

BaridX[®]

Brand Guidelines
V1.0 | 2025

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- Color Palette
- Typography
- Photography
- Iconography
- Graphic Elements
- Campaign Materials
- Digital
- Brand in Use

BaridX was born out of a bold ambition.

BaridX was born out of a bold ambition: to transform how shipping and logistics are experienced in Saudi Arabia and beyond.

Our journey started with a single mission—to empower individuals and businesses with reliable, fast, and customer-centric delivery solutions that reflect the pace and ambition of a thriving Kingdom.



Our Story

From humble beginnings, we've grown into a trusted logistics partner serving customers across key global and local destinations including the USA, UK, Canada, Australia, Dubai, Riyadh, and Jeddah. We've built a powerful logistics network that combines international reach with deep local understanding.

Our technology-driven approach and passion for customer service allow us to offer unique solutions—whether it's last-mile delivery, international shipping, or custom logistics plans tailored to our customers' goals.

At BaridX, we don't just deliver packages. We deliver certainty, speed, and peace of mind—every single time.

Our Tagline



Tomorrow delivered today.



Latin Logo

The BaridX logo is a core element of our brand identity. It represents who we are and must be used consistently to ensure recognition and trust across all platforms. The logo features a custom typeface that reflects our brand’s unique personality.

Baridx logo is to be used for all online and printed material and artwork. The original files must be used at all times when using the logo.

BaridX®

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Arabic Logo

The BaridX logo is a core element of our brand identity. It represents who we are and must be used consistently to ensure recognition and trust across all platforms. The logo features a custom typeface that reflects our brand’s unique personality.

Baridx logo is to be used for all online and printed material and artwork. The original files must be used at all times when using the logo.

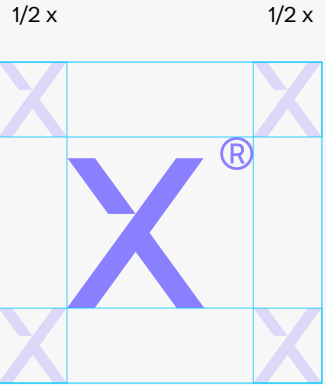


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Clear Space

The BaridX logo is a core element of our brand identity. It represents who we are and must be used consistently to ensure recognition and trust across all platforms. The logo features a custom typeface that reflects our brand’s unique personality.

We respect the logo by giving it some space. The minimum clear space that should surround the logo or the logomark is 1/2x of Baridx’s logomark.



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Logo Colorways

Our logo must stand out and be legible to viewers.

The following examples are correct ways in which we may use or apply our logo against colored backgrounds.



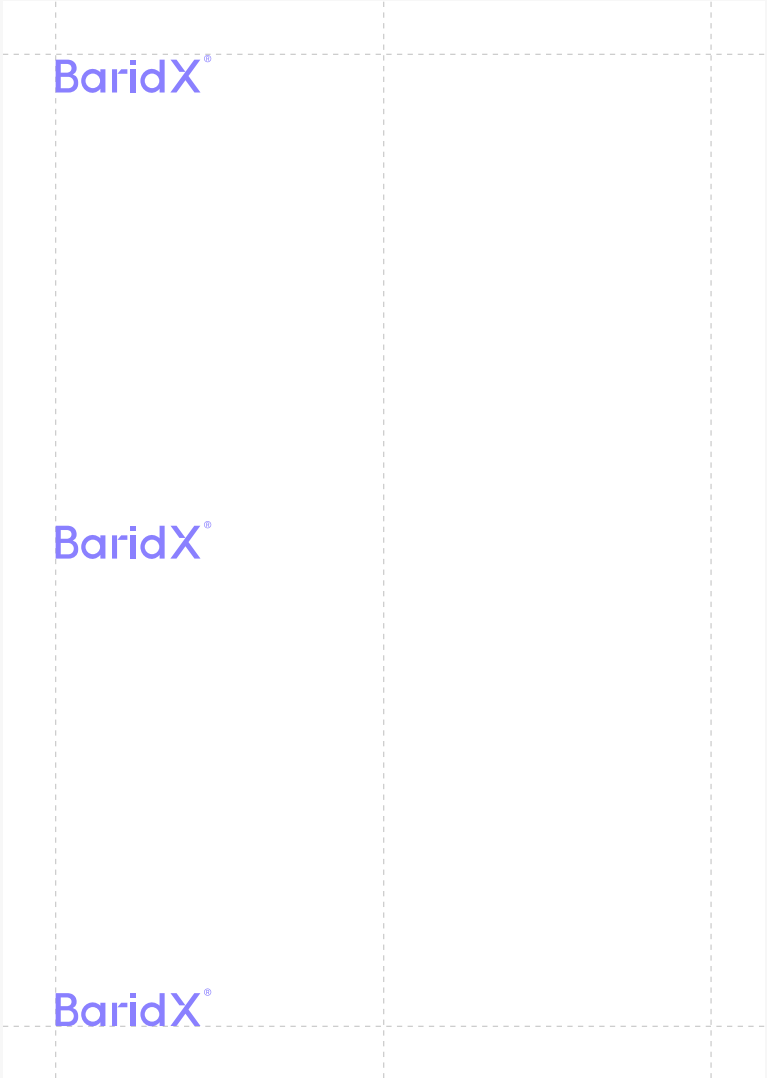
 **Download**
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Logo Placement

Latin Logo
Our Latin logo should appear left-aligned—
either at the top, center, or bottom of a page or
document cover.

Arabic Logo
Our Arabic logo should appear right-aligned—
either at the top, center, or bottom of a page or
document cover.

Latin Logo



Arabic Logo



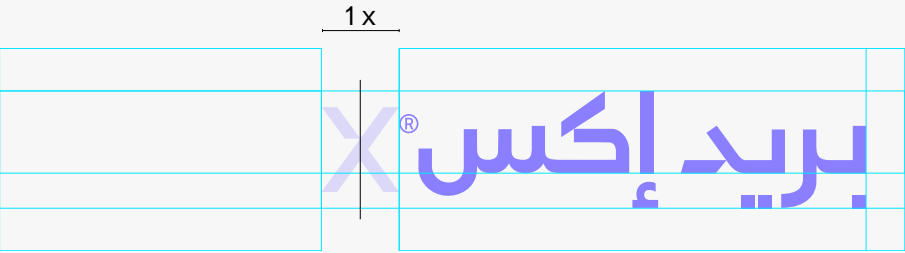
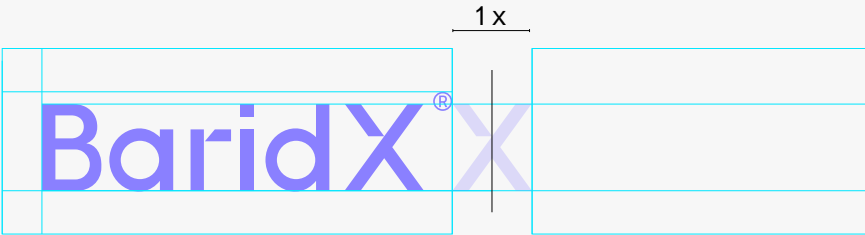
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Co-branding

When placing the Baridx logo alongside other logos, maintaining proper spacing is essential to preserve clarity and brand presence.

The minimum space between the Baridx logo and any other logo should be 1x the width of the logomark.

A divider may be used between logos to enhance separation and ensure the Baridx logo stands out.



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Logo Minimum Sizes

When placing the Baridx logo alongside other logos, maintaining proper spacing is essential to preserve clarity and brand presence.

