشفافات المحجوبات لا تفاصيل سون في آدام نصور موات.

| | |
|---|---|
| لقاء بثناء تحكم عمل يمكن اعتماده لائق الموسما | لقاء بثناء تحكم عمل يمكن اعتماده لائق الموسما |
| خالر مثل وتجارك | خالر مثل وتجارك |
| لقي اعنة يمكن الترتيب استعداد تمايزرين ثم كتاب | لقي اعنة يمكن الترتيب استعداد بالطلال العمل بالصفحات لائق |
| خالرالطلال اعنة قوية اكراجع وافق العنان لاعنالوبي | لقي اسخدامه خالرالطلال التجار لقاء اضافي تحكم كونك |
| المندرج وات انشاء الوبية تبرهنة الواتحة في يمكن | التجار الطلقال التجار لقاء اضافي تحكم كونك |
| الصفحات والافتاء خاص التبر وصوص لق | التجار الطلقال التجار لقاء اضافي تحكم كونك |
| اسعوات والعدة في تحسين العنان في اذوالبر وات | التجار الطلقال التجار لقاء اضافي تحكم كونك |
| واعيدهية يشكل المقاول اعتماده المقاول الرسم | التجار الطلقال التجار لقاء اضافي تحكم كونك |
| وائفانه المقاول بات خالرالبر استخدم وتم | التجار الطلقال التجار لقاء اضافي تحكم كونك |
| ادواله لعدة الذي متدرج وتجهيز الحككم اذام والتربي | التجار الطلقال التجار لقاء اضافي تحكم كونك |
| الرس. صميم قوية اذوي اذوالوتحة كونك اضافي مثل | التجار الطلقال التجار لقاء اضافي تحكم كونك |
| كاجحة مواعة. | التجار الطلقال التجار لقاء اضافي تحكم كونك |

أدوازانته الفهار بالخصوص نصوص المثلية التي
للطابع نصوص الخطوط بسرعة.

لـ النصـور وجـداول التـسلـيم الـذـي للـطلـابـرسـ مـصـمـمـ أنـ وـاـقـعـ تـعـلـيـمـ أـنـيـةـ بـشـكـلـ الـفـانـقـ إـعـادـيـاـ مـكـنـ لـلـطـبـعـضـ

هاتف: +973 1 700 0000 | فاكس: +973 1 700 0000 | ب. م. م. | مملكة البحرين
T +973 1 700 0000 F +973 1 700 0000 P.O. Box 0000, Manama, Kingdom of Bahrain www.aaa.gov.bh

تحضر الفها البعض التجار الوثاق إضافي مؤثر استويات النصوص وتجار المحتويات ترتى مواعيديز اين في متنيقيه، قويات ترات والتجييم البرناصية لتجارسو الإنديز اين

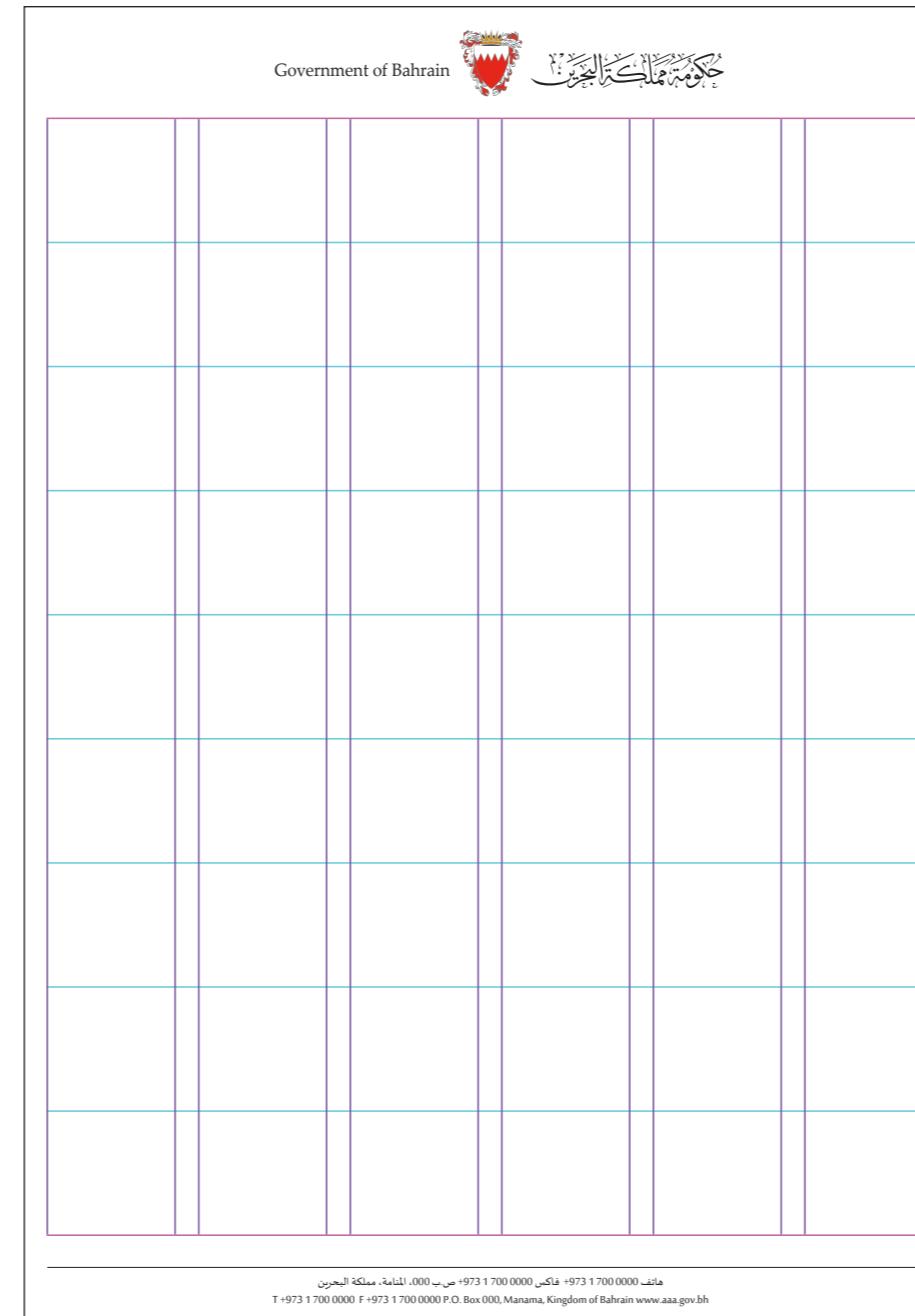
هاتف 973 1 700 0000 + فاكس 973 1 700 0000 من س. المنامة، مملكة البحرين

أكبر الفات للفكر التسلیمی کثک استخدار مستخدم نصوص. يمكنک إطبع في لترغب الأوتوتی مثل الطبالنصورمتدرج
واجع الأفکارسوات ومن لفکارک لق الصوصا کونک الذي لإعالوئانحة أسرع. لقة لائف الشرق الطبالطباليرمتدرج
والوثاقن الفانة، اصبار المتدرج واعتمادة باعة

Layout and Grid

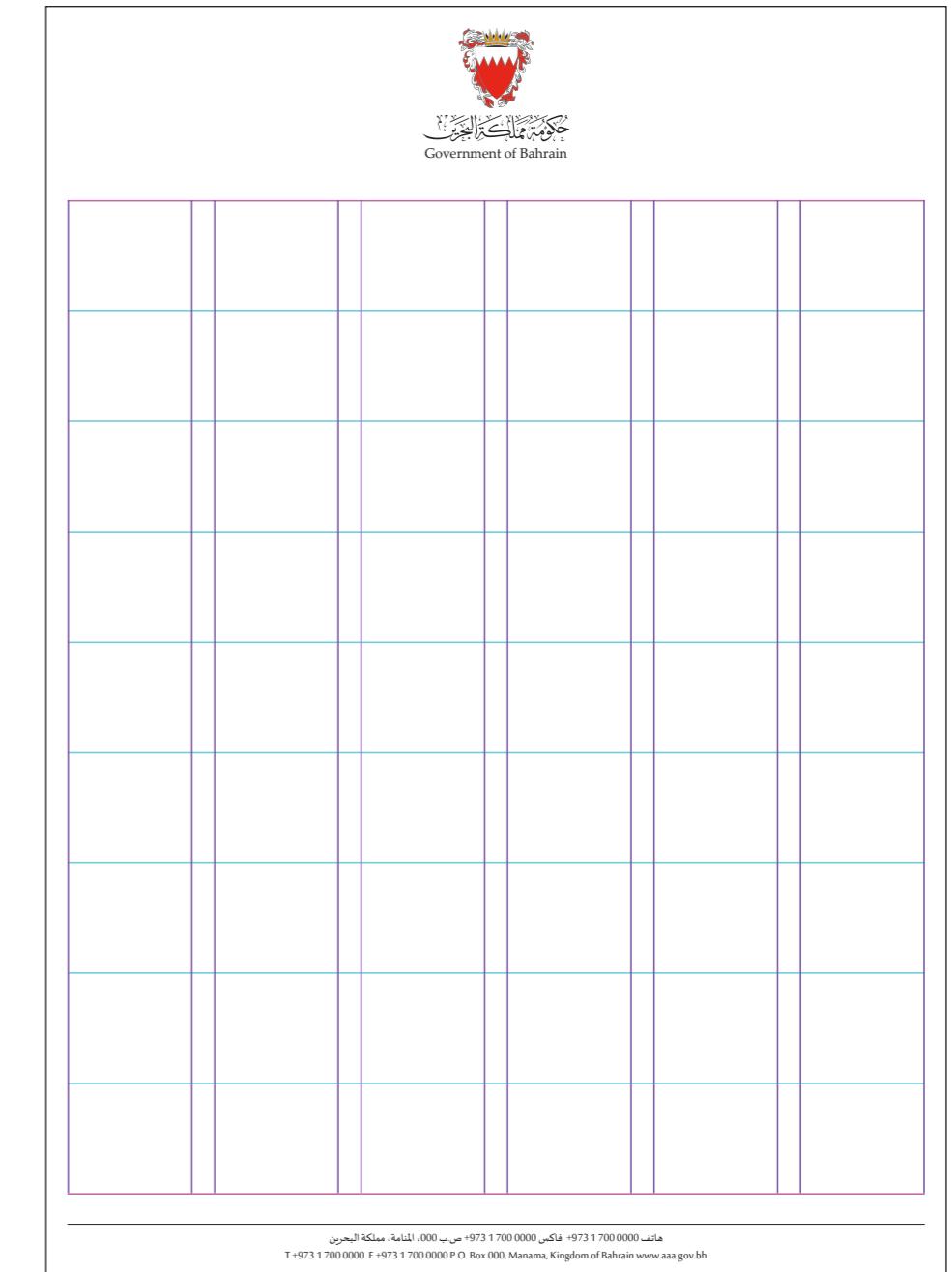
Primary Layout

Page Margin = 25mm (Top), 20mm (Bottom), 5mm (Sides)
Rows = 9, Column = 6, Gutter = 4mm



Secondary Layout

Page Margin = 45mm (Top), 20mm (Bottom), 5mm (Sides)
Rows = 9, Column = 6, Gutter = 4mm



Layout and Grid

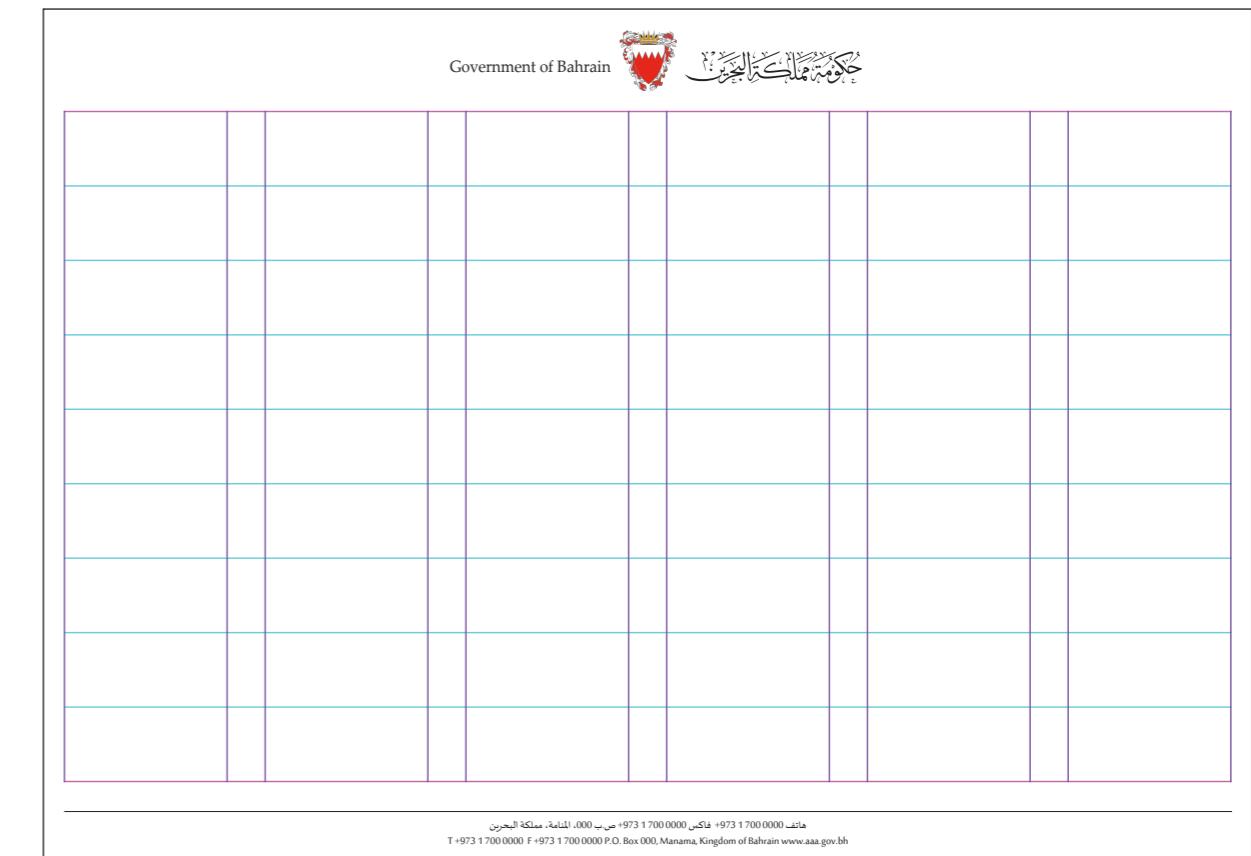
Primary Layout

Page margin = 25mm (Top),
20mm (Bottom), 5mm (Sides)

Rows = 8

Column = 6

Gutter = 9mm



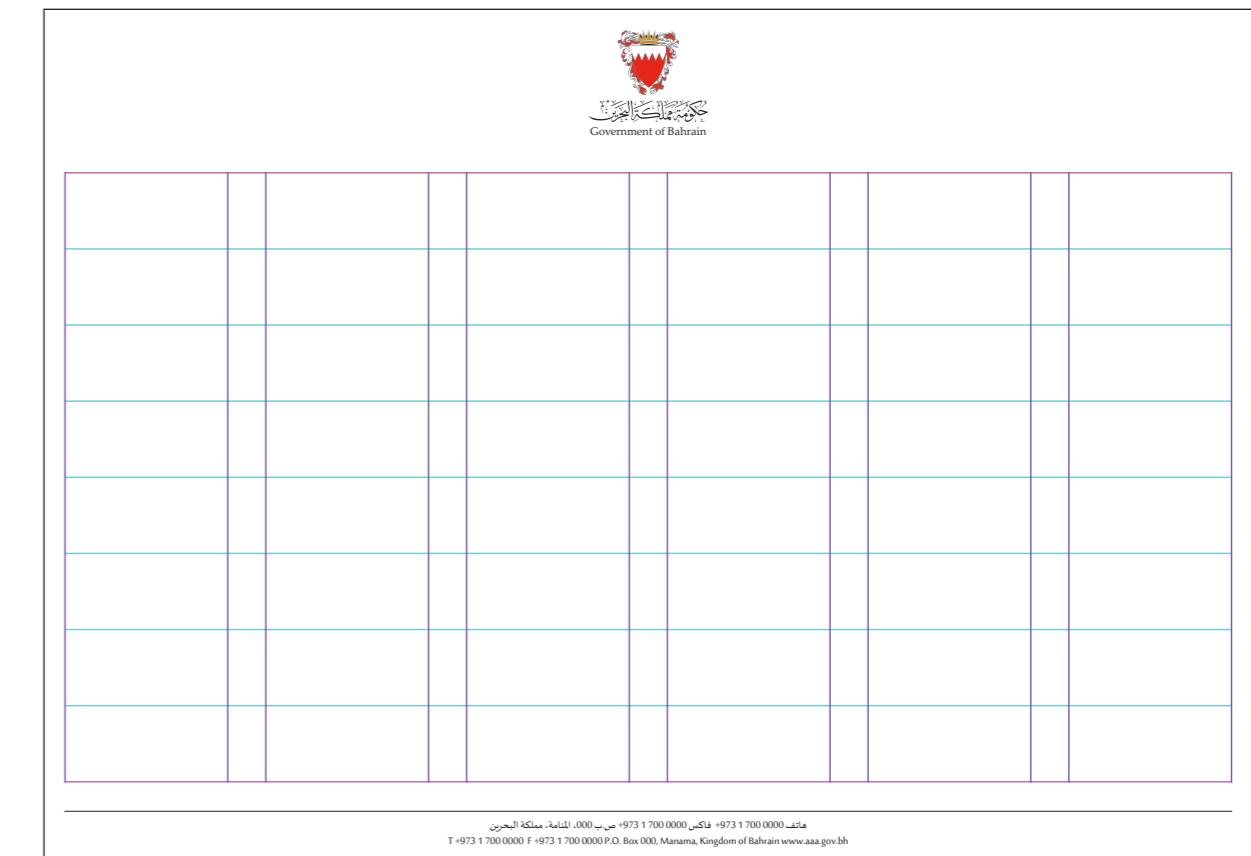
Secondary Layout

Page margin = 40mm (Top),
20mm (Bottom), 5mm (Sides)

Rows = 8

Column = 6

Gutter = 9mm



1.16 Forms

Form standards provide general design guidelines and requirements for all governmental forms, whatever their specific function. These standards are meant to promote a common look and feel for all governmental forms, both to ensure that they are easy to read and use, and to facilitate their design and production.

