

A large, stylized yellow house icon is positioned in the background, centered behind the title. It consists of two parallel lines forming a gabled roof and a vertical line for a chimney on the left side, mirroring the smaller black icon in the logo above.

BRAND IDENTITY GUIDELINE

WHO WE ARE?

Opera Multi-Activities company was established in 2011, to be one of the first leading companies in the field of providing logistic services and consultancy, which extend to cover all of the Sudan in order to serve every Sudanese citizen by providing all the nutritional needs, services and consultancy in a universal quality that suits the consumer's demands, taking into consideration all the Sudanese Islamic and cultural values, Opera took the initiative to design and develop all the procedures and strategies that provides high quality services that are affordable to the consumer therefore, it devotes all the financial resources and infrastructure of the company to reach the highest level of quality and efficiency, Opera aspires to become a pioneer by having almost %90 of their employees form youth, in order to generate job opportunities and create a positive environment built to convey the company's vision to all its valued customers.

OPERA company for multiple activities

Sudan- Khartoum- Riyad block 70 buildingno.14 north of makka towers

912736663-0912736660

www.OPERASD.com

LOGO JUSTIFICATION



OPERA H logo was designed using illustrator, the idea of the logo is very simple, the O letter represents a washing machine door which is the main core of OPERA House service the cleaning service of your house furniture.

OPERA HOUSE COLOR & MONO LOGO:

OPERA H Full Color Logo is gradient of gold, it should be used whenever possible. There is a no border around the OPERA H logo. However Full Color Logo is used on a gray background. When the logo is used on any colored background the Mono logo should be used then.



When the full colored version cannot be used due to printing or media limitations, black or white is the only other color to be used. For example, if printed on material with a limited number of spot colors or in black and white advertisements and in press.



LOGO ISOLATION GUIDE & MINIMUM SIZE:

The isolation area denotes the space around the logo in which no other type or graphic elements can encroach. The 'box' in the upper left hand corner of the logo is equal to 1 unit. The isolation area for the logo is 1 unit as specified around the edge of the entire logo (see below).



NB. 1 unit = 1/6th of width of logo.

MINIMUM SIZE:

The minimum size for the OPERA H logo is 100pixel width and 79pixel height digital formats.(see below).



OPERA HOUSE LOGO DO'S AND DON'TS:

OPERA HOUSE LOGO DO'S:

The OPERA H logo must only be used with either the gold gradient or mono only.



OPERA HOUSE LOGO DON'TS:

Along with the minimum size and isolation rules that need to be followed, below is a list of incorrect logo applications that need to be avoided when creating artwork.

If you are unsure around the correct use of the OPERA logo, contact US.

- Do not distort or change the OPERA H logo in any way

(see Figure 1).



Figure 1

- Do not alter the color of the logo (see Figure 2).



Figure 2

- Never Change the background color of the full colored logo (see Figure 3).



Figure 3

- Never Change the size of the O letter. (see Figure 4).



Figure 4

THE OPERA HOUSE TYPEFACE:

OPERA House brand and preferred typeface All headings should be set in DK JOHN BROWN. It is used in upper case.

DK JOHN BROWN:

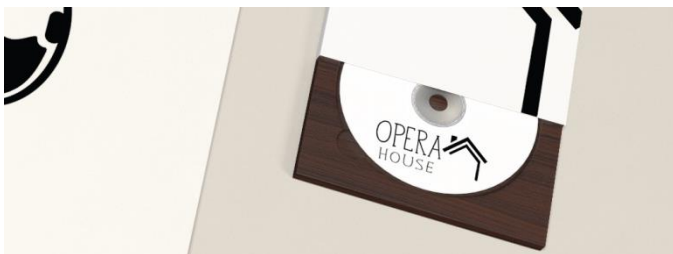
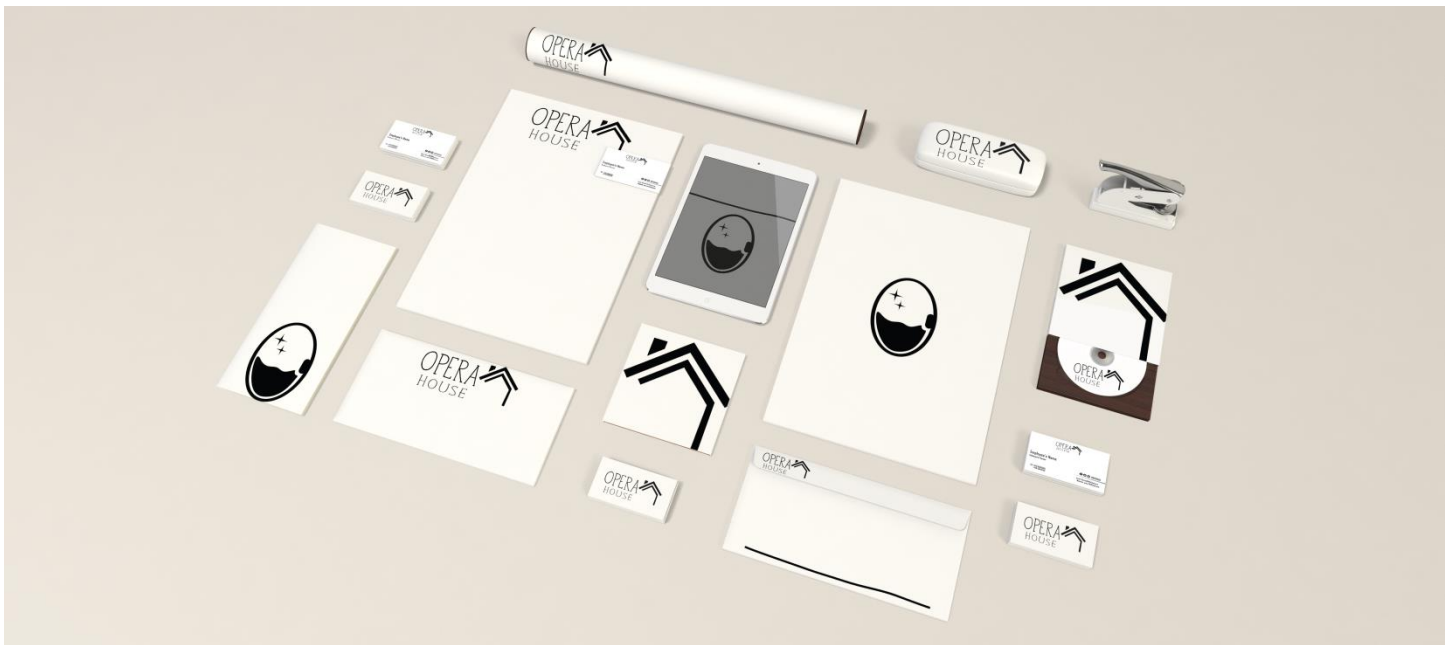
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890_:"'()*+,*/=

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG. 1234567890

VISUAL BRAND IDENTITY MOCKUP:

OPERA H brand's visual identity is the overall look of its communications.

Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction.



OPERA HOUSE PRINTING STANDARDS:

Business Cards: 9cm*5.5cm

Letterhead: A4