The minimum space between the Baridx logo and any other logo should be 1x the width of the logomark.

A divider may be used between logos to enhance separation and ensure the Baridx logo stands out.

Digital

BaridX[®]

160 px

برید ایکس[®]

160 px

X[®]

40 px

Print

BaridX[®]

3 cm

برید ایکس[®]

3 cm

X[®]

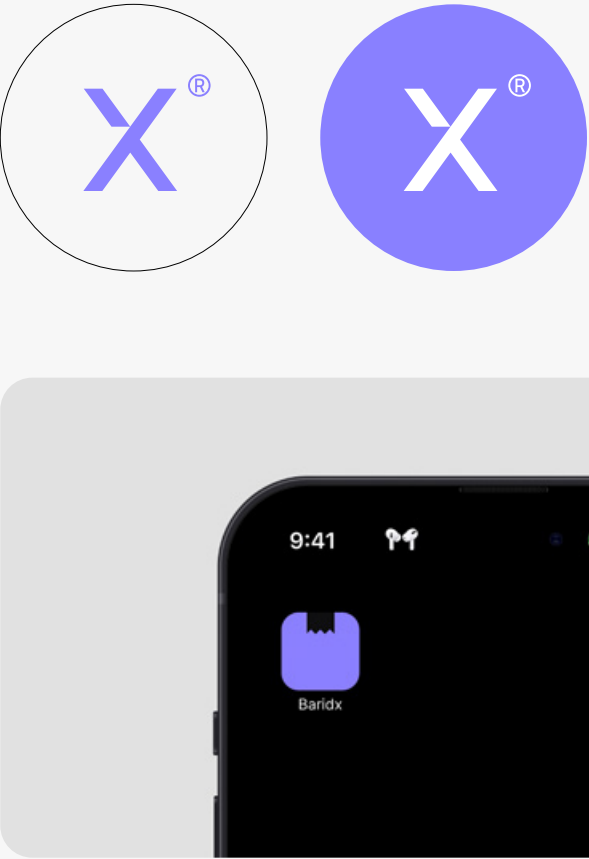
1 cm

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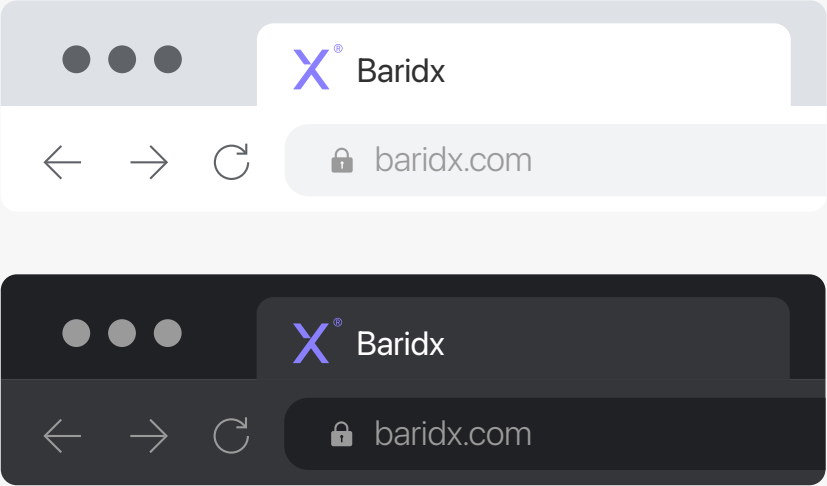
Logo Avatar & Favicon

For digital uses such as social media avatars or favicons, it's essential to maintain consistency with the logo.

Avatar



Fav Icon



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Sub-Brands

To ensure flexibility while maintaining brand consistency, we have developed a structured sub-brand logo system.

As illustrated here, these are the primary sub-brand logo lockups, designed to be used in most cases.

The placement, proportions, and sub-brand font size must remain unchanged to maintain a cohesive and recognizable brand presence.



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Incorrect Usage

The consistent and correct application of Baridx logo is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the incorrect uses of the logo.

When in doubt, contact the brand team for approval and guidance.



Do not set the logo in colors outside of our core color palette.



Do not scale the logo disproportionately.



Do not add gradients to the logo.



Do not reconstruct or modify any part of the logo.



Do not fill the logo with photography.



Do not recreate the logo.



Do not add drop shadows or other effects.



Do not outline, stylize, or alter the logo in any way.



Do not use color combinations that make the logo illegible.



Overview

The Baridx color system is designed to ensure consistency, flexibility, and a distinct visual identity across all global touchpoints. It consists of primary and secondary palettes, each serving a specific role in brand expression.

The primary palette drives all key visuals. It balances a bold signature color with neutral tones to support clarity, contrast, and legibility. Vibrant elements are used selectively to preserve impact, while neutral tones dominate most layouts.

The secondary palette supports the primary colors, offering subtle and energetic options for backgrounds, highlights, and complementary elements. These should always play a supporting role to maintain focus on the core brand expression.



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Baridx Pulse White Hex#f8f8f8 RGB248248248 CMYK0004 PANTONE® Cool Gray 1 C	Baridx Future Lilac Hex#d9d7f9 RGB217215249 CMYK121300 PANTONE® 2092 C	Baridx Violet Hex#8980ff RGB137128255 CMYK545200 PANTONE® 6085 C	Baridx Electric Indigo Hex#5a45ef RGB9069239 CMYK757300 PANTONE® 2725 C	Baridx Black Hex#0f0f0f RGB151515 CMYK00095
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Primary Colors

Consistency in our brand’s visual identity across all media types and materials is essential. The primary colors should be used judiciously, as outlined in this brand identity document.

Our primary colors, which define our brand identity, are Violet, Pulse White, and Black.

Violet is our most distinctive color and should be used sparingly due to its vibrancy compared to the other colors. Consequently, the ratio of Pulse White and Black is greater than that of Violet.



Download
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Baridx Violet

Hex#8980ff

RGB137128255

CMYK545200

PANTONE®
6085 C

Baridx Pulse White

Hex#f8f8f8

RGB248248248

CMYK0004

PANTONE®
Cool Gray 1 C

Baridx Black

Hex#000000

RGB000

CMYK000100

Secondary Colors

Our secondary color palette complements the primary brand identity while offering additional flexibility for design and communication needs. These colors are to be used in a supportive role, allowing the primary palette to retain its visual dominance.

Baridx Future Lilac

Hex #d9d7f9
RGB 217 215 249
CMYK 12 13 0 0

PANTONE®
2092 C

Baridx Electric Indigo

Hex #5a45ef
RGB 90 69 239
CMYK 75 73 0 0

PANTONE®
2725 C

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Seasonal Accent Colors

These accent colors are used selectively to support seasonal campaigns, special occasions, or limited-time promotions. While they are not part of the core primary or secondary palettes, they are designed to complement the brand’s visual identity without compromising consistency.

BaridX Skyline Blue and BaridX Neo Mint introduce freshness, energy, and flexibility—ideal for holiday seasons, summer campaigns, or new service announcements. Use them intentionally to highlight time-sensitive content or to bring a dynamic shift in tone when appropriate.

Usage should remain limited to marketing and promotional assets, ensuring the core brand colors remain dominant across permanent touchpoints.



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Baridx Skyline Blue

Hex#46e8a2

RGB70232162

CMYK710620

PANTONE®
2725 C

Baridx Neo Mint

Hex#3cd2dd

RGB60210221

CMYK720210

PANTONE®
319 C

Overview

Typography is an essential element of our identity and a powerful tool for achieving consistent expression in our communication.