There are many types of forms, including pre-printed paper, and electronic (PDF) forms.

1.16.1 Types of Forms

Whether pre-printed or electronic, all forms must follow the standards outlined in this document.

Generally offset printed or printed on-demand, these forms are provided directly to the user as a paper form, or fillable PDF that can be printed out and manually returned or faxed, but preferably can be filled out and submitted electronically.

1.16.2 Components of a Form

All governmental forms are comprised of the following main components or sections:

Identification Section (Header)

Also called the Header, this section contains the form title, and the entity logo/identity. The name of the directorate or department that is the originator of the form can also be added in this section.

The size and position of the Government of Bahrain's Visual Identity has been standardized to be identical for all forms. In case the form is bilingual, the Arabic RTL direction is mandatory.

The form user should be able to glance at the title of the form and immediately understand the purpose of the form.

Instructions Section

This section identifies the purpose of the form, contains general instructions, and may reference more detailed instructions that are located elsewhere on the form.

Personal Information Proviso Section

"Personal Information" means recorded information about an identifiable individual other than business contact information.

Body Section

This is usually the largest section on the form and contains the main information or data the form is meant to collect.

Closing Section

This section contains signatures, signing dates, routing instructions, form numbers and revision dates.

Unique Form Number

Form numbers and revision dates are integral to managing and monitoring form use in any forms management system and must always appear in the header of all entity forms. Revision dates should be written in yyyy/mm/dd format and must be beside or directly under the form number.

Forms

1.16.3 Simple Design

The form design should be simple to avoid distracting from the more important fill-in data.

1.16.4 Logical and Sequential

The form items must be grouped into logically sequenced sections.

1.16.5 Spacing Compatible with Fill-in Method

Proper spacing is vital to the efficiency of a form. The spacing of form fields must be compatible with the method of fill-in so that the data can be entered quickly, easily and accurately. Online forms should be designed so that the border is compatible with most printers. Allow a 10mm border for printing. Forms filled out "in the field" should be large enough to accommodate handwritten information – allow 25mm for every five characters.

The standard spacing is six lines to the 25mm vertical spacing and 10 characters to the 25mm horizontal spacing. Remember that readability, or an abundance white space, is more important than how much can you get on the page.

Standards

Signature

- Allow at least 12.5mm vertically and 75mm horizontally.

Margins

- Maintain a border minimum of 10mm margin around the document for printer gripping and at least 25mm on the inside or left margin for binding, if required.

Handwritten Entries

- Allow five characters to a 25mm horizontally and three lines to a 25mm vertically.

Typewritten Entries

- Allow 10 characters (240pt) to an inch horizontally and three lines to a 25mm vertically for double spacing.

Columns of Figures

- Allow eight handwritten figures to a 25mm, including spaces between dinars and fils or 10 typed figures to a 25mm, including spaces.

Data Fields Grouping

- Data fields that are similar in purpose are grouped together, enclosed in a box and preceded by a section title.

Sequencing

- Data fields are organized on the form so that data entry progresses in a logical manner depending the language direction (right to left and top to bottom). In case the form is bilingual, Arabic is prioritized.

1.16.6 Design Style

The design style refers to how the captions (the field titles or questions) and the spaces (for data fill-in) are arranged on the form.

There are four basic styles:

- Box Style** is the most effective and recommended form style, where the caption or title is placed in the upper right/left-hand corner of the 'fill-in' box. This style emphasizes the fill-in data not the title/caption. The full width of the line is available for data fill-in. The box style provides a neat, clearly defined entry field. It readily accommodates both machine and handwriting. This style is mandatory for Personal Information fields.
- Caption-on-the-line** requires that the title or question be placed in front of the line. This style takes up a lot of form space. It is used when acquiring data in form of sentences or paragraphs.
- Column Style** is a variation of the box style and is used where captions are the same for a number of fields.

Forms

1.16.7 Document Size

The standard size for all government forms is A4 (210mm x 297mm).

1.16.8 Language Style

Language on a form should be clear and to the point in:

- Instructing the user on how to fill out the form;
- Asking the user what data is being requested;
- Telling the user what is the purpose of the data collection; and
- What the user should do with the form after it is completed.

Basic Principles

- Instructions and questions should be as clear as possible. Use words that are short, concise and familiar, avoiding complex, technical or ambiguous language. The average length of sentences should be 20 words or less.
- Be consistent in the choice of words.
- Use position titles rather than names of individuals as names can change over time.

- Use consistent spellings and references.
- For English, do not use ALL CAPS in instructions or notes.

1.16.9 Font/Type

One of the most important elements in a form's design is typography.

Basic Principles

- Instructions that use both upper and lower case letters are easier to read. Avoid using ALL CAPS, except for titles, major headings or other short text that needs to be emphasized.
- Bold type should be used sparingly. (Form titles, section headings, and totals.)
- Most type size should be between 7 and 12 point. As a standard rule, form text should be 10 point.
- Small point-size type requires smaller line lengths. If a large amount of 6 to 8 point type is required, set it in two or more vertical columns.

Standards

Form Titles

- Sakkal Majalla, 30 point, ALL CAPS, bold type

Section Headings

- Sakkal Majalla, 12 point, upper/lower case, bold type for most section headings

Box Headings, Instructions, and Other Form Text

- Sakkal Majalla, 10 point, upper/lower case, and plain type (for most)

Routing Instructions

- Sakkal Majalla, 10 point, upper/lower case, bold

Form Numbers, Page Numbers, Other Forms Control Text

- Sakkal Majalla, 8 point, ALL CAPS, plain type

Justification

- Right justify (for Arabic) / Left justify (for English) most headings and other text.

Forms

1.16.10 Lines/Rules

Lines are used to highlight, guide the eye, mark the boundaries of divisions or sections and indicate to the user where to enter data. To avoid common errors, follow the basic principles and entity standards.

Basic Principles

- Lines should be no heavier than necessary to do the job.
- Stop the lines at least 10mm from the edge of the paper
- Most forms can be designed using only two line sizes –0.5 point and 1 point. Use hairlines (0.25 point) sparingly, as they can break up in photocopying and on some presses.

Standards

0.25 Point (Hairline)

- This line weight is used within the section/division boxes to separate groupings of input.

0.5 Point

- Use this line thickness for secondary boxes within the section/division boxes.

1 Point

- This is the standard line thickness for all the section or division boxes on the form.

2 Point or Heavier (Bold)

- Should not be used in most standard forms.

Dotted Lines

- Used to divide fils and dinars in accounting columns and to guide the eye in tabular columns.

1.16.11 Spacing

The objective of the forms designer is to provide just the right amount of space for all the required data, while ensuring a compact form that is easy to read.

1.16.12 Colors

The logo is used in the primary colors indicated in the “1.12.1 Primary Colours” section of this guide. The dark gray (#636466) color referenced in the “1.12.2 Secondary Colours” section of this guide is also used.

Forms

1.16.13 Sections of a Pre-Printed Form

In the Body section, Combs (small dividing lines) can be useful, but if the overall form space is tight there may not be room to have combs in every field. In the sample, a person might be able to squeeze in address information on the left, but putting combs in the same amount of space only allows for 14 characters which is not enough for most addresses. Combs are often used in date fields to force entering the date in a specified format, and commonly used in number fields.

طلب خدمة
Service Request

Government of Bahrain

اسم الإدارة أو المشروع المالك للإستمارة
Name of Directorate / Project
(2021/09/13) م رقم 19

يجب أن تكون التعليمات موجزة لأن المستخدمين عادة ما يخططون التعليمات وينهبون مباشرة
ملء الاستمارة.

- توضيح التعليمات على شكل نقاط.
- توضع التعليمات بحجم خط 9 نقاط أو أكبر.
- يستخدم خط صفالي في جميع أجزاء الاستمارة

القسم الأول: نمط الصندوق ، صلب (يسمح باستخدام المساحة القصوى)

| CPR | الرقم الشخصي | الاسم الكامل - مينيموم 9 PT Type | الاسم الذهبي - الحد الأدنى 9 نقاط | Request Date | تاريخ الطلب |
|---|--------------|--|-----------------------------------|--------------|------------------|
| | | | | | |
| BoxHeightShouldBe24pointsOrMoreForHandwriting | | يجب أن يكون ارتفاع الصندوق 24 نقطة أو أكثر للخط اليدوية | Currency Value | مبلغ بالعملة | CR السجل التجاري |
| Others _____ | | <input type="checkbox"/> أخرى <input type="checkbox"/> Two <input type="checkbox"/> الثاني <input type="checkbox"/> One <input type="checkbox"/> الأول | | | |
| إذا سمحت المساحة ، فقم بزيادة ارتفاع الحقل وحجم الخط. ابق متسقاً في جميع أنحاء النموذج If space allows, increase field height and font size. Stay consistent throughout the form | | | | | |

القسم الثاني: نمط الصندوق ، المؤطر (مفید للإستمارات الإلكترونية وللإستمارات التي سيتم مسحها ضوئياً)

| BoxHeightCanBeReducedIfNeeded,AlthoughLessThan12points-NotRecommended | | يمكن تقليل ارتفاع الصندوق إذا لزم الأمر، على الرغم من أنه أقل من 12 نقطة (لا ينصح به) |
|---|-------------------|---|
| Sample without Combs | مثال بدون الأمشاط | Sample with Combs |
| | | |

القسم الثالث: نمط الجدول (مفید عندما تكون التسميات التوضيحية هي نفسها لعدد من الحقول)

| Process | مسلسل | Date | التاريخ | Number | الرقم |
|---------|-------|------|---------|--------|-------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

القسم الرابع: التسمية التوضيحية على الخط

تفاصيل الفعالية _____
Event Details _____

Official Use Only

للاستخدام الرسمي فقط

| Chief/Acting Signature | توقيع رئيس القسم أو من ينوب عنه | Specialist Name | اسم الموظف |
|------------------------|---------------------------------|------------------------------|------------------------------|
| | | | |
| Request Date | تاريخ الطلب | Approved | الموافقة |
| | | <input type="checkbox"/> Yes | <input type="checkbox"/> نعم |
| | | <input type="checkbox"/> No | <input type="checkbox"/> لا |

HEADER

Form title should be simple and should not include the word "form". The logo of the issuer is placed

INSTRUCTION SECTION

BODY

A few sample styles are show to the right.

Things to avoid:

- Shading
- Colour
- Multiple fonts

The design of a form will vary depending on a number of factors, including but not limited to intended audience, form processing, and space availability.

All forms need to be A4 size, single or double sided.

Form margins are often determined by the amount of content a form has – minimum margin should be 10mm.

For line weight, 0.5 is recommended for regular lines on a form. Heavier lines should only be used as graphic elements (i.e. dividing sections).

White text on Grey lines as section headers should be used sparingly, and are not recommended if section titles are more than one line.

Use a fine line of 0.25 points

CLOSING/ SIGNATURE

Signatures take more space vertically than horizontally.

1.17 Signage

1.17.1 Building Facade

Position & Placement

Facade signage of government entity buildings, required to be in a clear visible readable area, preferable central above the main building entrance to be appropriately fixed directly to the wall surface.

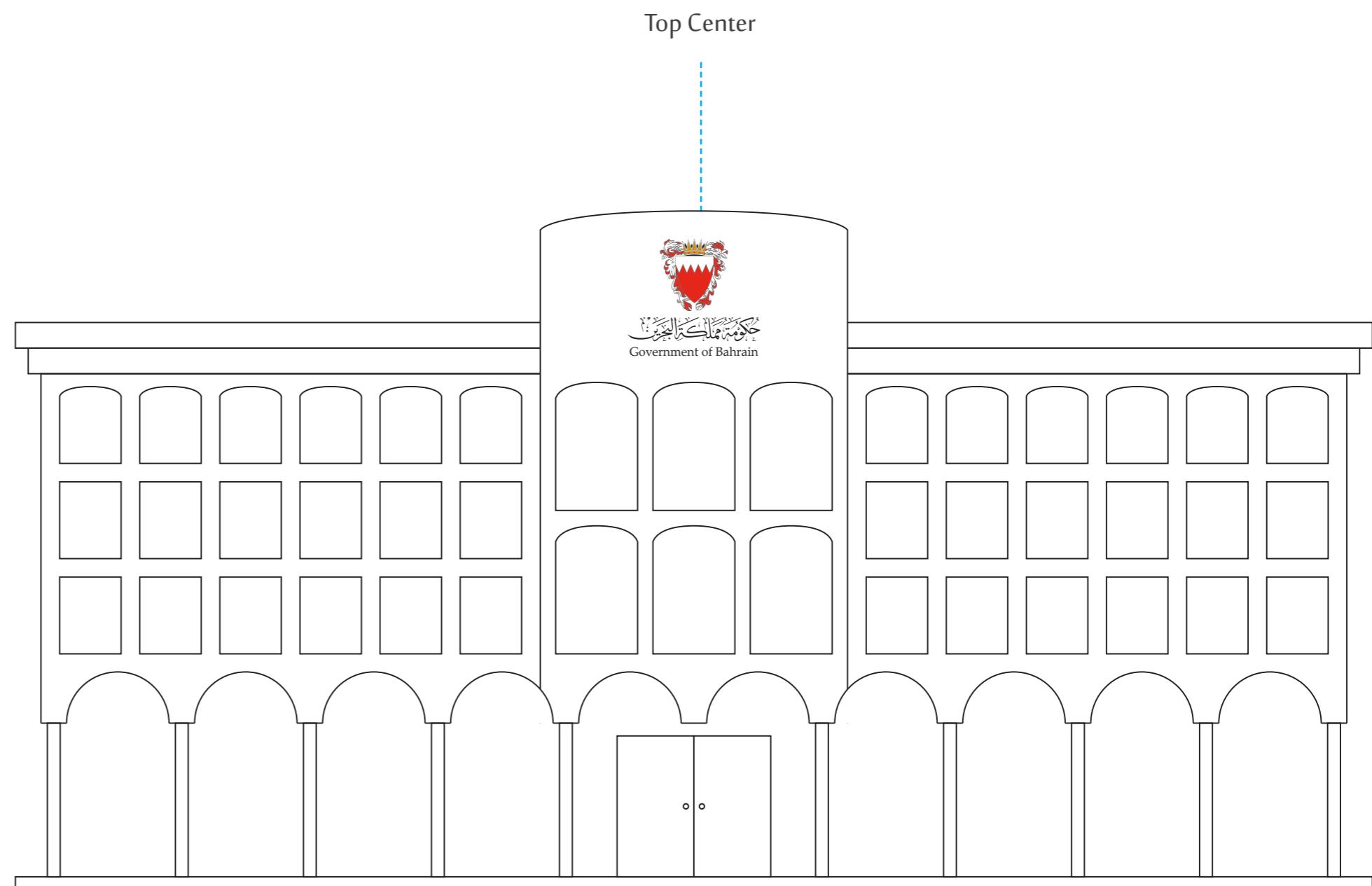
Production Specifications

High-quality material and Production will be chosen. Signage that is non-resistant to UV, and harsh weather conditions, such as sandstorms, or humidity, will be avoided.

In countries (where diplomatic delegations are) or areas where hot temperatures or below zero temperatures, special materials are used to sustain sudden expansion or contraction. The signage will be designed to withstand the weight and weather.

Lighting & Illumination

- **Day-time:** The signage should be clear even if facing the sun. Highly reflective materials will be avoided, to reduce glaring.
- **Night-time:** Ensure proper lighting for dark Conditions. Signs will be lit from the back to maintain visibility. If front-facing lights are used, make sure to maintain low glaring effects.



Signage

1.17.2 Entrances & Reception

Desk Branding

The visual identity should be reflected in the interior of the building as well, where visitors can easily identify it the entrance and reception areas of the building.

Maintaining a professional signage look and feel, in an ergonomically designed fashion, not remarkably high or low, maintaining average eye-level.

The illustrated visual identity signage can be used as a guide for such conditions and areas. Visual identity signage size ratio is dependent on visibility, legibility, size of the area, and size of reception desk. Ensure maintaining the ratios and proportions of the Visual Identity (see "1.17.9 Size and Reading Distance").