Latin Typeface

Schibsted Grotesk is our brand typeface used consistently across Latin communications.

Arabic Typeface

ABC Favorit Arabic is our brand typeface used consistently across Arabic communications.

Tomorrow Delivered Today.

بكرة يوصلك اليوم.



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Latin Typeface

Our main English typeface is Schibsted Grotesk. Schibsted Grotesks offers various weights, with specific weights used for different types of text such as headlines, subheads, and body text.

Font Usage:
Schibsted Grotesk/Regular/Medium/SemiBold/
Bold is used for headlines, subheadlines, and
short messaging.

Schibsted Grotesk

AaBbCc
01234567

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Arabic Typeface

Our main Arabic typeface is ABC Favorit Arabic. ABC Favorit Arabic offers various weights, with specific weights used for different types of text such as headlines, subheads, and body text.

Font Usage:
ABC Favorit Arabic Light/Regular/Medium/Bold is used for headlines, subheadlines, and short messaging.

ABC Favorit Arabic

أ ب ت ث ج ح
0 1 2 3 4 5 6 7 8

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Latin Type Hierarchy

Case
We use title case for most communications. Sentence case can be used sparingly for headlines. Do not use all-lowercase type.

Justification
Our type is always left or center justified.

Proportions
Type sizes are calculated using headline point size. In this example our headline is 60pt. 60/2 for sub-headlines, etc. Round to the nearest even number.

Leading (the space between multiple lines of type)
Our typeface’s leading is set to default. If spacing needs adjustment, ensure that letters never touch.



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Main Headlines
Schibsted Grotesk Bold
Leading: Adjusted
60pt

Sub-Headline
Schibsted Grotesk Bold
30pt

Body Copy
Schibsted Grotesk Regular
Leading: default
15pt

Legal Copy
Schibsted Grotesk Regular
Leading: default
8pt

Headlines in Contrast

Subheadlines are 1/2 Headlines

Body copy is 1/4 headline size when subheadlines are present, like this example. In applications where subheadlines are not present, body copy can be either 1/3 or 1/2 headline size.

Legal copy set in regular. It should not be smaller than 8pt for legibility.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Arabic Type Hierarchy

Case
We use title case for most communications. Sentence case can be used sparingly for headlines. Do not use all-lowercase type.

Justification
Our type is always right or center justified.

Proportions
Type sizes are calculated using headline point size. In this example our headline is 60pt. 60/2 for sub-headlines, etc. Round to the nearest even number.

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Our typeface’s leading is set to default. If spacing needs adjustment, ensure that letters never touch.

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العناوين الرئيسية تكتب هنا

العناوين الفرعية هي 1/2 العناوين

يكون حجم النص الأساسي 1/4 من حجم العنوان الرئيسي عند وجود عناوين فرعية, كما هو الحال في هذا المثال.
في التطبيقات التي لا توجد فيها عناوين فرعية, يمكن أن تكون النسخة الأساسية بحجم 1/3 أو 1/2 من حجم العنوان.

النص القانوني مضبوط بالخط العادي. يجب أن لا يكون أصغر من 8 نقاط للوضوح.
لوريم ايبسوم دولار سيت أميت ,كونسيكتيتور أديا يسكينج ألبايت,سيت دو أيوسمود تيمبور. أنكايديدونتيوت
لابوري ات دولار ماجنا أليكيوا . يوت انيم أد مينيم فينايم,كيواس نوست ريد أكسير سيتاشن يللامكو لابوراس
نيسي يت أليكيوبأكس.

Main Headlines
ABC Favorit Arabic Bold
Leading: Adjusted
60pt

Sub-Headline
ABC Favorit Arabic Medium
30pt

Body Copy
ABC Favorit Arabic Regular
Leading: default
15pt

Legal Copy
ABC Favorit Arabic Regular
Leading: default
8pt

Incorrect Usage

Consistency in typography is key to maintaining a strong visual identity.

This page outlines critical mistakes to avoid to ensure clarity, professionalism, and design coherence.

If you are in doubt, please contact the brand design team for guidance and advice.

OUR JOURNEY IS DRIVEN BY AMBITION,
INNOVATION, AND A PASSION FOR
CONNECTING PEOPLE ACROSS SAUDI
ARABIA AND BEYOND.

✗ Avoid ALL CAPS in headlines for better readability and hierarchy.

Our journey is driven by ambition,
innovation, and a passion for connecting
people across Saudi Arabia and beyond.

✗ Avoid right-aligned text to maintain readability and visual balance.

Our journey is driven by ambition,
innovation, and a passion for connecting
people across Saudi Arabia and beyond.

✗ Avoid excessive leading to maintain readability and typographic balance.

Our journey is driven by ambition,
innovation, and a passion for
connecting people across Saudi
Arabia and beyond.

✗ Avoid excessive tracking to maintain readability and typographic harmony.

Our **journey** is driven by ambition,
innovation, and a **passion** for connecting
people across **Saudi Arabia and beyond**.

✗ Avoid mixing weights or fonts in a single headline for consistency and clarity.

Our journey is driven by ambition,
innovation, and a passion for connecting
people across Saudi Arabia and beyond.

✗ Avoid justifying body text to maintain natural readability and even spacing.

People

To create a warm and authentic visual tone, our photography should capture real individuals in natural, relatable scenarios. These images should feel genuine—not staged—showcasing human interactions that reflect trust, approachability, and service.

In this example, the focus is on a delivery interaction, where both the courier and the recipient are portrayed in a natural setting with authentic expressions. The use of soft lighting and real-life context emphasizes reliability, professionalism, and human connection—core values we aim to communicate through our brand.

Best Practices:

- Use natural light or soft diffused lighting.
- Prioritize candid over posed shots.
- Highlight emotions such as friendliness, trust, and satisfaction.
- Ensure cultural relevance and inclusivity.



Lifestyle

To communicate a sense of ease and flexibility, lifestyle photography should capture people naturally engaging with the products they've chosen—whether browsing, receiving, or preparing them for delivery. These moments should feel personal and familiar, reflecting how logistics fit effortlessly into everyday life.

In this example, the focus is on the interaction with the product, whether it's being selected or unboxed at home. The subject is engaged in a relatable activity, and the setting is warm, lived-in, and distraction-free. This approach emphasizes convenience, freedom of choice, and a seamless experience.

Best Practices:

- Use soft, natural lighting to create a welcoming atmosphere.
- Highlight the product or activity as the central focus.
- Keep the setting real and uncluttered, avoiding staged or overly styled scenes.
- Capture moments that feel spontaneous and relatable.
- Maintain a deep depth of field to keep important details clear.
- Ensure diversity and inclusivity in the people and contexts portrayed.



Infrastructure & Movement

To showcase the strength and scale behind our service, photography should highlight the systems that keep goods moving—by land, sea, and air. These images give context to our reliability, illustrating the unseen logistics that enable smooth, timely deliveries.

In this example, the focus is on transportation in motion: a cargo ship navigating open waters, a truck moving across a scenic bridge, and an aircraft symbolically lifting a shipment. The visuals are clean, expansive, and thoughtfully composed to reflect precision and global reach.

Best Practices:

- Use wide-angle or aerial perspectives to emphasize scale and movement.
- Keep compositions minimal, with clear lines and open space.
- Capture transport in action to reflect momentum and consistency.
- Leverage natural light or bold color gradients to enhance clarity and tone.
- Avoid visual clutter—let the infrastructure speak through simplicity.
- Highlight themes of reach, coordination, and dependability.



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Reliability & Delivery Moments

Delivery moments are where trust is most visible—when a package arrives safely, no matter the conditions. Photography should capture these handoff points with clarity and confidence, reflecting the care, consistency, and reach of the service.

In this example, we see packages arriving in everyday and extreme environments, emphasizing reliability across climates and situations. The focus is on the package as the hero—intact, clearly branded, and placed with purpose. Lighting, setting, and minimalism support a message of dependable performance and thoughtful execution.

Best Practices:

- Keep the package clearly visible, clean, and centered in the composition.
- Use natural or realistic lighting to maintain authenticity.
- Capture a sense of motion or handoff when possible.
- Highlight diverse delivery contexts—urban, remote, and seasonal.
- Avoid clutter or distractions—let the delivery speak for itself.
- Show attention to care, from handling to final placement.

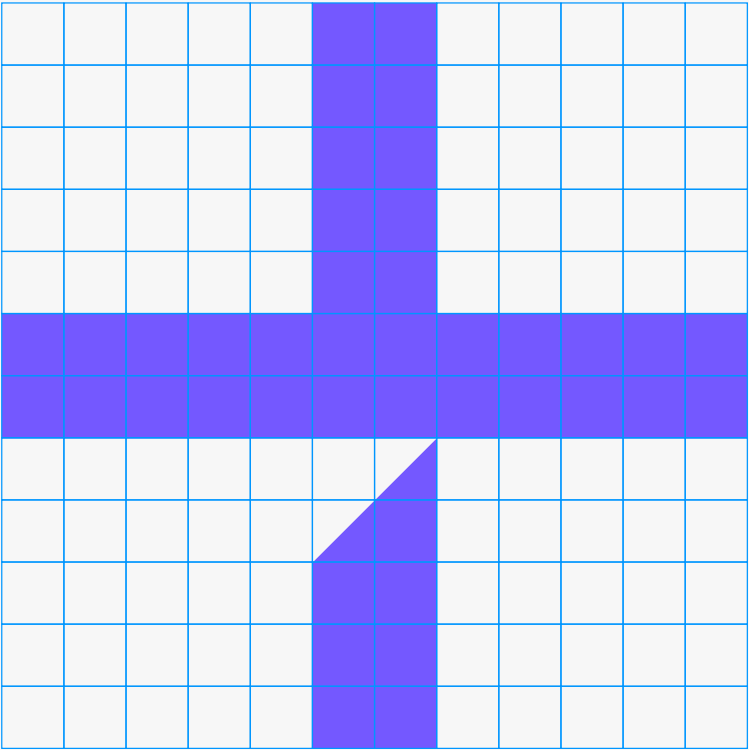
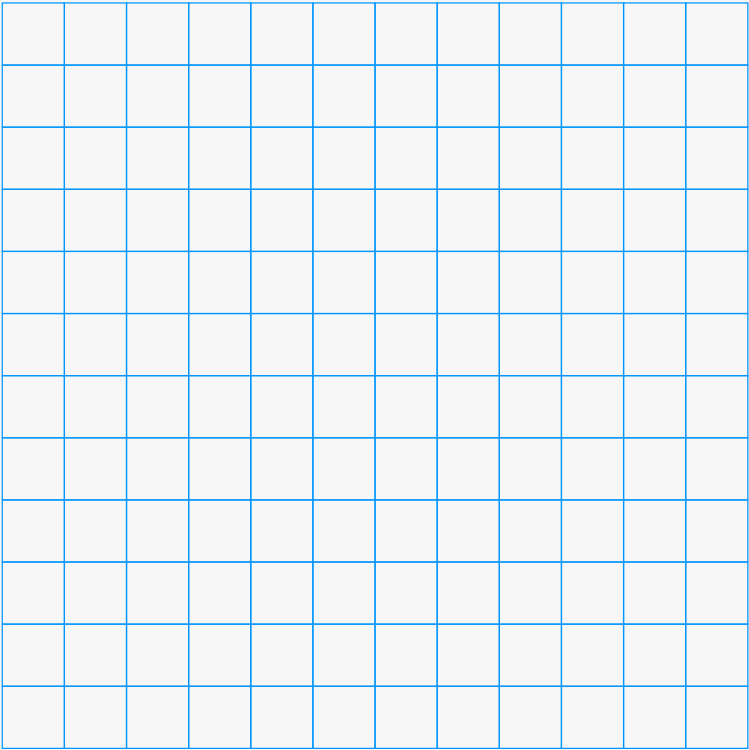


Grid

Our iconography is structured on a consistent 24px grid, ensuring alignment, balance, and pixel precision across all digital and print touchpoints. The core icon stroke weight is 50px, optimized for clarity and scalability across multiple sizes and environments.

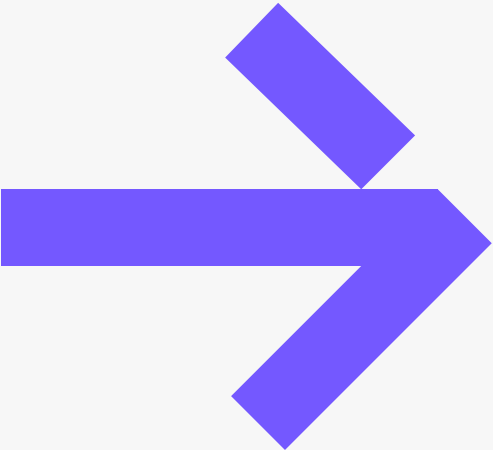
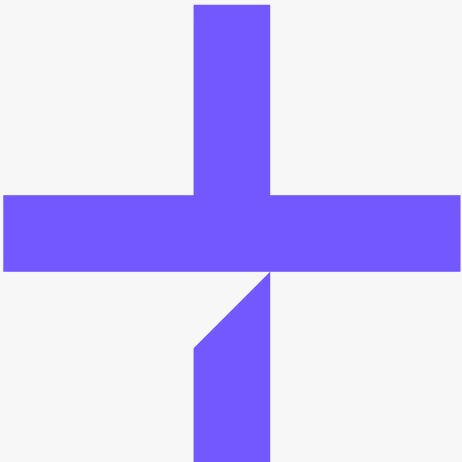
This grid system ensures that every icon feels cohesive within the BaridX visual language—maintaining a unified look across UI elements, signage, and communication materials.

Icons are designed using this grid to reflect BaridX’s clean, modular aesthetic—drawing inspiration from the geometric structure of our landmark while allowing flexibility for future development.



Iconograph Style

A diverse set of iconography can be referenced here. As you design and add new icons to the system, please ensure the style and characteristics feel cohesive with the existing iconography.

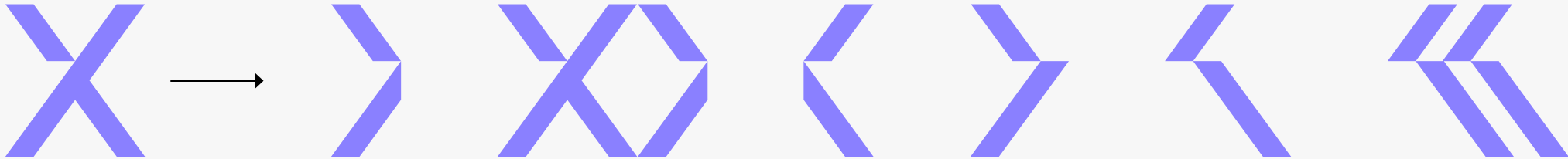


Overview

This page demonstrates the creation of Baridx’s unique graphic elements, all originating from the core “X” in our logo. By extracting and transforming this shape, we ensure every visual component remains authentic to the Baridx brand.