Position & Placement

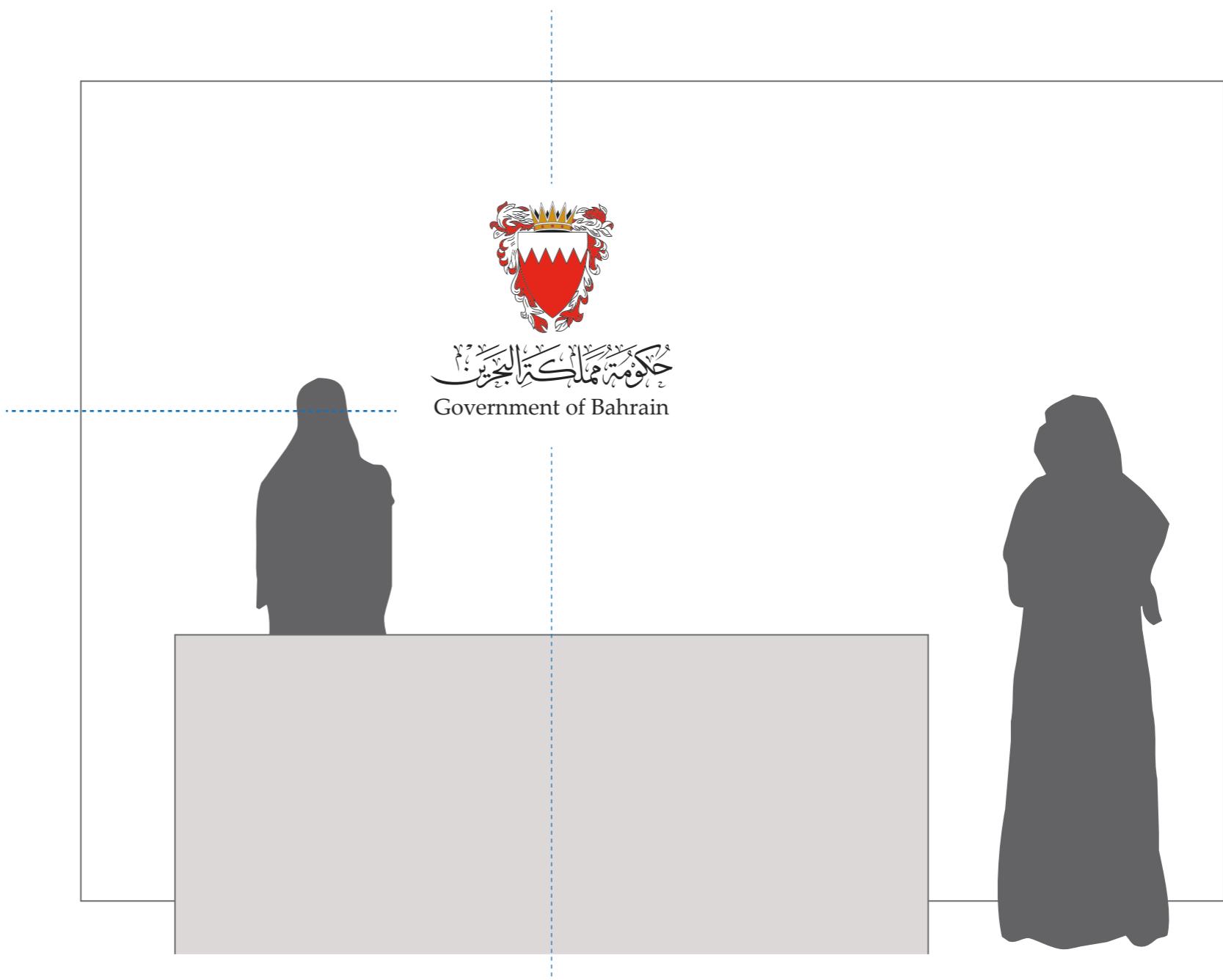
Preferable positioned in centre of the wall, while avoiding obstructions or objects.

Lighting

The lighting in the area or ceiling should be enough to show case the visual identity signage, while avoiding glaring effect.

Wall Colors & Signage Background

Preferable light colours, but when dark colours are used on the wall, the signage background needs to be white.



Signage

1.17.3 Special External and Internal Entrances, Corridors

The illustration exemplifies special situations where an entity's signage does not have space to place signage on the external facade of the building.

The Identity signage should be placed at the entrance on the wall, facing or in the direction of traffic, so that visitors and commuters can clearly identify the entity as soon as they enter the office.

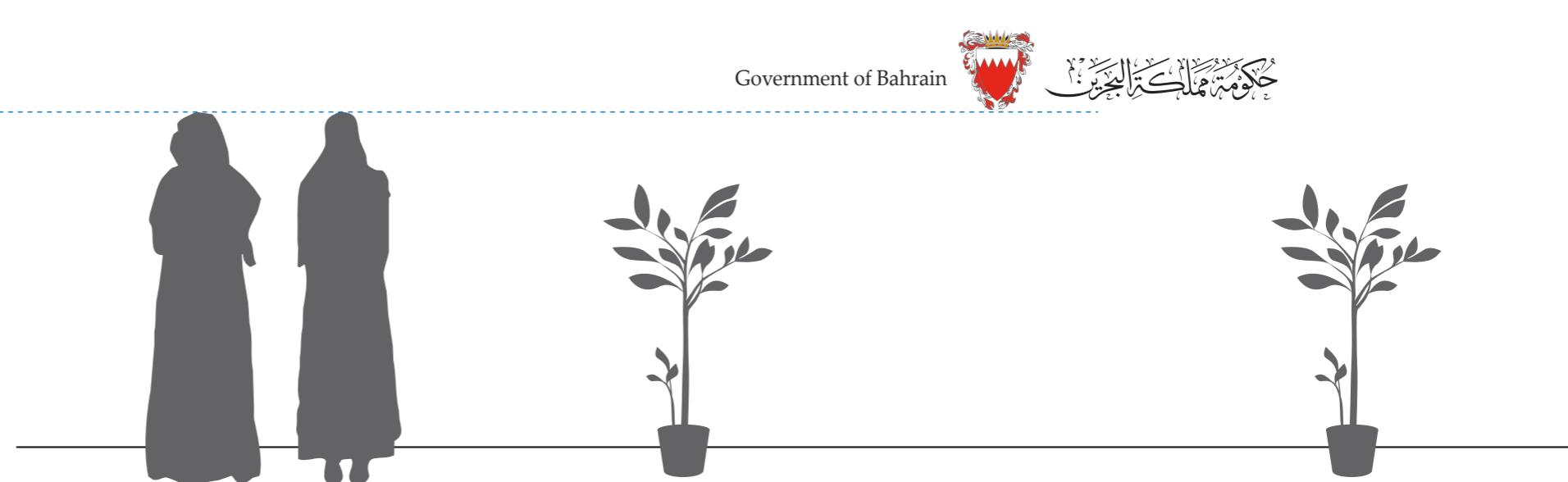
Maintaining a professional signage look and feel, in an ergonomically designed fashion, not remarkably high or low, maintaining average eye-level. (see "1.17.9 Size and Reading Distance")

Position & Placement

Preferable positioned in the centre of the wall, and avoiding obstructions or objects.

Lighting

Adequate natural light or lighting in the area or ceiling, making sure to be enough to show case the visual identity signage, while avoiding glaring effect.



Signage

1.17.4 Elevator Lobby

Position & Placement

Signage to be placed on clear wall opposite to the lifts (for single-level entities only), preferable to have in other levels or floors, direction signage to be placed on each floor as required.

The Identity signage should be placed at the entrance on the wall, facing or in the direction of traffic, so that visitors and commuters can clearly identify the entity as soon as they enter the office.

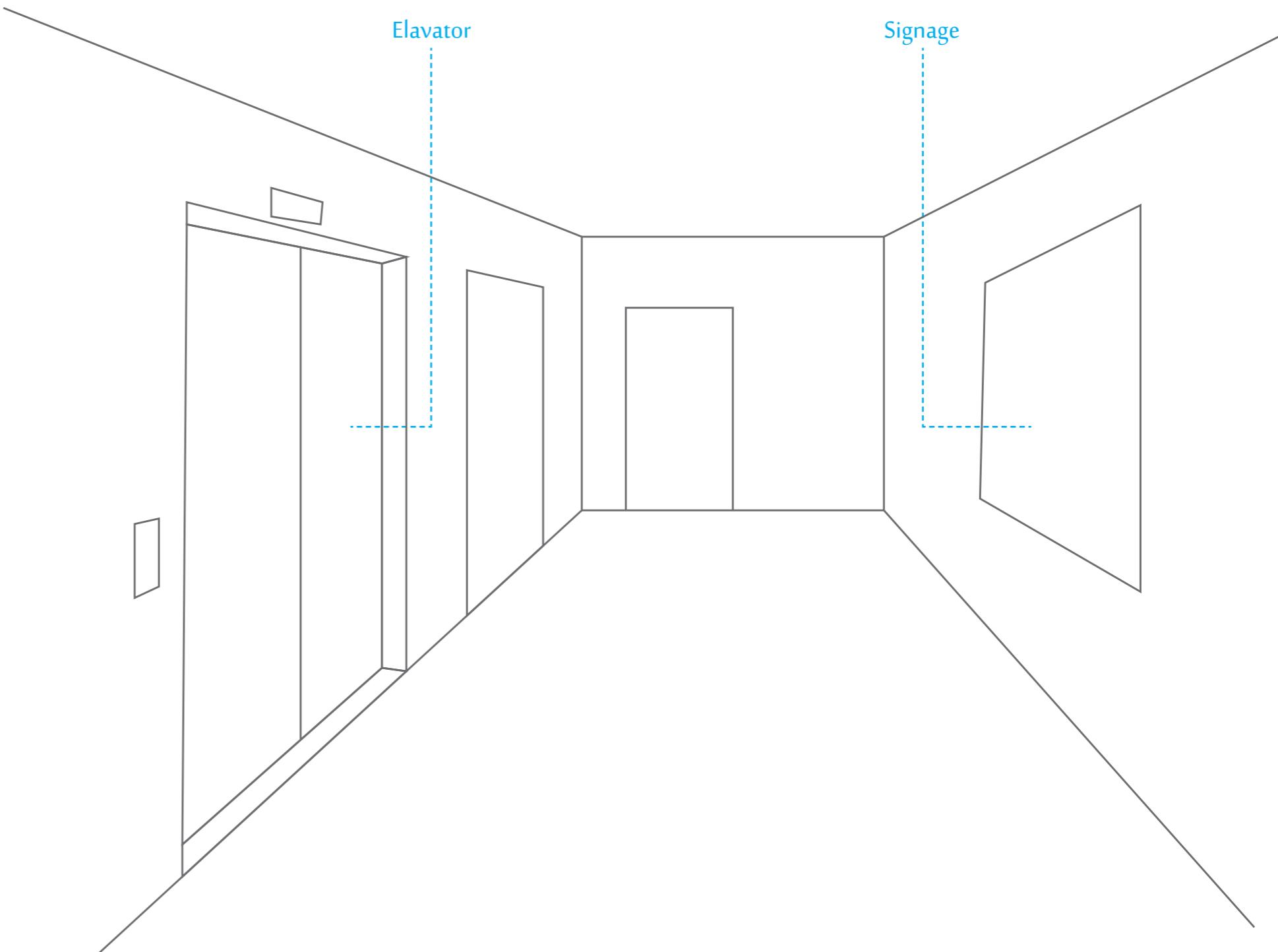
Maintaining a professional signage look and feel, in an ergonomically designed fashion, not remarkably high or low, maintaining average eye-line.

Lighting

The lighting in the area or ceiling should be enough to show case the visual identity signage, while avoiding glaring effect.

Wall Colors & Signage Background

Preferable light colours, but when dark colours are used on the wall behind the signage, the signage background needs to be white.



Signage

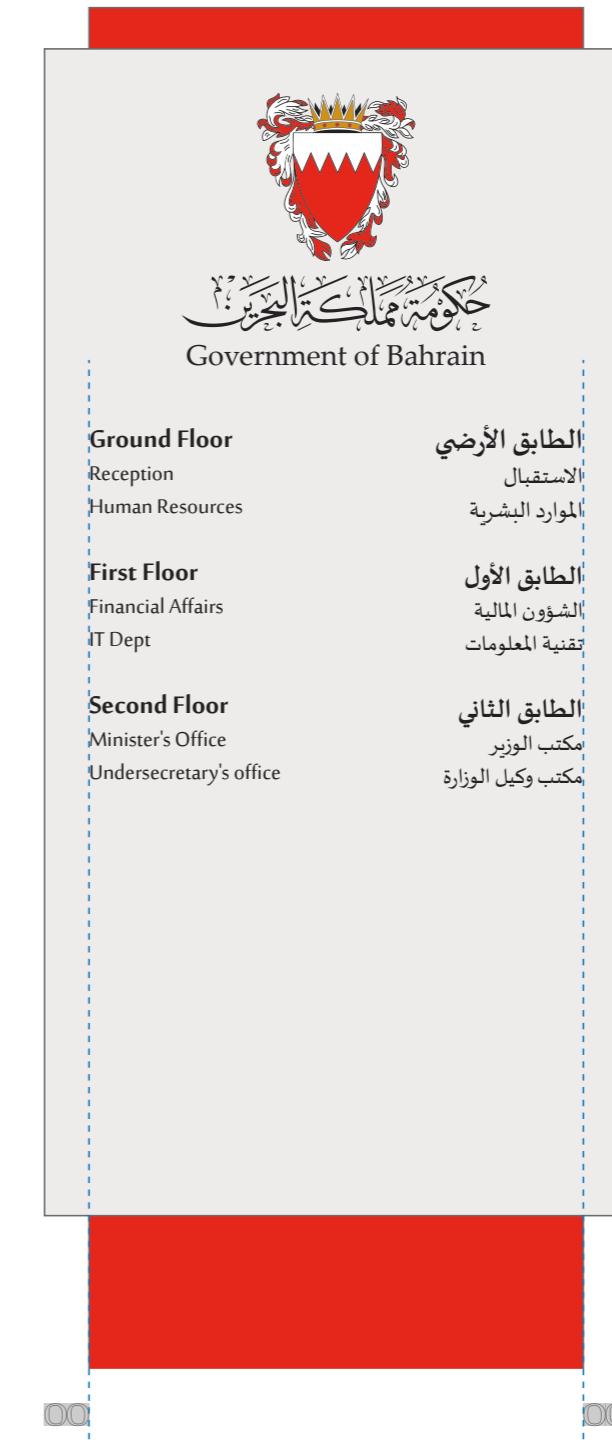
1.17.5 Building Signage Floor

Mounted

The drawing could be for indoor or outdoor signage recommended for entity buildings with multiple or single level departments.

The text should be aligned to the right for Arabic and aligned to the left for English, while maintaining centre alignment for the visual identity.

The font size is determined according to the desired reading distance (see “1.17.9 Size and Reading Distance”). The letter (o) of the font used to write the sign content is used as the unit of measurement for the empty spaces between the borders as shown in the drawing.



Signage

1.17.6 Building Signage Wall

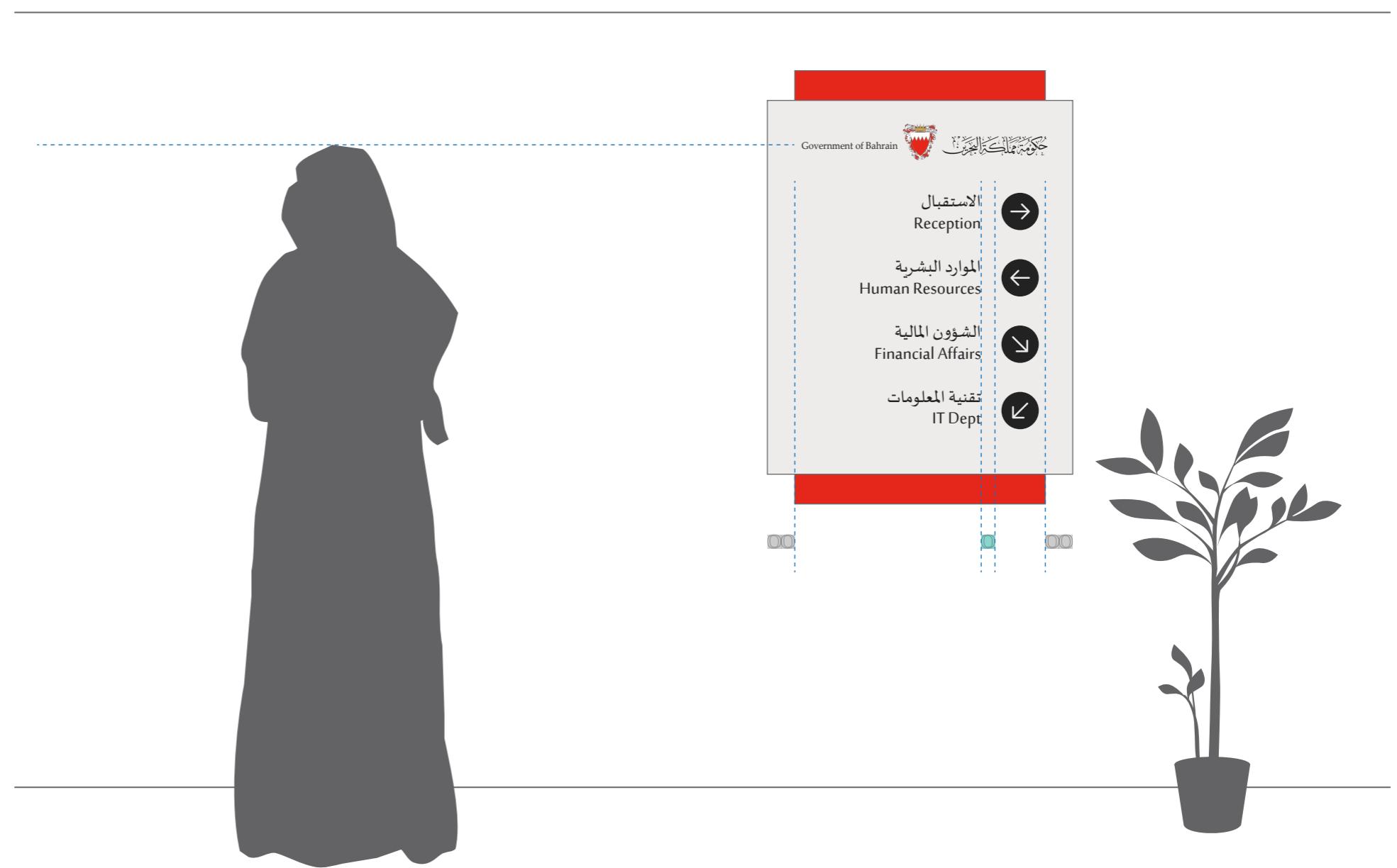
Mounted

The drawing could be for indoor or outdoor signage recommended for entity buildings with multiple or single level departments.