The process begins by isolating the “X,” then breaking it down into dynamic, angular segments. These segments are reassembled and repeated to form a versatile set of graphic elements. Each configuration captures the spirit of direction, precision, and forward movement—key values of Baridx.

These adaptable elements can be used individually or in combination, static or animated, to create depth and engagement across all brand applications. This approach not only maintains visual consistency but also reinforces our commitment to innovation and continuity in every touchpoint.



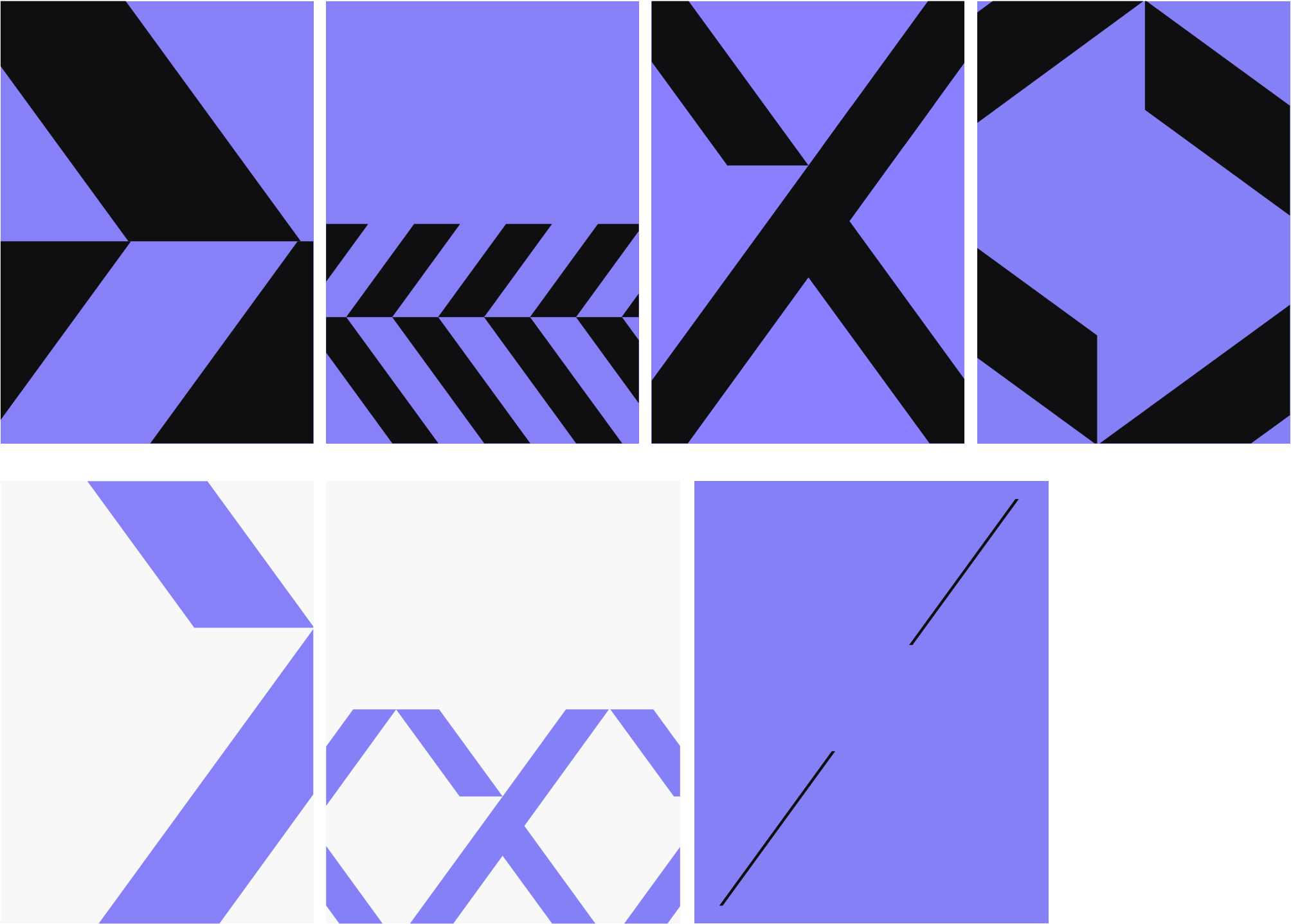
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Posters

Consistent and correct application of the brand is essential across all materials. Always adhere to the standards outlined in these guidelines. Always use the original files when applying the logo. Ensure all font families are installed before opening or using any of the open source files

The provided files are available in open-source format as AI (Adobe Illustrator) files..