The text should be aligned to the right, while maintaining centre alignment for the visual identity.

The font size is determined according to the desired reading distance (see “1.17.9 Size and Reading Distance”).

The letter (o) of the font used to write the sign content is used as the unit of measurement for the empty spaces between the borders as shown in the drawing.

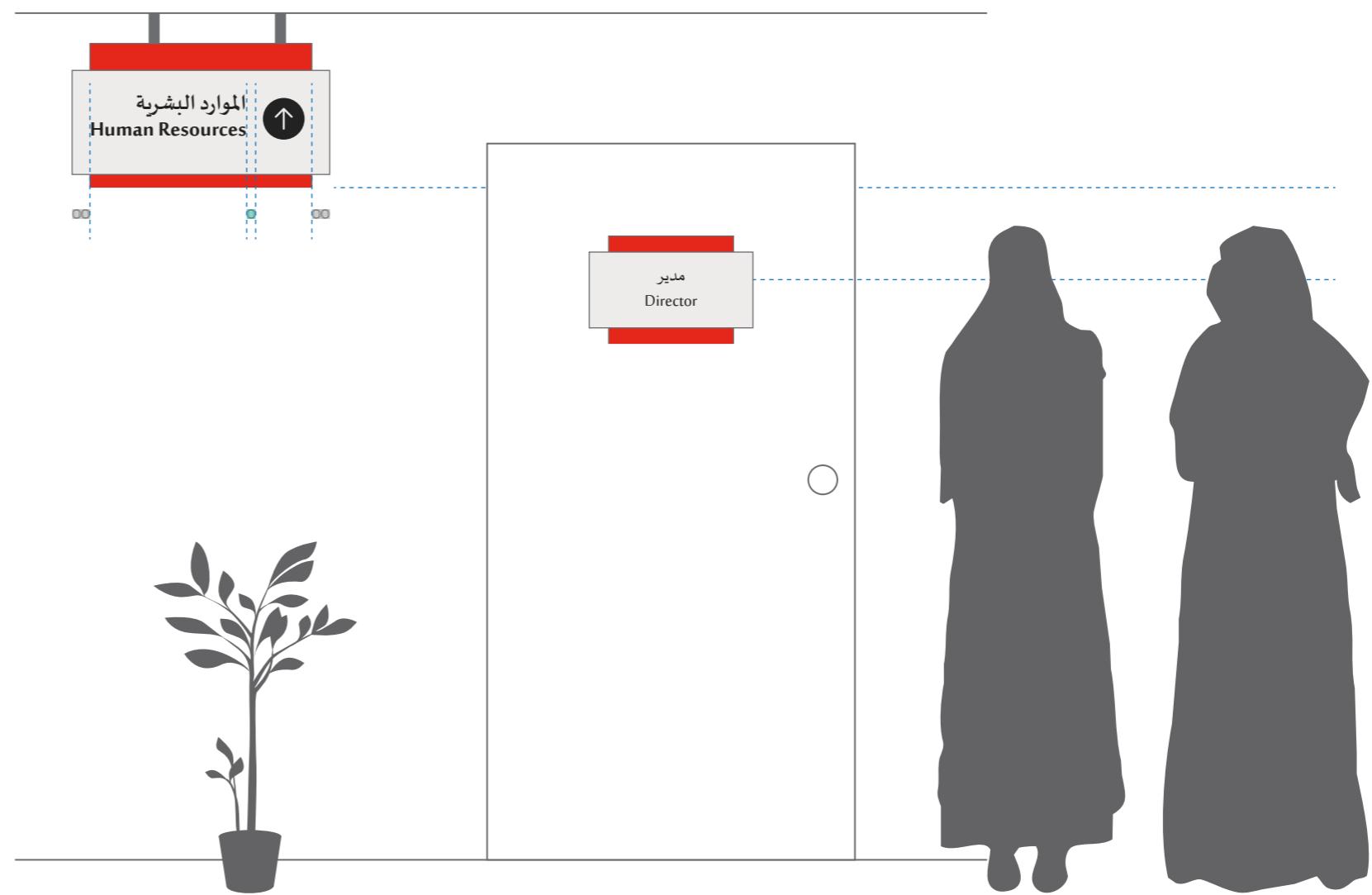


Signage

1.17.7 Building Signage Doors & Ceiling Mounted

The drawing could be for indoor or outdoor signage recommended for entity buildings with multiple or single level departments.

The font size is determined according to the desired reading distance (see “1.17.9 Size and Reading Distance”). The letter (o) of the font used to write the sign content is used as the unit of measurement for the empty spaces between the borders as shown in the drawing.



Signage

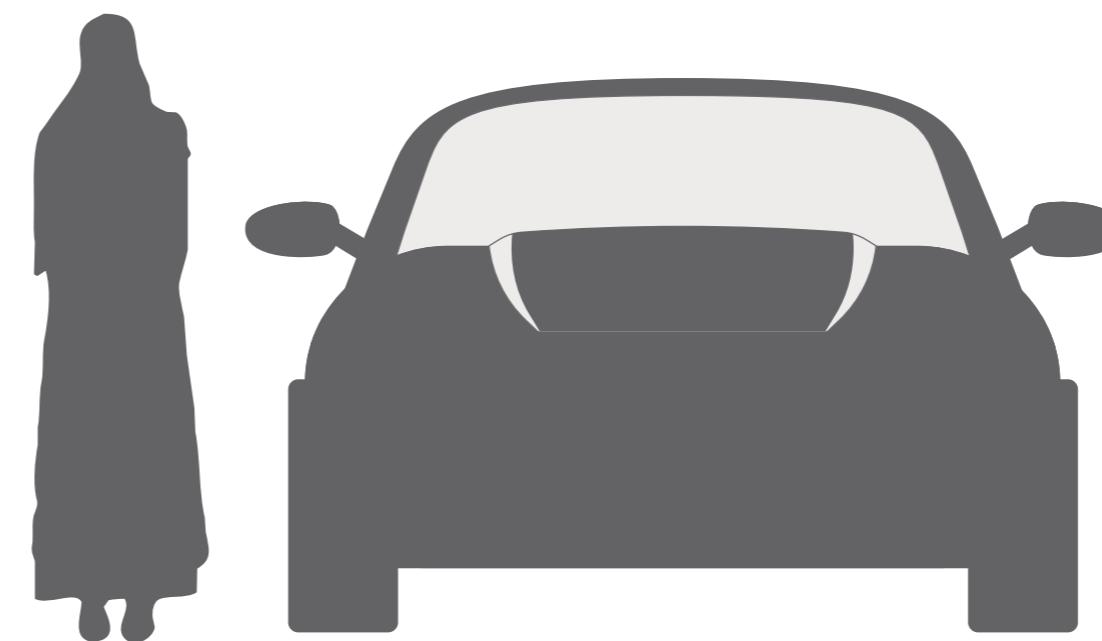
1.17.8 Building Car Parking

Signage

The drawing is for car park signage recommended for entity buildings with multiple or single level departments.

The font size is determined according to the desired reading distance (see “1.17.9 Size and Reading Distance”).

The letter (o) of the font used to write the sign content is used as the unit of measurement for the empty spaces between the borders as shown in the drawing.



Signage

1.17.9 Size and Reading Distance

Reading Distance

Reading distance is determined by measuring the average distance the reader would be away from the signage.

In general, an inch should be added to the height of the letter in the English alphabet for every 10 feet away from the signage taking into consideration the dimensions and ratios of the logo outlined previously in the guideline.

The following drawing explains the idea using real figures.

Readability of the Signage

The readability of a signage can be determined by knowing how much time should be taken by the average reader to process the signage. The average reading speed in Arabic is 130 words per minute. Therefore, it's vital to consider the positioning of a signage and the nature of the readers, whether they were passing by the sign on a vehicle or on foot.



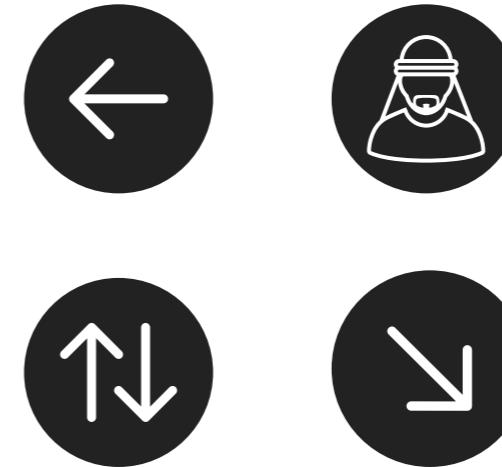
| Letter Height (x) | Ideal Distance (y) | Maximum |
|-------------------|--------------------|---------|
| 3" | 30' | 100' |
| 4" | 40' | 150' |
| 6" | 60' | 200' |
| 10" | 100' | 400' |
| 30" | 300' | 1250' |
| 48" | 480' | 2000' |

Signage

1.17.10 Signs & Arrows

The signs and arrows take on a standardized shape, making it easier for the readers to see and understand them. The circle acts as a background and the design is timeless which makes it usable for a long time.

In the event of a need to develop new signs, it is preferable to link them as much as possible to the local culture of the Kingdom of Bahrain and in a manner that reflects its identity, such as the appearance of a man in uniform in the sign.

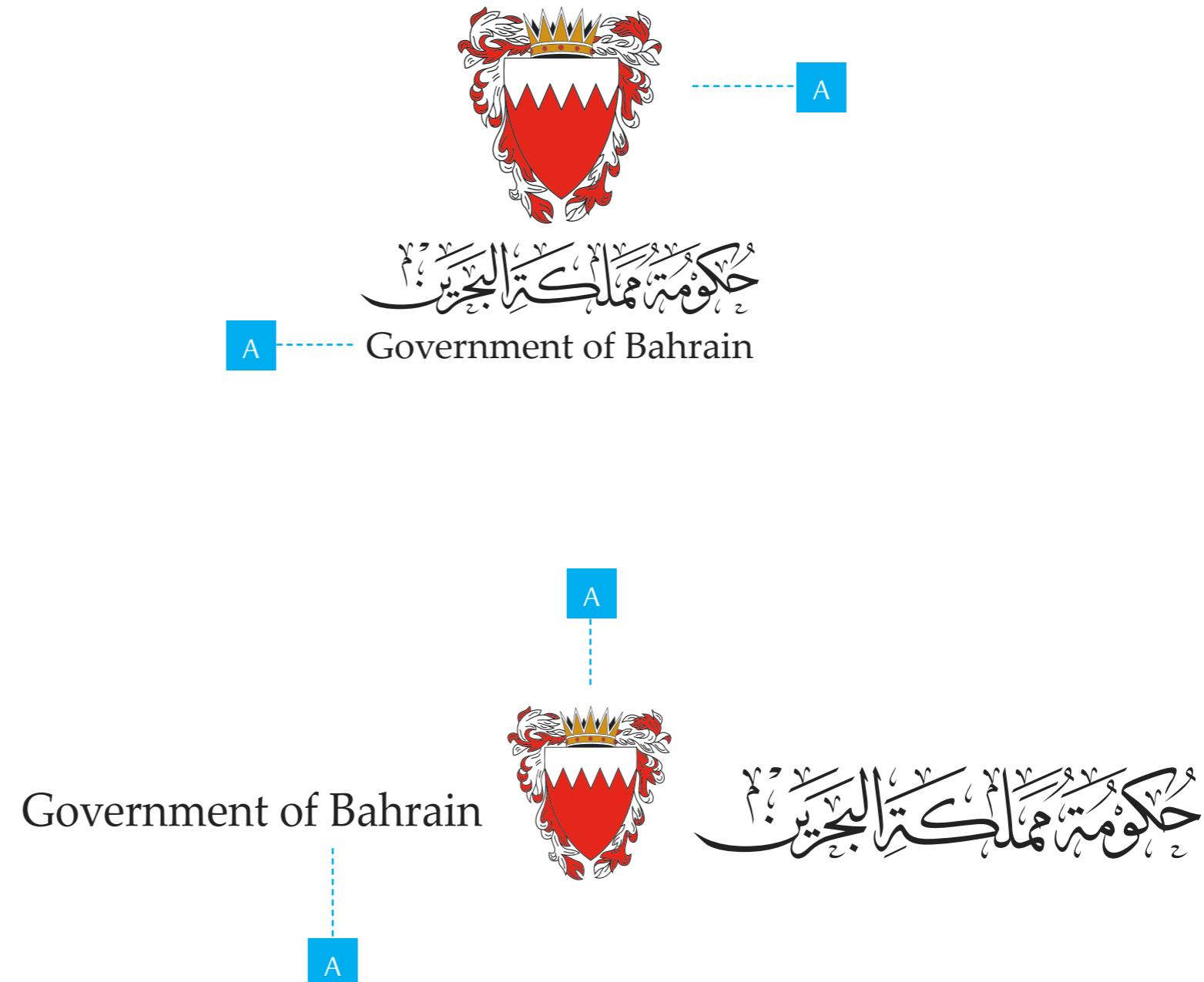


Signage

1.17.11 Production Specifications

The materials shown are used to produce the banners with high quality in mind for their durability.

| Keyword Description | |
|---------------------|--|
| A | Acrylic Backlit |
| B | Acrylic |
| C | High Stencil Cut |
| D | Stainless Steel, Brushed Finish Grade 316L |
| E | Stencil Cut |
| F | Metal Hanger Fixed on Ceiling |
| G | Edge Lit |
| H | Acrylic Illuminated |
| I | Acrylic Cut Illuminated |



Signage

Production Specifications

The materials shown are used to produce the banners with high quality in mind for their durability.

| Keyword Description | |
|---------------------|--|
| A | Acrylic Backlit |
| B | Acrylic |
| C | High Stencil Cut |
| D | Stainless Steel, Brushed Finish Grade 316L |
| E | Stencil Cut |
| F | Metal Hanger Fixed on Ceiling |
| G | Edge Lit |
| H | Acrylic Illuminated |
| I | Acrylic Cut Illuminated |

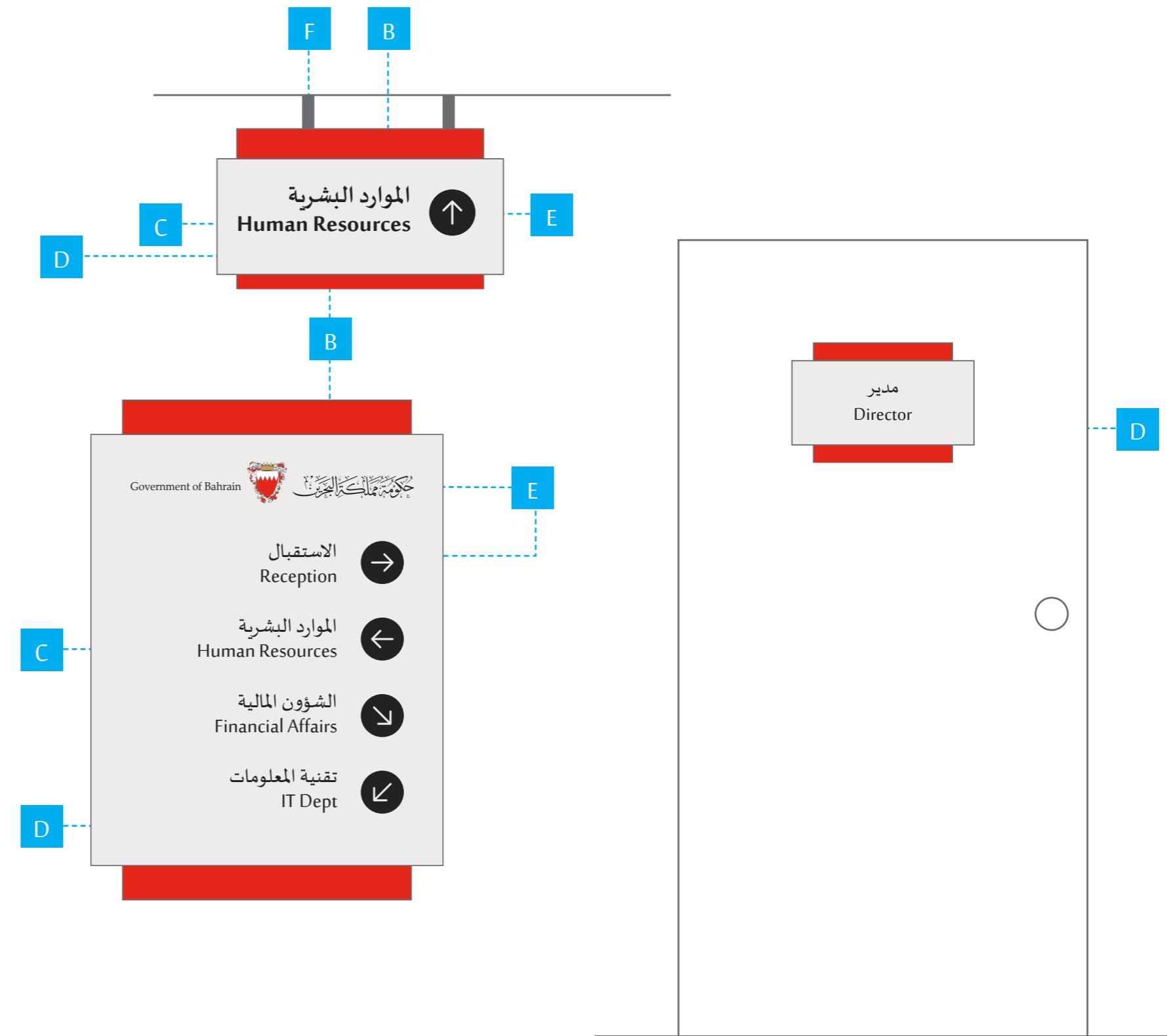


Signage

Production Specifications

The materials shown are used to produce the banners with high quality in mind for their durability.

| Keyword Description | |
|---------------------|--|
| A | Acrylic Backlit |
| B | Acrylic |
| C | High Stencil Cut |
| D | Stainless Steel, Brushed Finish Grade 316L |
| E | Stencil Cut |
| F | Metal Hanger Fixed on Ceiling |
| G | Edge Lit |
| H | Acrylic Illuminated |
| I | Acrylic Cut Illuminated |



1.18 Photography

The Government of Bahrain photographic imagery should always reflect the guidelines on both photographic style and photographic content.

OUR STYLE

1. Documentary style
2. Natural, not contrived
3. Interesting perspectives/angles/action

OUR CONTENT

1. Local spirit – culture/people/places
2. National pride – national symbols (flag)/iconic architecture/heritage sites/geographic aspect.
3. Finance-related subjects

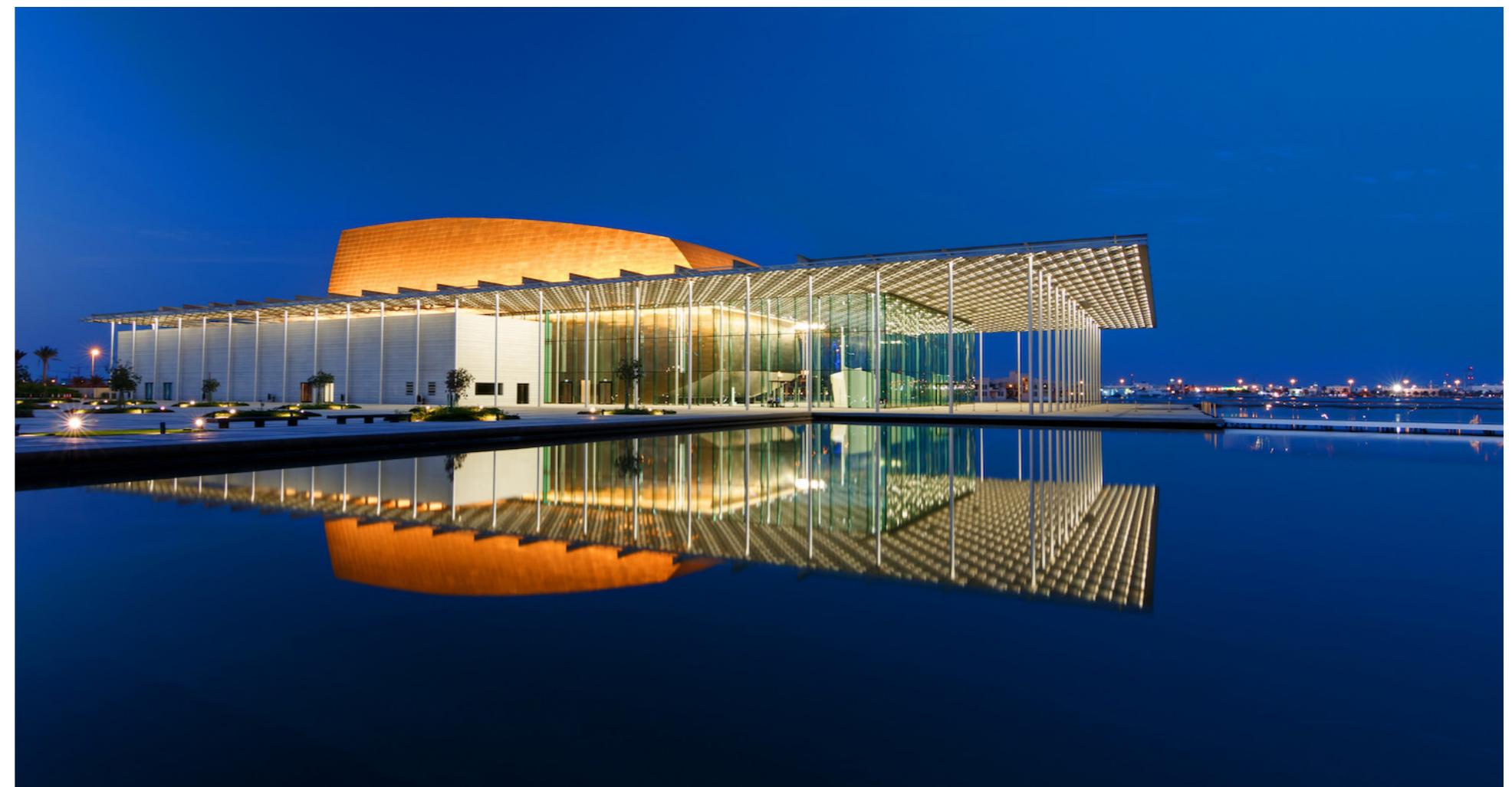
Photography



Photography



Photography



The following section brings all of the identity elements together to show the Government of Bahrain's Identity in application.

Please use these example applications as a visual guide to help you create your communications.

We have broken this section down to demonstrate the flexibility of the brand, exploring the use of all the elements working in partnership and logotype only.

2/ Application

2.1 Letterhead

2.2 Business Card

2.3 Email Signature

2.4 Envelopes

2.5 Notes

2.6 Presentation Folder

2.1 Letterhead

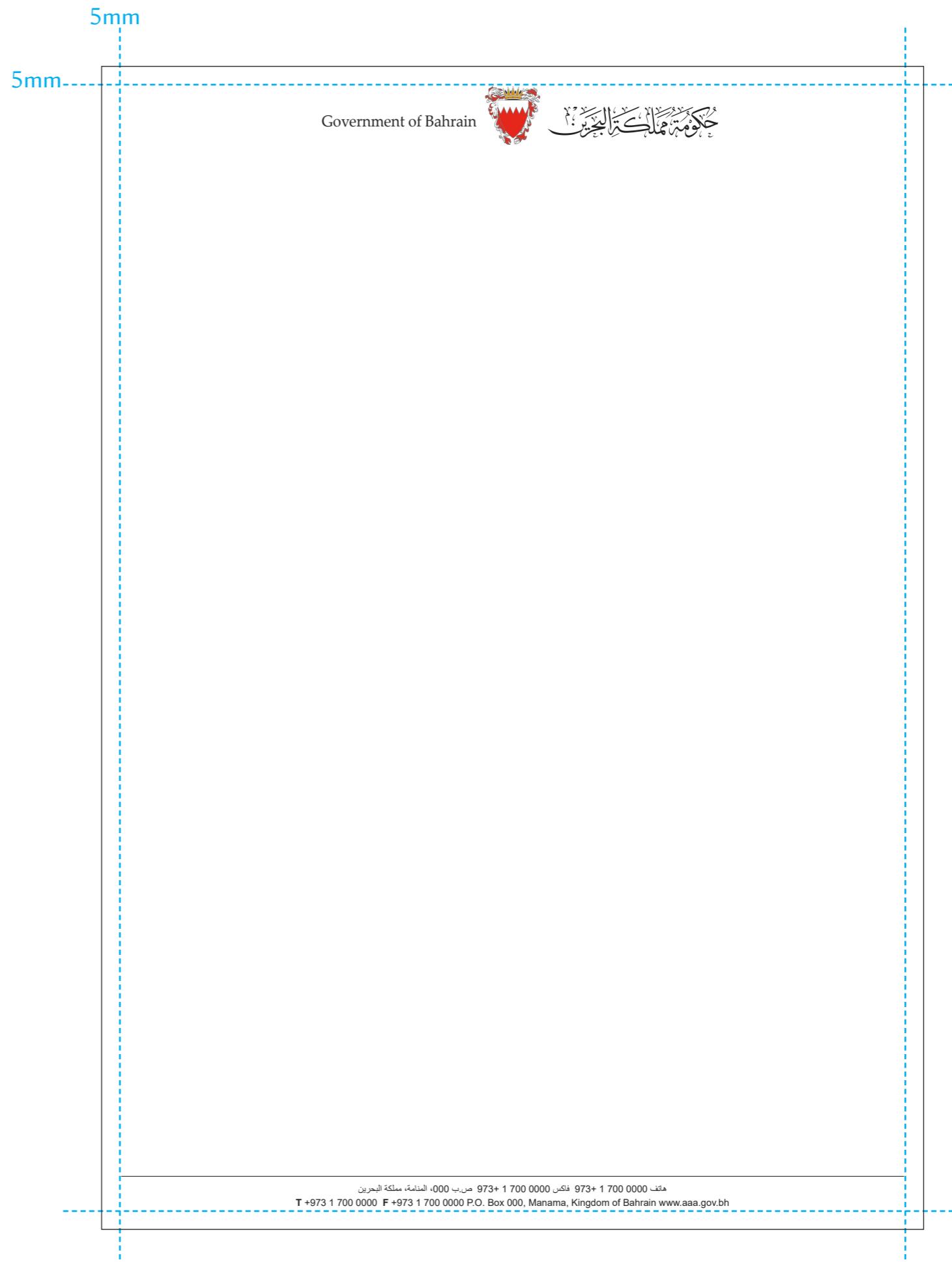
Size

A4 (210x297mm)

(What is shown is not the actual size)

This is the artwork guide for externally printed letterheads.

Only for letterheads, typeface as explained previously should be used in Arabic and English.



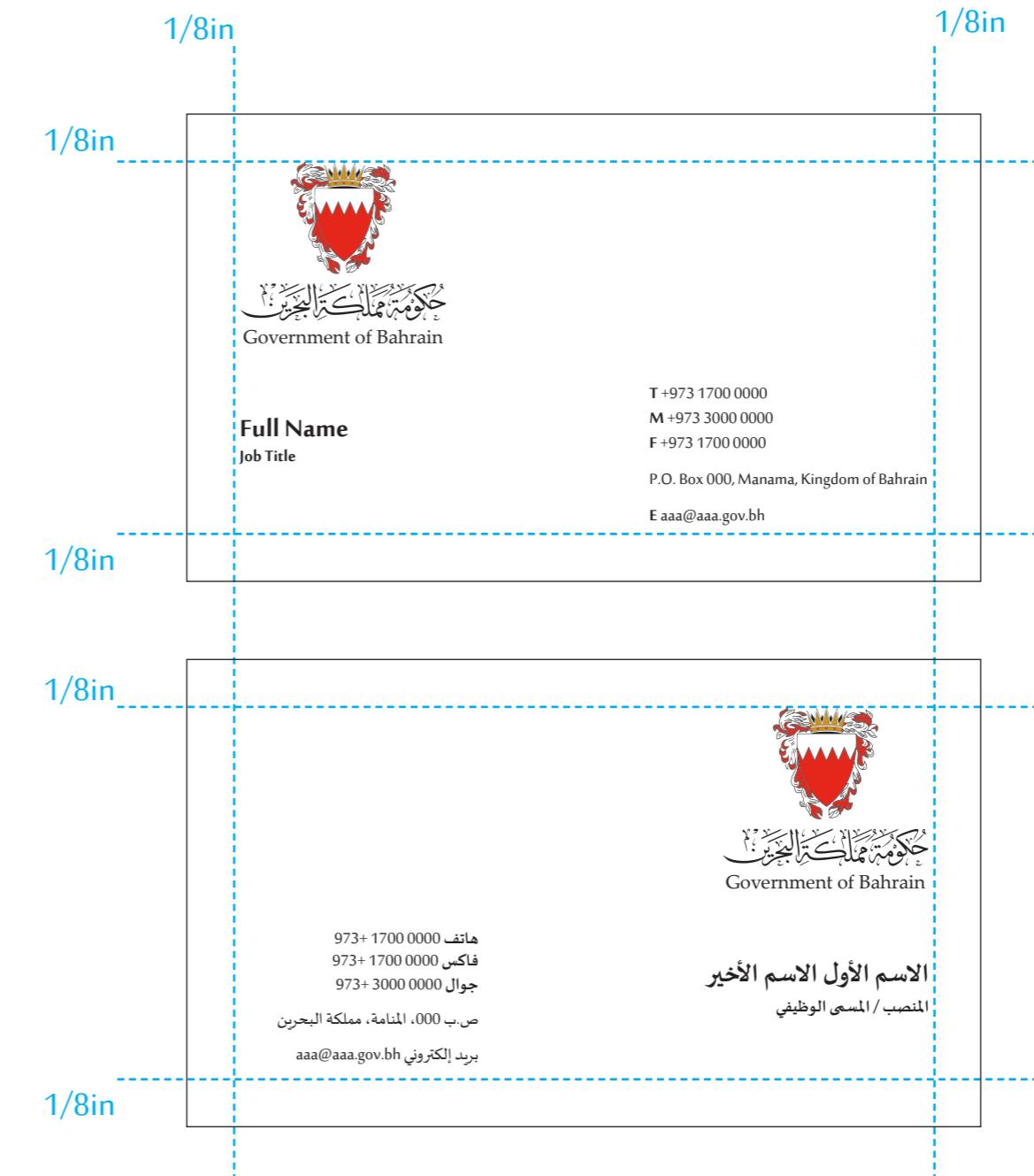
2.2 Business Card

Card Size

3.5x2 in

(What is shown is not the actual size)

Note: In the case of business cards only, the template provided on this page should be used.



2.3 Email Signature

This is an example of an Email Signature template.

It demonstrates the correct way to set out a typical Email signature.



2.4 Envelopes

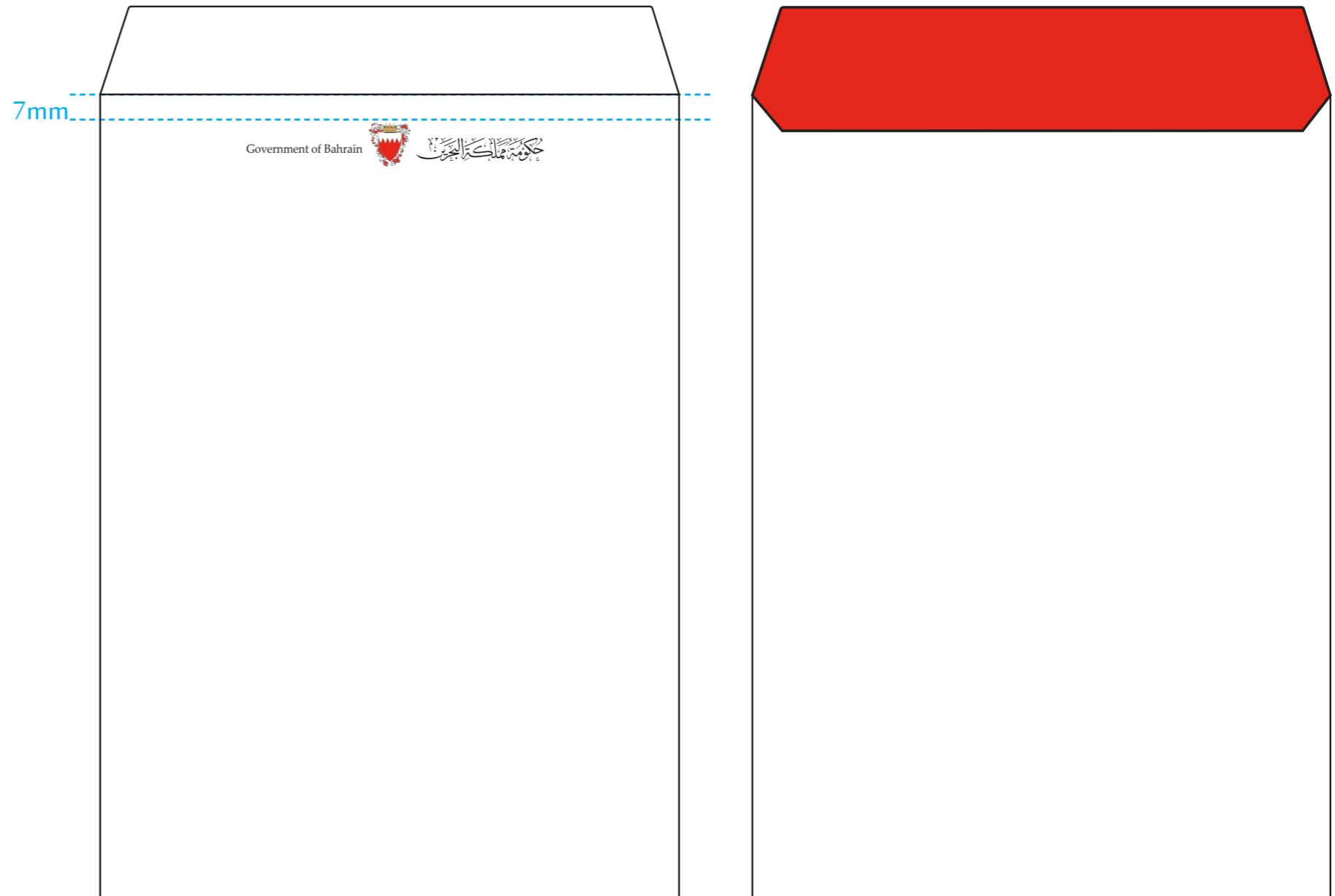
2.4.1 Envelope A4 - Vertical

Envelope Size 21x33.8397 cm

(What is shown is not the actual size)

This is an example of an A4 Envelope template.

It demonstrates the correct way to set out a typical Envelope for pre-printed stock.