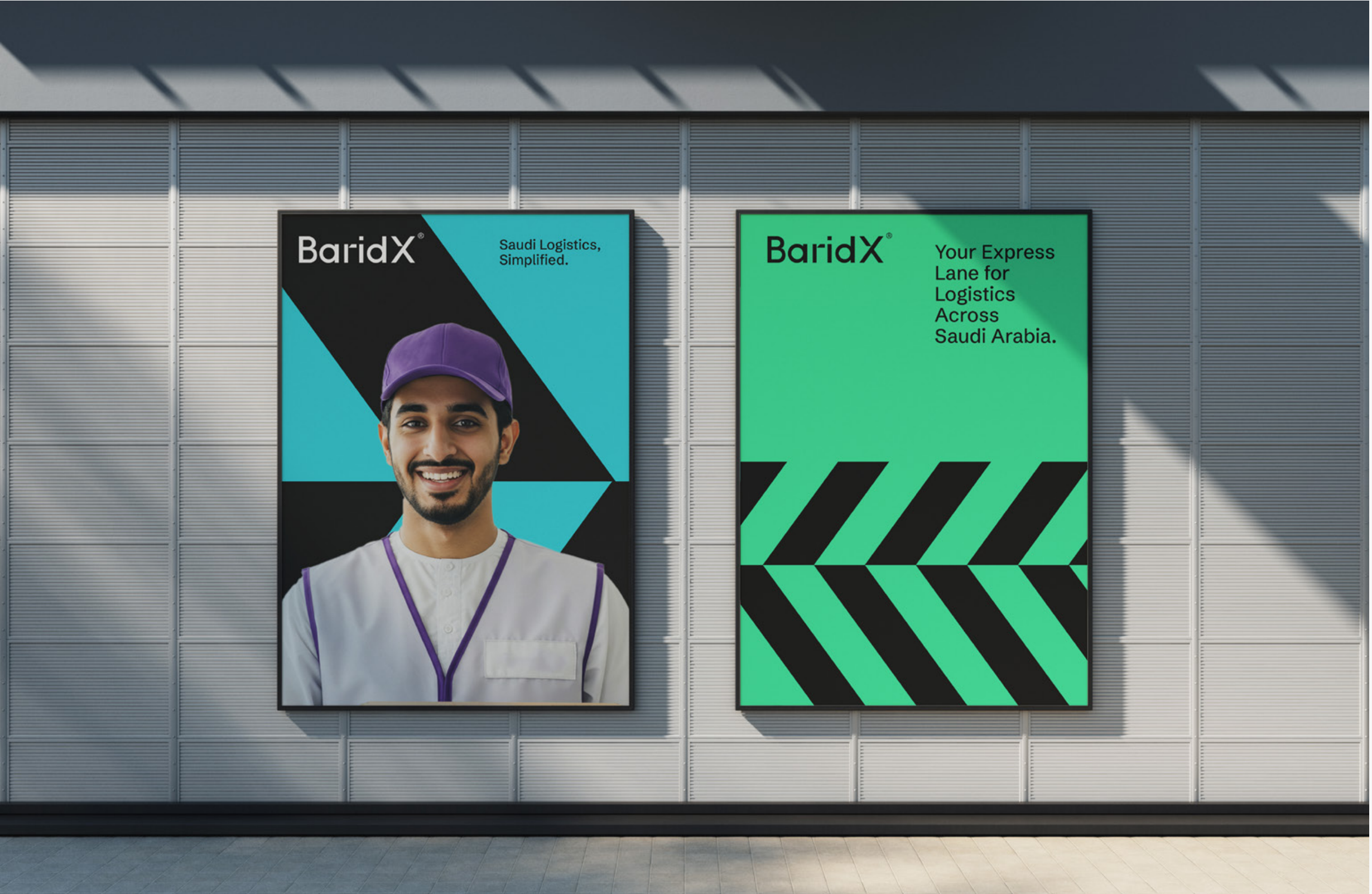


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Banner

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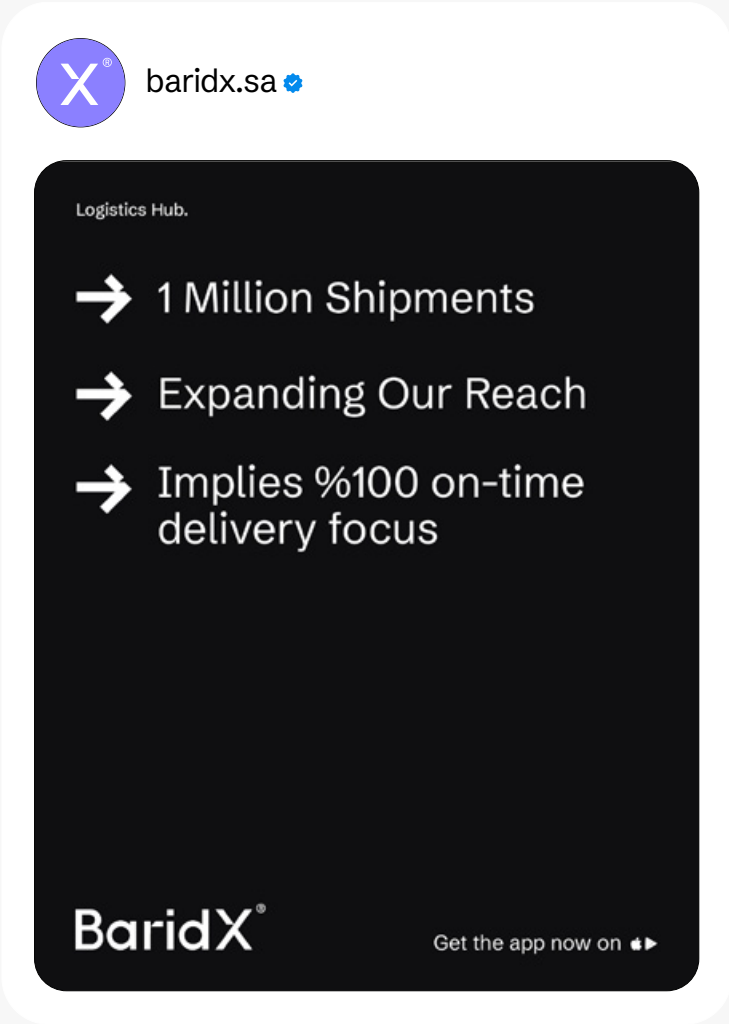
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Social Media Templates

Social media is a cornerstone of our brand communication strategy and a key channel for engagement. Consistency is essential to maintain the integrity of our brand across all platforms. We must remain aligned with the brand's visual identity while paying close attention to the design of posts and grid structures. We've developed several templates that meet the brand's needs, offering flexibility for future growth and adaptation.

The provided files are available in open-source format as AI (Adobe Illustrator) files.