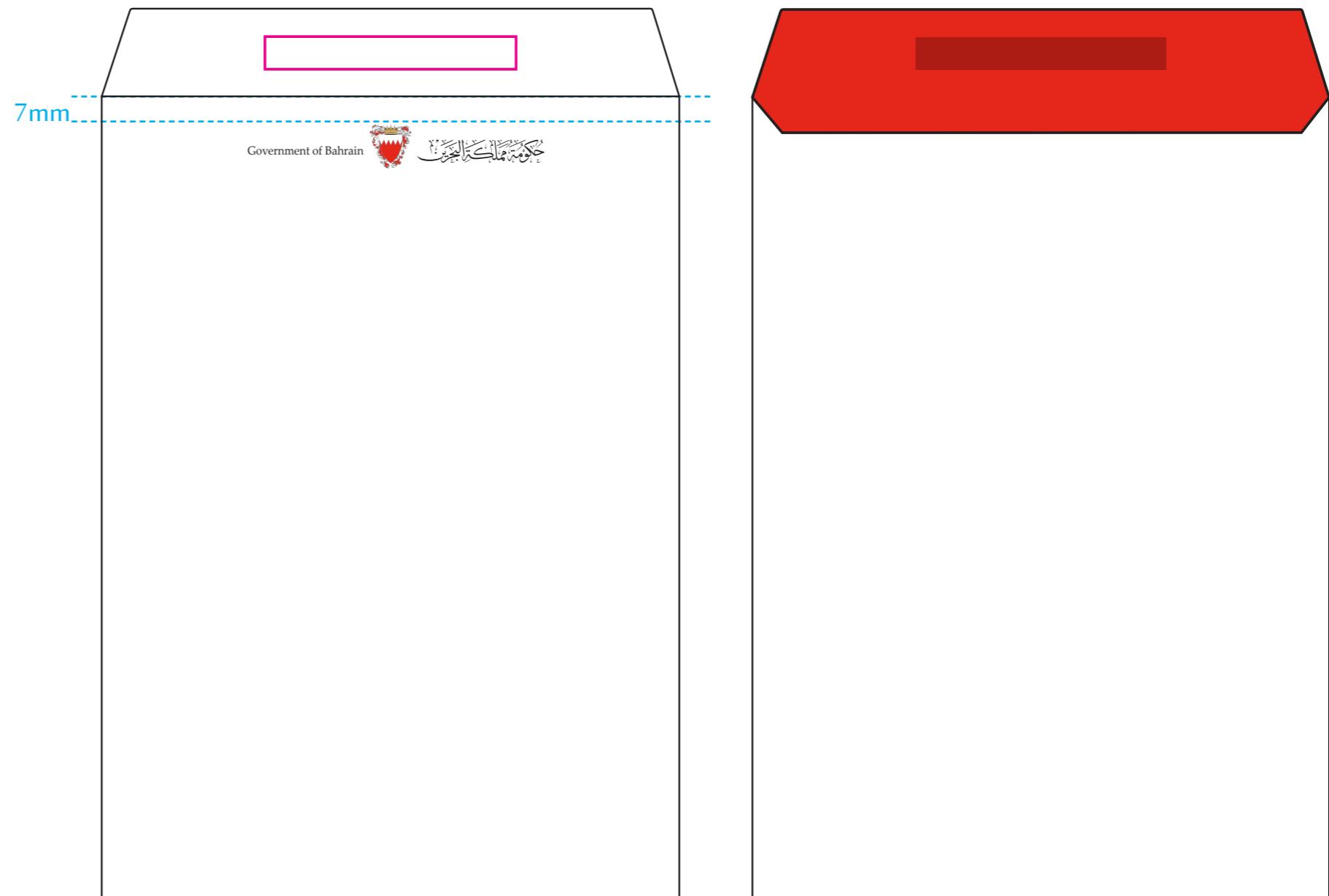
2.4.2 Security Envelope A4 - Vertical

Envelope Size 21x33.8397 cm

(What is shown is not the actual size)

This is an example of an A4 Envelope template.

It demonstrates the correct way to set out a typical
Envelope for pre-printed stock.



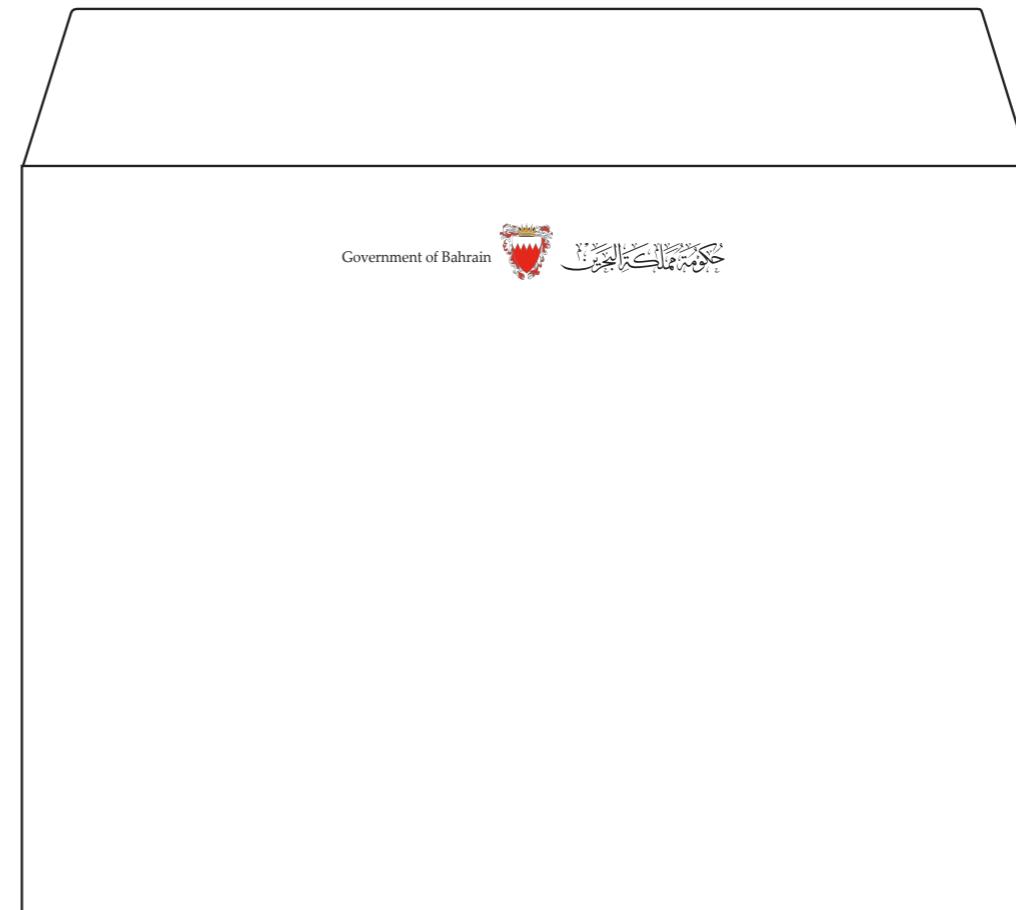
2.4.3 Envelope A3 - Horizontal

Envelope Size 44x33.8397 cm

(What is shown is not the actual size)

This is an example of an A3 Envelope template.

It demonstrates the correct way to set out a typical
Envelope for pre-printed stock.



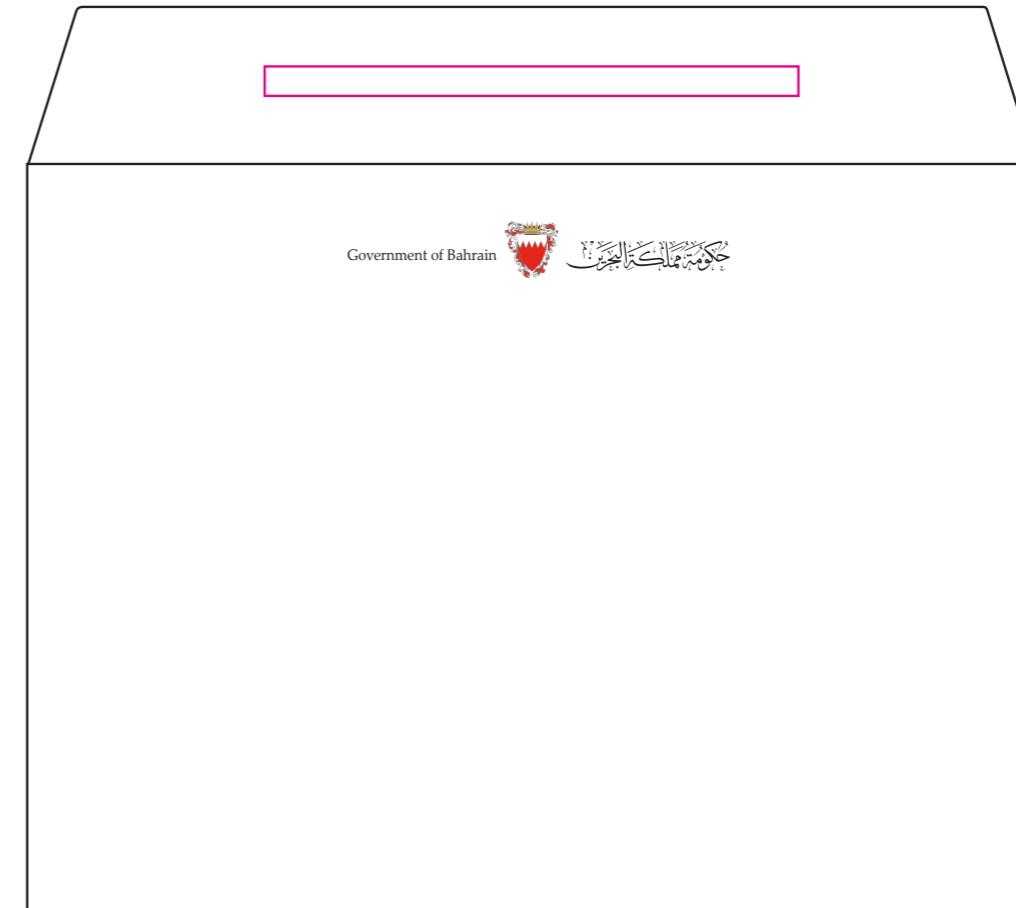
2.4.4 Security Envelope A3 - Horizontal

Envelope Size 44x33.8397 cm

(What is shown is not the actual size)

This is an example of an A3 Envelope template.

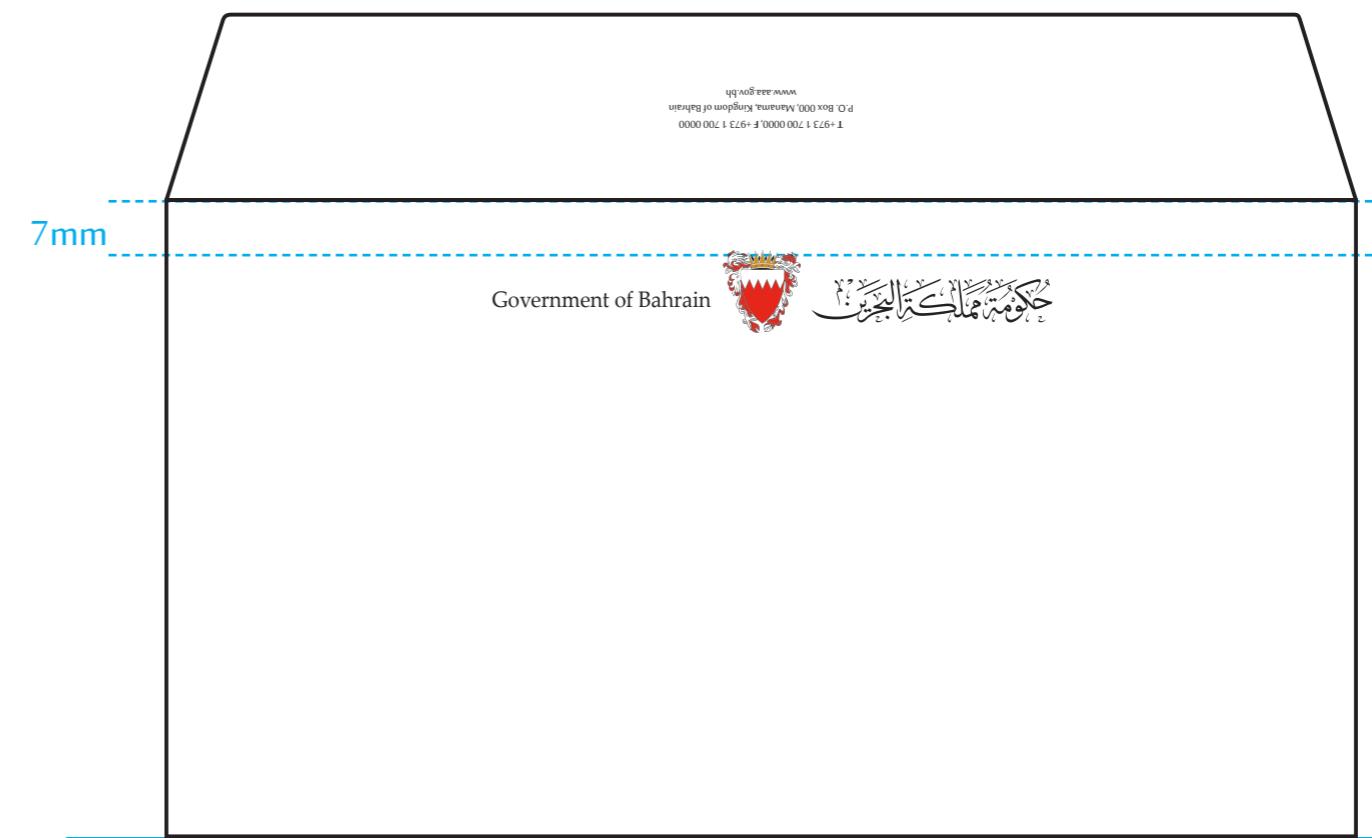
It demonstrates the correct way to set out a typical
Envelope for pre-printed stock.



2.4.5 Envelope DL - Horizontal

This is an example of a DL Envelope template.

It demonstrates the correct way to set out a typical Envelope for pre-printed stock.



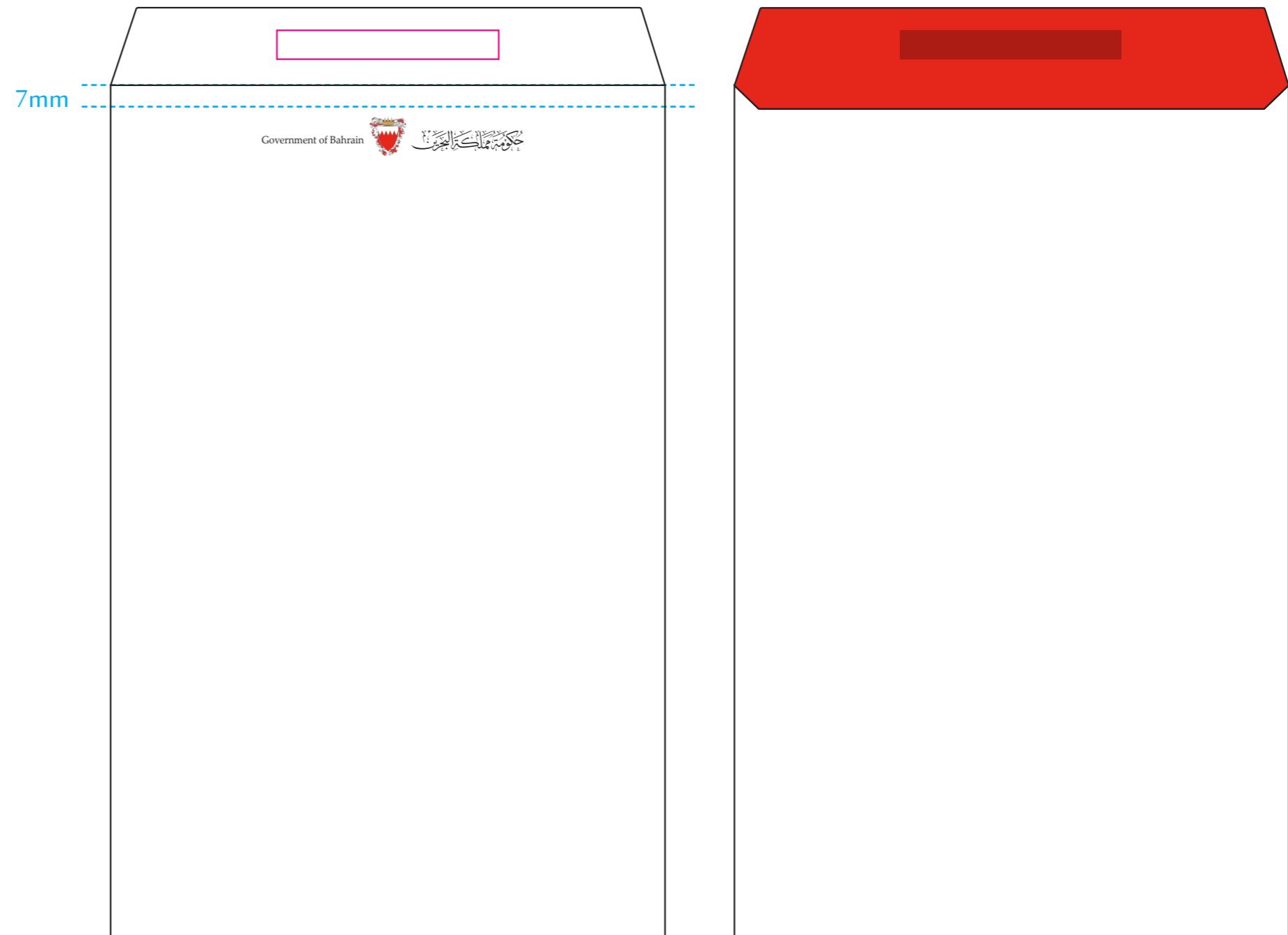
2.4.6 Custom Size Security

Envelope - Vertical

Envelope Size 25x38.5 cm

(What is shown is not the actual size)

It demonstrates the correct way to set out a typical
Envelope for pre-printed stock.