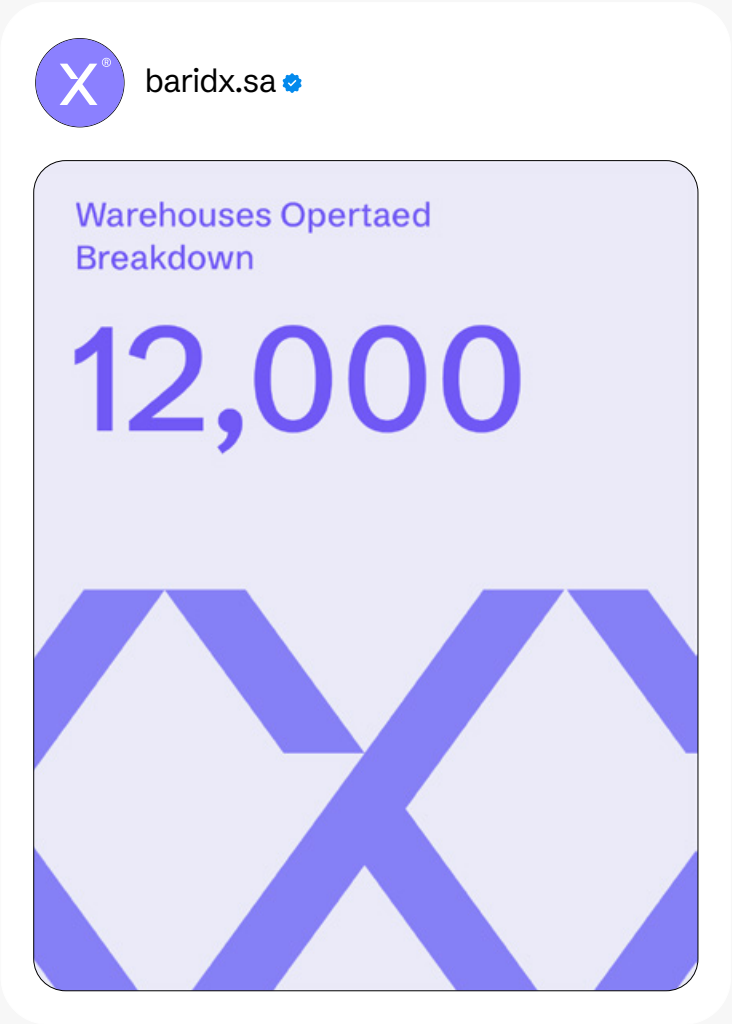


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Social Media Templates

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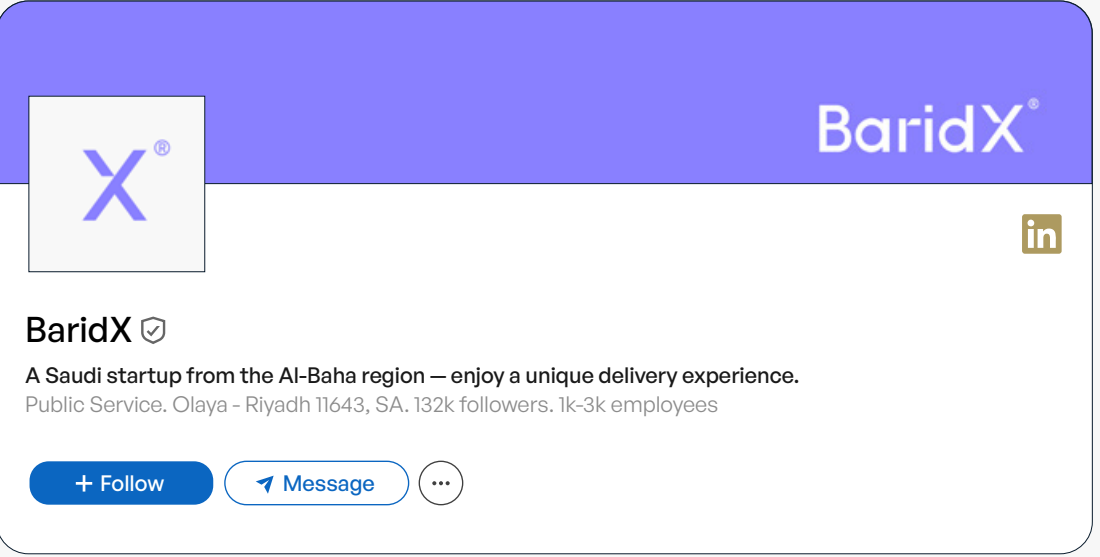
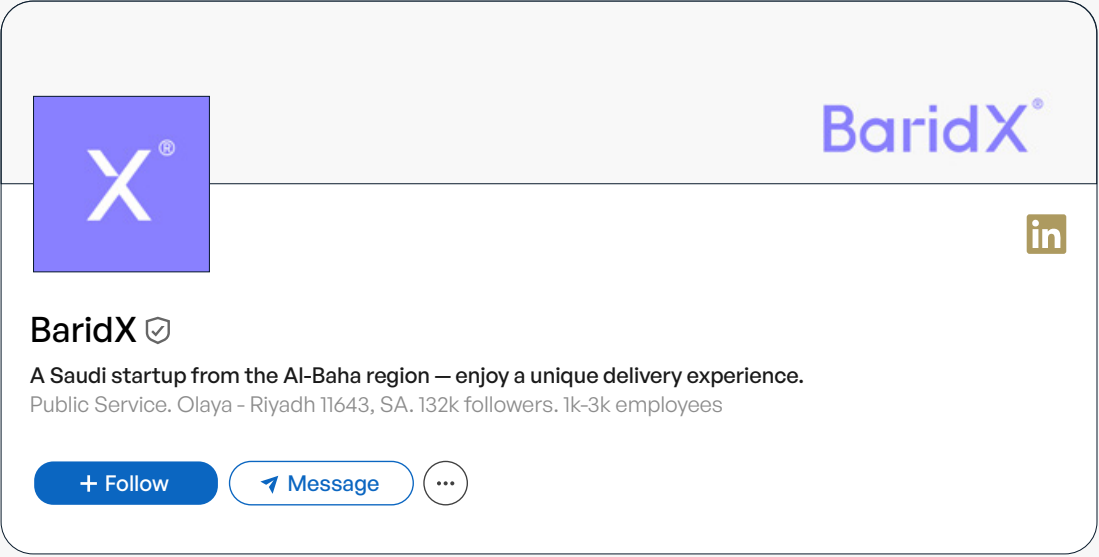
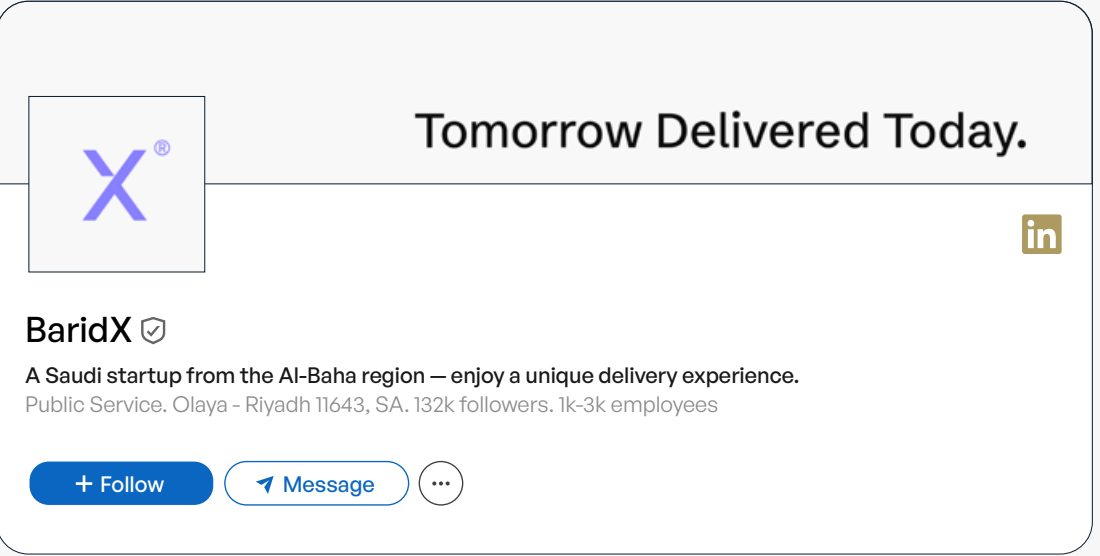
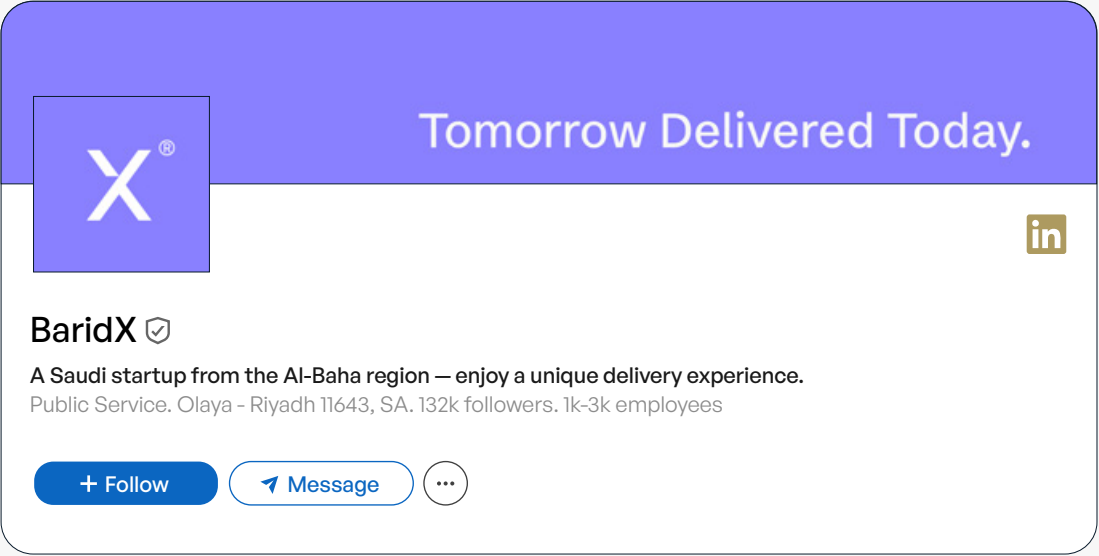


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Social Media Profile Picture & Cover Photo