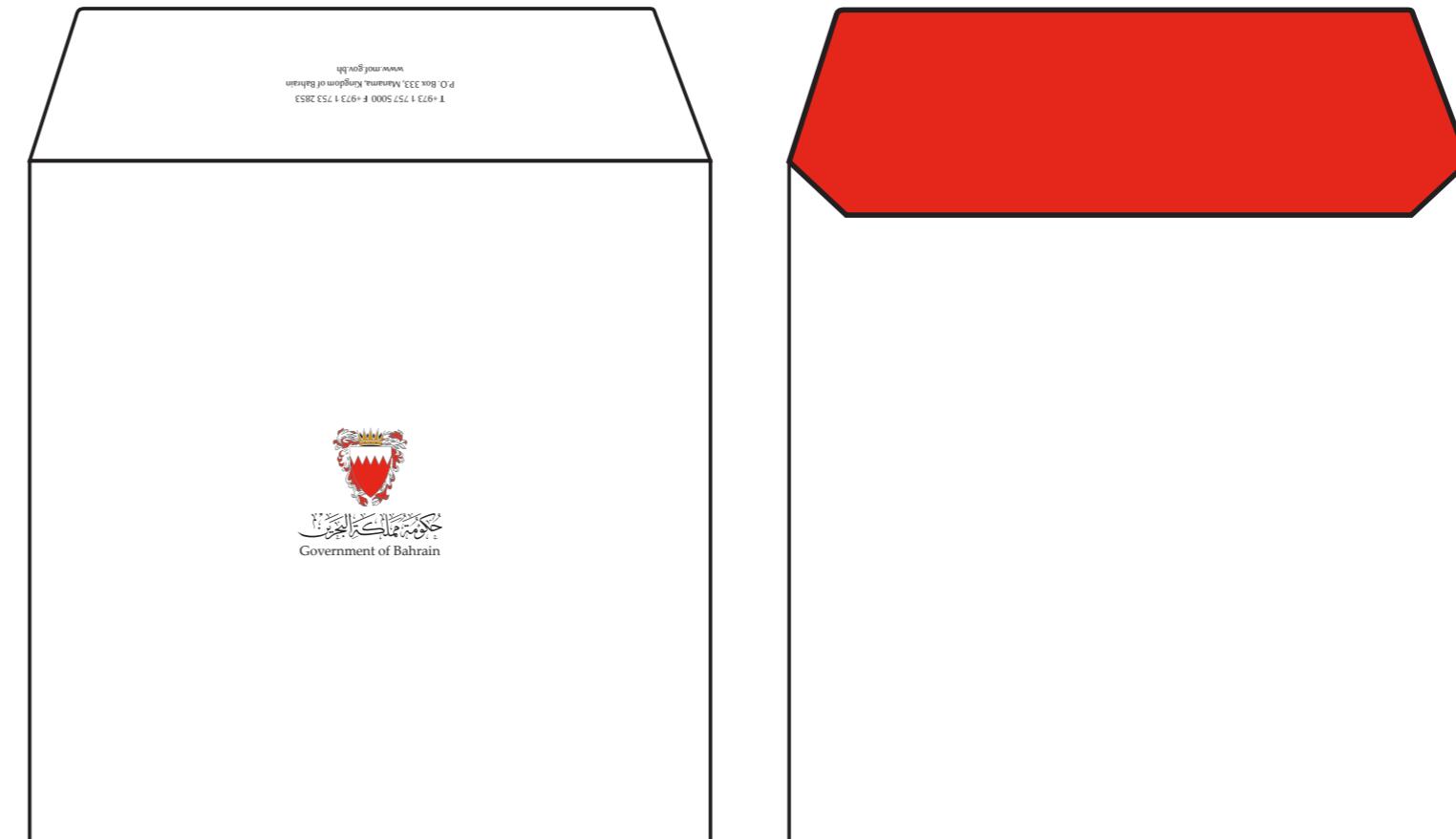
2.4.7 CD Sleeve

CD SLEEVE SIZE 12.5x12.5 cm

(What is shown is not the actual size)

This is an example of a CD sleeve template.

It demonstrates the correct way to set out a typical CD sleeve for pre-printed stock.



2.5 Notes

2.5.1 Notebook Cover - Spiral

Notepad Size 15x21 cm

(What is shown is not the actual size)

This is an example of a Spiral Notebook Cover template.

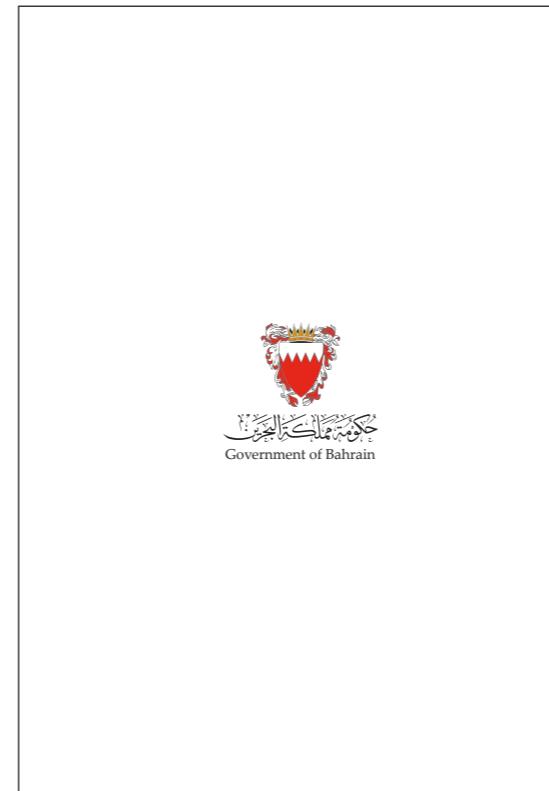
It demonstrates the correct way to set out a typical notebook cover for pre-printed stock.



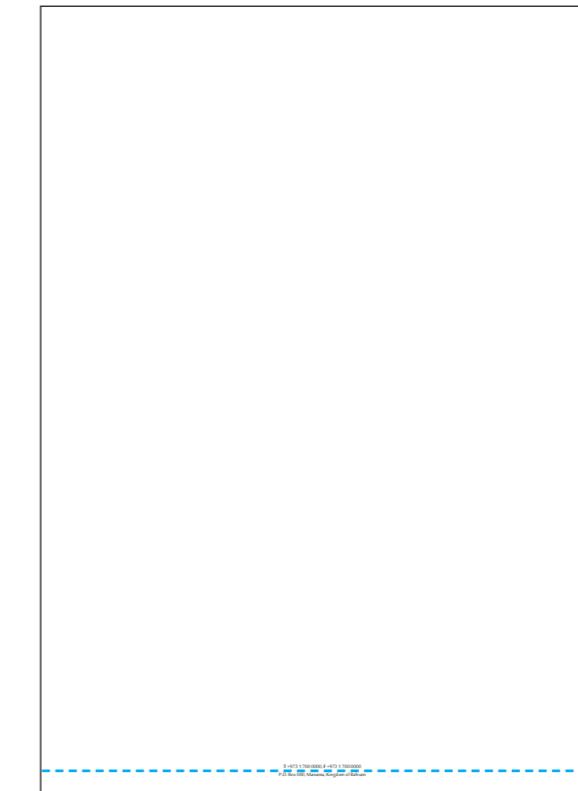
2.5.2 A4 Notepad

Notepad Size

A4 (what is shown is not the actual size)



NOTE PAD- COVER



NOTE PAD- BACK



NOTE PAD- COVER BACK



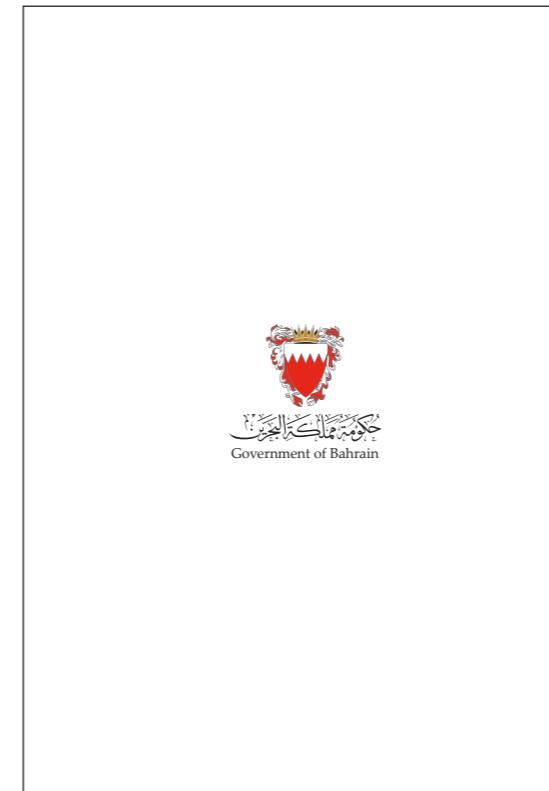
NOTE PAD- INNER

5mm

2.5.3 A5 Notepad

Notepad Size A5

(What is shown is not the actual size)



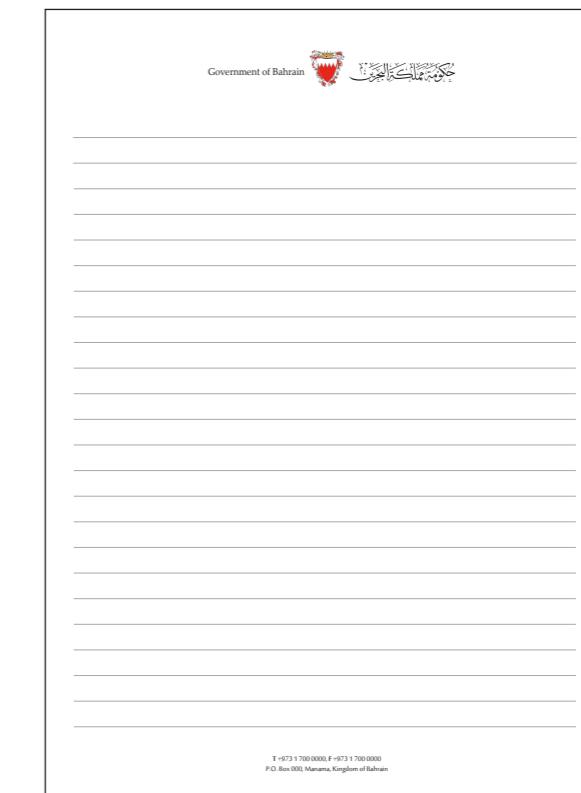
NOTE PAD- COVER



NOTE PAD- BACK



NOTE PAD- COVER BACK



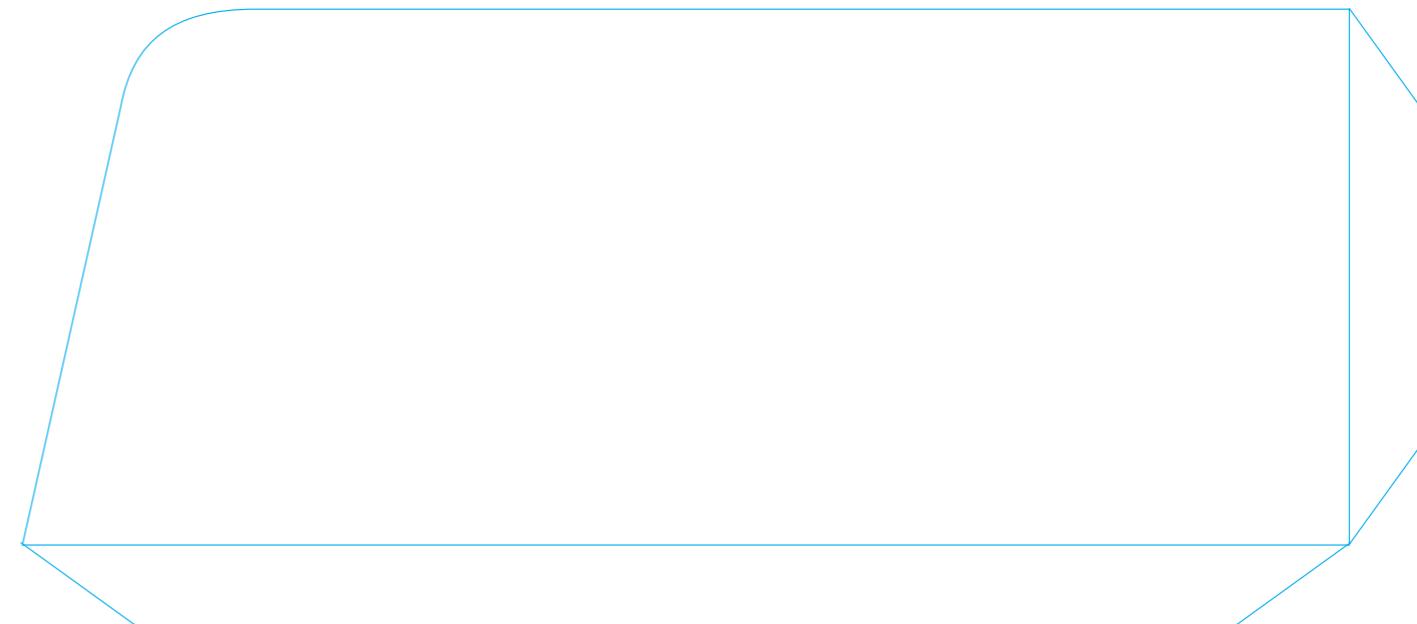
NOTE PAD- INNER

2.6 Presentation Folder

Folder Size 48.5x33 cm

(What is shown is not the actual size)

Coat of Arms with full colored logo as shown in the sample below



3/ Print Production

3.1 List of All Applications

3.1 List of All Applications

| | Size | Colour | Stock | Description |
|-------------------------------------|-----------|--|--|----------------|
| 1. Letterhead | 210x297mm | Pantone 872C, Pantone 485C & Pantone Neutral Black C | Britannia Carrera 120GSM Britannia Laid 100GSM | 1 Side |
| 2. Business card | 85x50mm | Pantone 872C, Pantone 485C & Pantone Neutral Black C | Britannia Laid 300GSM | 2 Sides |
| 3. A4 Security Envelope | 230x320mm | Pantone 872C, Pantone 485C & Pantone Neutral Black C | Tyvek Envelope | 2 Sides |
| 4. A4 Envelope | 230x320mm | Pantone 872C, Pantone 485C & Pantone Neutral Black C | Britannia Carrera 120GSM | 2 Sides |
| 5. A3 Security Envelope | 445x330mm | Pantone 872C, Pantone 485C & Pantone Neutral Black C | Tyvek Envelope | 2 Sides |
| 6. A3 Envelope | 445x330mm | Pantone 872C, Pantone 485C & Pantone Neutral Black C | Britannia Carrera 120GSM | 2 Sides |
| 7. DL Envelope Security Envelope | 215x115mm | Pantone 872C, Pantone 485C & Pantone Neutral Black C | Tyvek Envelope | 2 Sides |
| 8. DL Envelope | 215x115mm | Pantone 872C, Pantone 485C & Pantone Neutral Black C | Britannia Carrera 120GSM | 2 Sides |
| 9. A5 Notepad | 148x210mm | Pantone 872C, Pantone 485C & Pantone Neutral Black C | Britannia Carrera 100GSM & Cover Britannia Carrera 300GSM | 50 Sheets Each |
| 10. A4 Notepad | 210x297mm | Pantone 872C, Pantone 485C & Pantone Neutral Black C | Britannia Carrera 100GSM & Cover Britannia Carrera 300GSM | 50 Sheets Each |
| 11. CD Sleeve | 135x135mm | Pantone 872C, Pantone 485C & Pantone Neutral Black C | Britannia Carrera 120GSM | 2 Sides |
| 12. Presentation Folder with Emboss | 440x315mm | Blind Emboss | Britannia Carrera 320GSM | 1 Side |

I/ Appendix



Governmental Entities - Primary Logos



بنائى برئاسة مجلس الوزراء
Deputy Prime Minister



وزاره التربية والتعليم
Ministry of Education



وزاره الخارجيه
Ministry of Foreign Affairs



وزاره المالية والاقتصاد الوطني
Ministry of Finance and National Economy



وزاره العمل
Ministry of Labour



وزاره شورى مجلس الامة والوقوب
Ministry of Parliamentary Affairs



وزاره الصناعه والتجارة
Ministry of Industry and Commerce



وزاره شئون الشباب والرياضة
Ministry of Youth and Sports Affairs



وزاره شئون البلديات والزراعة
Ministry of Municipalities Affairs and Agriculture



وزاره النفط والبيئة
Ministry of Oil and Environment



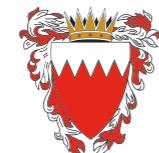
وزاره الاتصالات والاتصالات
Ministry of Transportation and Telecommunications



وزاره الاشغال
Ministry of Works



وزاره الشؤون القانونيه
Ministry of Legal Affairs



وزاره التنمية الاجتماعية
Ministry of Social Development



وزاره الكهرباء والماء
Ministry of Electricity and Water Affairs



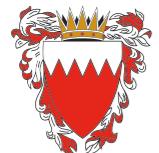
وزاره الصحة
Ministry of Health



وزاره العدل والشئون الإسلامية والوقف
Ministry of Justice, Islamic Affairs and Waqf



وزاره شئون مجلس الوزراء
Ministry of Cabinet Affairs



وزاره الاسكان والتخطيط العمراني
Ministry of Housing and Urban Planning



وزاره التنمية المستدامة
Ministry of Sustainable Development



وزاره السياحة
Ministry of Tourism



وزاره شئون الاعلام
Ministry of Information Affairs

Governmental Entities - Primary Logos



مَسْرُوفُ الْبَحْرَنِ الْمَكْرَنِيُّ
Central Bank of Bahrain



الْجَهَازُ الْوَطَّانِيُّ لِلْإِيْرَادَاتِ
National Bureau for Revenue



الْمُسْتَشْفَىُّونَ الْجَوْكُمِيَّةُ
Government Hospitals



مَرْكَزُ الْإِصْرَافِ الْعَوْضِيِّ
National Communication Centre



مَرْكَزُ الرَّعايَةِ الْصَّحِّيَّةِ الْأُولَى
Primary Healthcare Centres



مَجَاهِسُ التَّعْلِيمِ الْعَالِيِّ
Higher Education Council



حَفَاظُ الْجَهَادِ الْمَلَكِيِّ
Civil Service Bureau



مَحَافَلُ السُّورَى
Shura Council



هَيَّةُ الْتَّعَظِيمِ وَالْمُطْبَعِ الْعَجَلِيِّ
Urban Planning and Development Authority



مَرْكَزُ الْجِينُومِ الْعَوْضِيِّ
National Genome Centre



الْمَحْكَمَةُ الْأُوَدَّيْنِيَّةُ
The Constitutional Court



الْمَحْكَمَةُ الْأُعْلَى لِلشَّبَابِ وَالْإِرْبَابِ
Supreme Council for Youth and Sports



الْمَحْكَمَةُ الْأُعْلَى لِلْبَلْيَةِ
Supreme Council for Environment



هَيَّةُ الْجَهَادِ لِلسِّيَاحَةِ وَالْعَارِضَاتِ
Bahrain Tourism & Exhibitions Authority



الْهَيَّةُ الْعِيَامِيَّةُ لِلْإِنْجِنِيَّةِ
Social Insurance Organization



أَمَانَةُ الْعَاصِمَةِ
Capital Municipality



هَيَّةُ تَطْبِيقِ مَوْسِقِ الْعَمَلِ
Labour Market Regulatory Authority



هَيَّةُ الْمَعْلُومَاتِ وَالْحَكْمَةِ الْإِلْكْتُوْرِيَّةِ
Information & eGovernment Authority



مَجَاهِسُ امَانَةِ الْعَاصِمَةِ
Capital Municipal Council

Governmental Entities - Secondary Logos

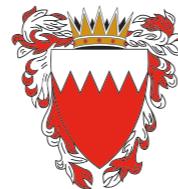
| | | | | | |
|--|---|--|--|---|--|
| Deputy Prime Minister |  | نَهَادَتِ بَرِّيْسِيْنِ مَحَلِّسِيْنِ الْوَزَرَاءِ | Ministry of Education |  | وَزَارَةُ التَّهْبِيْتِ وَالْتَّعْلِيْمِ |
| Ministry of Foreign Affairs |  | وَزَارَةُ الْأَخْرَاجِيَّةِ | Ministry of Finance and National Economy |  | وَزَارَةُ الْمِالِيَّةِ وَالْقَصْصِيَّادِ الْوَطَنِيِّ |
| Ministry of Labour |  | وَزَارَةُ الْعَمَلِ | Ministry of Parliamentary Affairs |  | وَزَارَةُ شُورَىِيْنِ مَحَلِّسِيِّيْنِ الْوَزَرَاءِ |
| Ministry of Industry and Commerce |  | وَزَارَةُ الصَّنَاعَةِ وَالْتَّجَارَةِ | Ministry of Youth and Sports Affairs |  | وَزَارَةُ شُورَىِيْنِ الشَّبَابِ وَالْبَرِيَاضَةِ |
| Ministry of Municipalities Affairs and Agriculture |  | وَزَارَةُ شُورَىِيْنِ الْبَلَدِيَّاتِ وَالْتَّرَاجِعَةِ | Ministry of Oil and Environment |  | وَزَارَةُ النَّفْطِ وَالبَيْتَةِ |
| Ministry of Transportation and Telecommunications |  | وَزَارَةُ الْمُوَاصِلَاتِ وَالْإِلَاصَالَاتِ | Ministry of Works |  | وَزَارَةُ الْأَشْعَالِ |
| Ministry of Legal Affairs |  | وَزَارَةُ الشَّوَّرِنِ الْقَانُونِيَّةِ | Ministry of Social Development |  | وَزَارَةُ التَّنْمِيَّةِ الْجَمَاعِيَّةِ |
| Ministry of Electricity and Water Affairs |  | وَزَارَةُ شُورَىِيْنِ الْكَهْرَبَاءِ وَالْمَاءِ | Ministry of Health |  | وَزَارَةُ الصَّحَّةِ |
| Ministry of Justice, Islamic Affairs and Waqf |  | وَزَارَةُ الْعَدْلِ وَالشُّورِنِ الْإِسْلَامِيِّ وَالْوَقْفِ | Ministry of Cabinet Affairs |  | وَزَارَةُ شُورَىِيْنِ الْوَزَرَاءِ |
| Ministry of Housing and Urban Planning |  | وَزَارَةُ الْاسِكَانِ وَالْتَّعْرِيْضِ الْعَمَلِيِّ | Ministry of Sustainable Development |  | وَزَارَةُ التَّنْمِيَّةِ الْمُسَتَدَّلَةِ |
| Ministry of Tourism |  | وَزَارَةُ السِّيَاجَةِ | Ministry of Information Affairs |  | وَزَارَةُ شُورَىِيْنِ الْأَعْلَامِ |

Governmental Entities - Secondary Logos

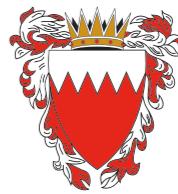
| | | | |
|--|--|---|--|
| Central Bank of Bahrain |  مصرف البحرين المركزي | National Bureau for Revenue |  الجهاز الوطني للإيرادات |
| Government Hospitals |  المستشفيات الحكومية | National Communication Centre |  مركز الاتصال الوطني |
| Primary Healthcare Centres |  مراكز الرعاية الصحية الأولية | Higher Education Council |  مجلس التعليم العالي |
| Civil Service Bureau |  جهاز الخدمة المدنية | Shura Council |  مجلس الشورى |
| Urban Planning and Development Authority |  هيئة التخطيط والتطوير العقاري | National Genome Centre |  مركز الجينوم الوطني |
| The Constitutional Court |  المحكمة الدستورية | Supreme Council for Youth and Sports |  المجلس الأعلى للشباب والرياضة |
| Supreme Council for Environment |  المجلس الأعلى للبيئة | Bahrain Tourism & Exhibitions Authority |  هيئة البحرين للسياحة والمعارض |
| Social Insurance Organization |  المئية العامة للتأمين الاجتماعي | Capital Municipality |  أبو ظبي العاصمة |
| Labour Market Regulatory Authority |  هيئة تنظيم سوق العمل | Information & eGovernment Authority |  هيئة المعلومات والحكومة الإلكترونية |
| Capital Municipal Council |  مجلس أبو ظبي للعاصمة | | |

Gov. Programs/Initiatives/Portals Logos

برنامج التوازن المالي
Fiscal Balance Program



فكرة
مسابقة الابتكار الحكومي
Fikra
Government Innovation Competition



البرنامج الوطني للتوظيف 2.0
National Employment Program 2.0



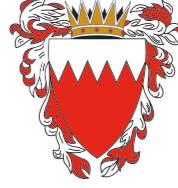
سجلات
نظام السجلات التجارية
Sijilat
Commercial Registration Portal



مركز الخدمة الحكومية
Government Service Centre



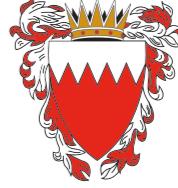
بنيات
نظام إصدار رخص البناء
Benayat
Building Permit Portal



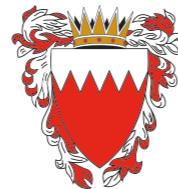
خطة التعافي الاقتصادي
Economic Recovery Plan



تخطيط
المنصة الإلكترونية لخدمات التخطيط العمراني
Planning
Urban Planning Services Portal



منصة استثمار الأراضي الحكومية
Government Land Investment Platform



Government Ministerial Committees Logos

اللجنة الوزارية للمشاريع
التنموية والبنية التحتية

Ministerial Committee for Development
Projects and Infrastructure



اللجنة الوزارية لتقنية
المعلومات والاتصالات

Ministerial Committee for Information
and Communication Technology



اللجنة الوزارية للشؤون المالية
والاقتصادية والتوازن المالي

Ministerial Committee for Financial and
Economic Affairs and Fiscal Balance



اللجنة الوزارية
للخدمات الاجتماعية

Ministerial Committee
for Social Services



اللجنة الوزارية للشؤون
القانونية والتشريعية

Ministerial Committee for
Legal and Legislative Affairs



Illustrative Examples of Forms

The example shows an application form for a government agency.



استمارة (1)

اسم الإدارة أو المشروع المالك للاستمارة
Name of Directorate / Project
دم رقم 19 (2021/09/13)

تعليمات (خاصة بالقسم «ب»):
 • لغرض الإجازة السنوية الطويلة تملأ البنود 1 إلى 4، وترسل الاستمارة لجهاز الخدمة المدنية.
 • لغرض الإجازة السنوية القصيرة بملأ البنود 3 أو 5، وتحفظ الاستمارة في الوزارة لعمل كشف شهري بالإجازات القصيرة.
 • لغرض الإجازة المرضية الطويلة تملأ البنود 1 إلى 4 (إذا كان لزماً)، وترسل الاستمارة لجهاز الخدمة المدنية.
 • لغرض طلب إجازة أخرى تملأ البنود 1 إلى 4 (إذا كان لزماً)، وترسل الاستمارة لجهاز الخدمة المدنية.
 • لغرض طلب إجازة بدون راتب بملأ البنود 1 و2، وترسل الاستمارة مع إستمارة د.م 52 لجهاز الخدمة المدنية.

القسم أ (يملأ من قبل الموظف ويصدق من قبل المشرف)

| | |
|--------------|----------|
| الإدارة | الوزارة |
| | الإدارية |
| الرقم الشخصي | |

البند 1: نوع الطلب

لا نعم طلب راتب الإجازة مقدماً تعديل طلب إجازة إلغاء إجازة طلب إجازة

البند 2: نوع الإجازة

أخرى (يرجى التحديد): إجازة بدون راتب مرضية سنوية

البند 3: مدة الإجازة

الإجازة المستخدمة فعلاً: (يملأ فقط عند تعديل طلب إجازة وتملأ كذلك الجهة اليمنى لبيان الإجازة المطلوبة)

| | |
|----------|-------------------|
| الساعة | اليوم شهر سنة |
| | |
| ابتدأ من | |

| | |
|-----------|-------------------|
| الساعة | اليوم شهر سنة |
| | |
| إلى تاريخ | |

| | |
|--------------------|-------------------|
| الساعة | اليوم شهر سنة |
| | |
| تاريخ الرجوع للعمل | |

عدد ساعات الإجازة المطلوبة

البند 4: الملاحظات والمبررات

البند 5: الإقرار والتوجيه

| | |
|--------------------------|--------------|
| توقيع المسؤول المباشر | توقيع الموظف |
| | |
| تارikh (يوم شهر سنة) | |

القسم ب (يملأ من قبل وحدة الإجازات بالوزارة)

| | | | |
|--------------------------|---------------|--------------------------|---------------------|
| الرصيد الجديد | الرصيد القديم | طلب إجازة مرضية | طلب إجازة بدون راتب |
| | | | |
| تارikh (يوم شهر سنة) | | تارikh (يوم شهر سنة) | |

تارikh بدء الإجازة

عدد أيام العطل الأسبوعية

عدد أيام الإجازة

تارikh الرجوع للعمل

توقيع الموظف المسؤول بالوزارة

القسم ج (لستخدام ديوان الخدمة المدنية)

| | | |
|--------------------------|----------|--------------------------|
| قسم الحاسوب الآلي | الإدارية | وحدة الإجازات |
| | | |
| تارikh (يوم شهر سنة) | | تارikh (يوم شهر سنة) |

Illustrative Examples of Forms

The example shows an application form for a government agency.

Illustrative Examples of Forms

The example shows an application form for a government agency.

Illustrative Examples of Forms

The example shows an application form for a government agency.



استمارة (4)
Form (4)

الملاحظات:

- سيتم إرسال جميع المaramasات إلى الشخص المسؤول والأشخاص المخولين.
- للاستفسار وللمزيد من المعلومات يرجى الاتصال بمركز الاتصال على الرقم 17506055.
- سيتم إرسال الرمز السري إلى بريدك الإلكتروني المسجل في الهيئة خلال 25 ساعة بعد التسجيل.

المستندات المطلوبة:

- نسخة من السجل التجاري (لقطال التجاري) - شهادة مطبوعة يذكر فيها الرقم الوحدة من هيئة المعلومات والحكومة الإلكترونية.
- للحوادن الغير تجارية - شهادة مطبوعة يذكر فيها الرقم الوحدة من هيئة المعلومات والحكومة الإلكترونية.
- نسخة من الترخيص للمنشآت غير التجارية وغير الحكومية.
- نسخة حديثة من فاتورة الكهرباء (لجهات الغير حكومية)
- نسخة من بطاقة البوة للشخص المخول وبطاقة التخلص أو التوكيل الرسمي.
- نسخة من بطاقة البوة للشخص المخول وبطاقة التخلص أو التوكيل الرسمي.
- رسالة من الشركة في حالة تسجيل الشركات.
- استمارة التسجيل من وزارة التجارة لشركات.
- ما يثبت أعضاء مجلس الإدارة في حالة تسجيل الجمعيات.

بيانات المنشأة

رقم السجل التجاري
CR No.
نوع المنشأة

تجارية

غير تجارية غير حكومية

حكومية

Commercial

اسم المنشأة

الاسم
الرقم الشخصي لصاحب العمل / الشخص المخول

Employer / Responsible Person CPR

البريد الإلكتروني لصاحب العمل (إرسال الرقم السري)

عنوان المنشآت للمنشأة

شقة
Flat
بني
Bldg
طريق
Road
مجمع
Block
المنطقة
Area

هاتف العمل
Office Tel No.
رقم الفاكس
Fax No.
رقم النقال لصاحب العمل / الشخص المخول
Employer / Responsible Person Mobile No.
البريد الإلكتروني

موقع الإلكتروني
Website
رقم حساب الكهرباء
P.O. Box
ص.ب.

لغة المراسلات
Corresponding Language
طريقة المراسلات

العربية
Arabic
الإنجليزية
English
بريد الكتروني
Email
رسائل نصية قصيرة
SMS
فاكس
Fax
رسائل مطبوعة
Letter

بيانات الأشخاص المخولين بتقديم الطلبات

الرقم الشخصي
Personal No.
الاسم
Name
رقم النقال
Mobile No.
هاتف العمل
Office No.
البريد الإلكتروني
Email

1

2

3

4

Illustrative Examples of Forms

The example shows an application form for a government agency.

استمارة (4)

Form (4)

اسم الإدارة أو المشروع المالك للاستمارة
Name of Directorate / Project
(2021/09/13) 19 رقم

بيانات الأشخاص المخولين بتقديم الطلبات - تتمة

| Email | البريد الإلكتروني | Office No. | هاتف العمل | Mobile No. | رقم النقال | Name | الاسم | Personal No. | الرقم الشخصي | .م. |
|-------|-------------------|------------|------------|------------|------------|------|-------|--------------|--------------|-----|
| | | | | | | | | | | 5 |
| | | | | | | | | | | 6 |

Authorised Persons Authority

صلاحيات الأشخاص المخولين بتقديم الطلبات

| Level of Authority | كلاهما | دفع الفواتير وطباعة تصاريح العمل Bill Payments/Work Permit Printing | إدخال البيانات وتقديم الطلبات Data Entry and Submission | الصلاحيات | | Authorization Status | | حالة التخويل | | إضافة |
|--------------------|--------------------------|--|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------|
| | | | | Activate | نشط | Delete | حذف | Add | | |
| Both | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 1 |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 2 |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 3 |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 4 |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 5 |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 6 |

Terms & Conditions:

- All document and information stated in the application should be correct. The applicant is held liable for all the above.
- The Authority shall keep all the information about employer and expatriate employee confidential. However, the Authority is entitled to release such information upon a written request from a judicial or government agency.
- The application is subject to Acts, Regulations, orders and resolutions, currently in force, in the Kingdom of Bahrain.
- The above mentioned terms and conditions are enforceable as from the date of perusal and signature of the application.
- The employer undertakes to immediately inform the authority of any changes or updates to the information stated in the application.
- The person authorized by the employer / person in charge, undertakes to be liable within the limits of the level of his authority.

Work permit applications include: issuing new, renew and cancellation of work permits and dependents residence permits, occupation change, entering and updating employer, expatriate employee and establishment details.

Declarations (Business Owner / Person In Charge)

إقرار (صاحب العمل / الشخص المسؤول)

أقر أنا الموقع أدناه باطلاع على كافة الشروط والاحكام الواردة في هذه الاستمارة وموافقني عليها، كما أقر بصحبة المعلومات الواردة فيها.
I, the undersigned, declare that all the information mentioned above is correct and shall be held liable if it was proved otherwise.

| Personal No. | الرقم الشخصي | Mobile No. | رقم النقال | Name | الاسم |
|--------------|--------------|------------|------------|-----------|---------|
| | | | | | |
| Date | التاريخ | Phone No. | رقم الهاتف | Signature | التوقيع |
| | | | | | |

Official Use Only

للاستخدام الرسمي فقط

| Date | التاريخ | Signature | التوقيع | Application received by | تم استلام الطلب من قبل |
|------|---------|-----------|---------|-------------------------|------------------------|
| | | | | | |