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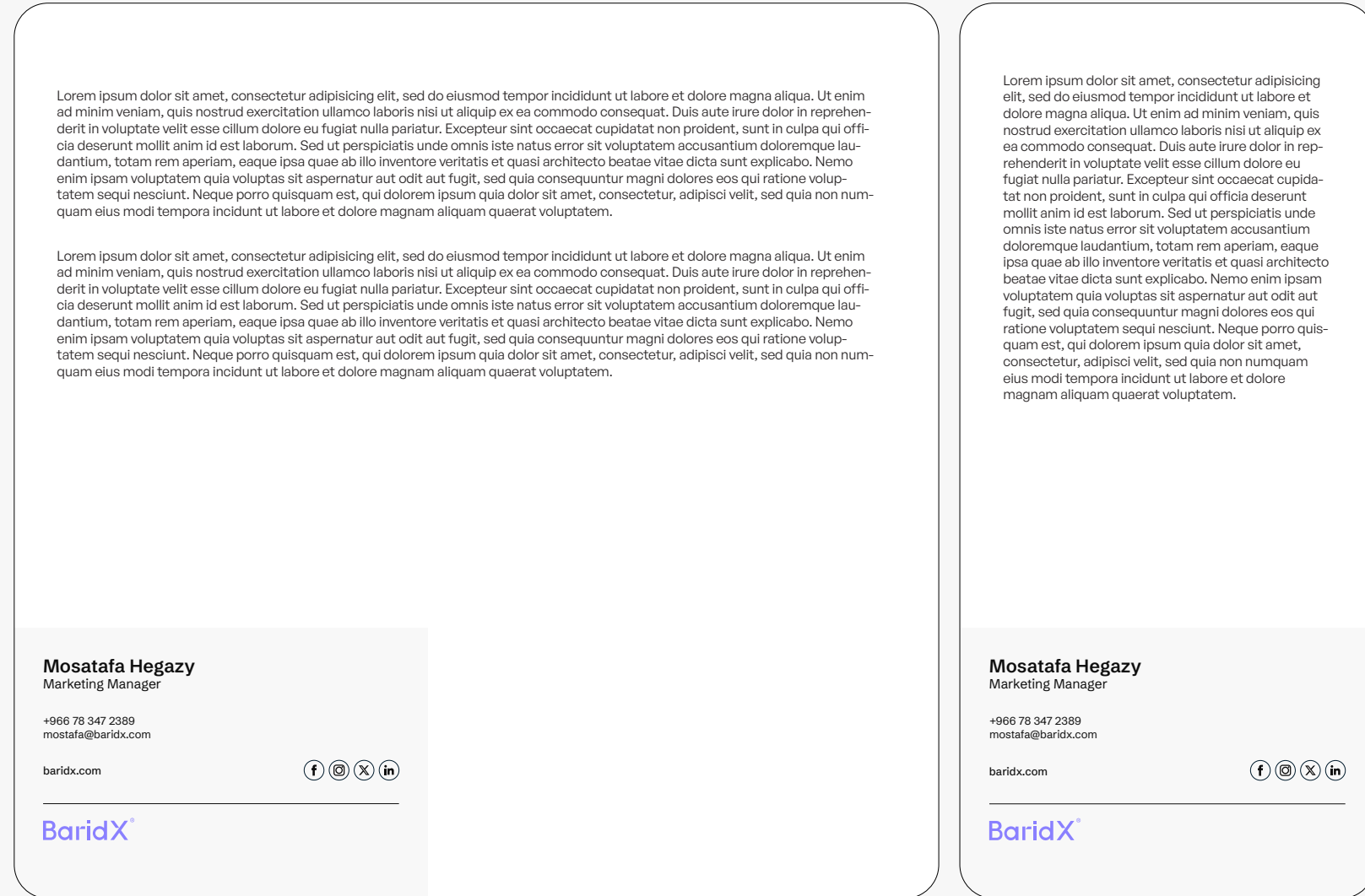


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Email Signature

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- Logo
- Color Palette
- Typography
- Photography
- Iconography
- Graphic Elements
- Campaign Materials
- Digital
- Brand in Use

Business Card

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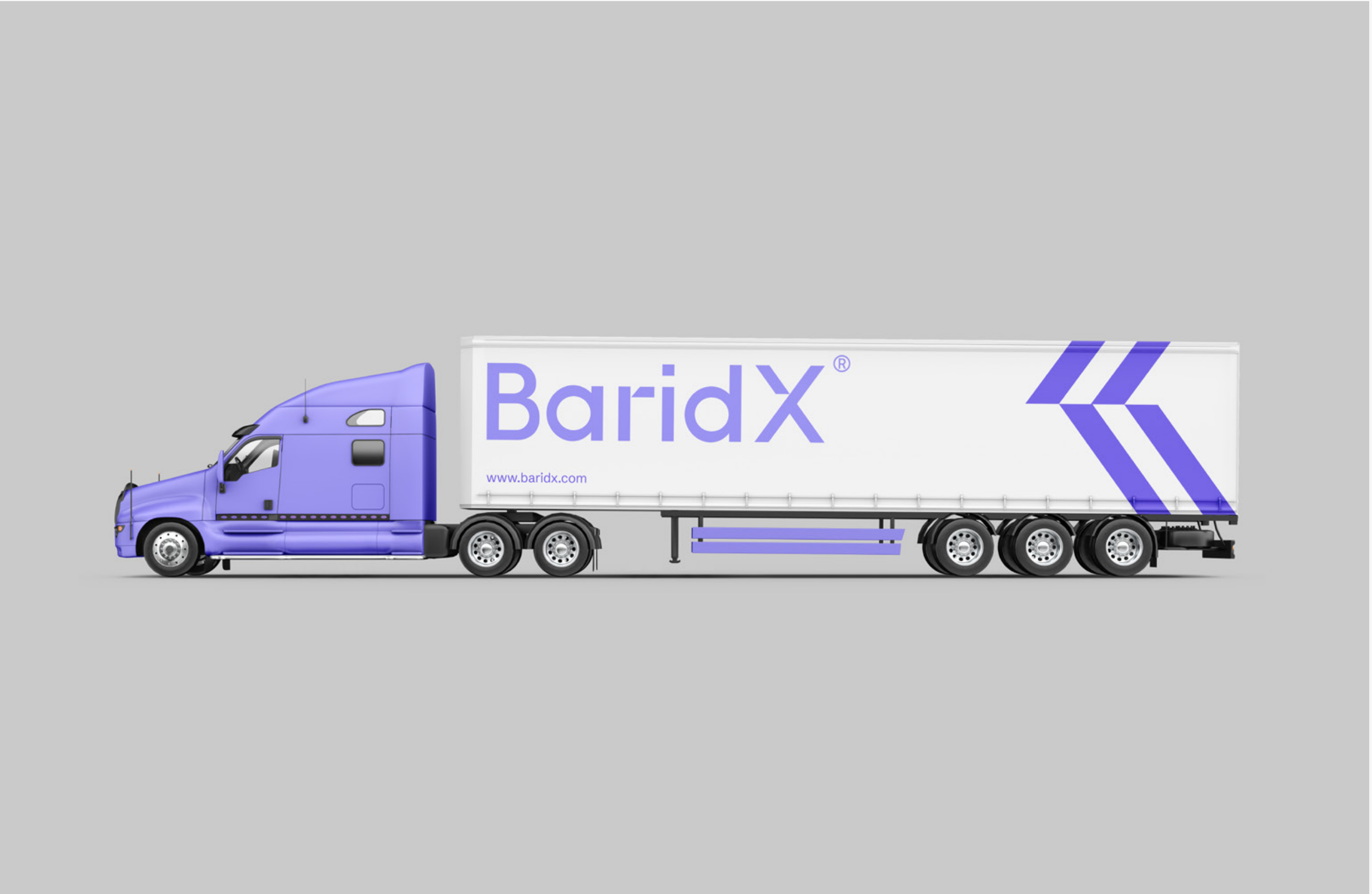


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