

ARAB CONTRACTORS FOR FACILITY MANAGEMENT

المقاولون العرب
لإدارة المرافق

Re-branding

Content

Brand Story
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Branding Applications

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About Brand

The Arab Contractors for Facility Management Co. (S.A.E.) was founded in 1994 as a subsidiary of "The Arab Contractors – Othman Ahmed Othman & Co." which is a leading company of the construction industry in the Middle East and Africa. The Arab Contractors for Facility Management (S.A.E.) is considered one of the leading companies in Egypt providing innovative and professional Facility Management solutions to achieve the sustainable development that encompasses multiple disciplines to ensure functionality of Assets, Process and Technology. The company aims to expand its business in the Middle East and Africa.



The Research

These are the some of the top companies in the facility management sector.



Market Colors

These are the main colors used in the field.



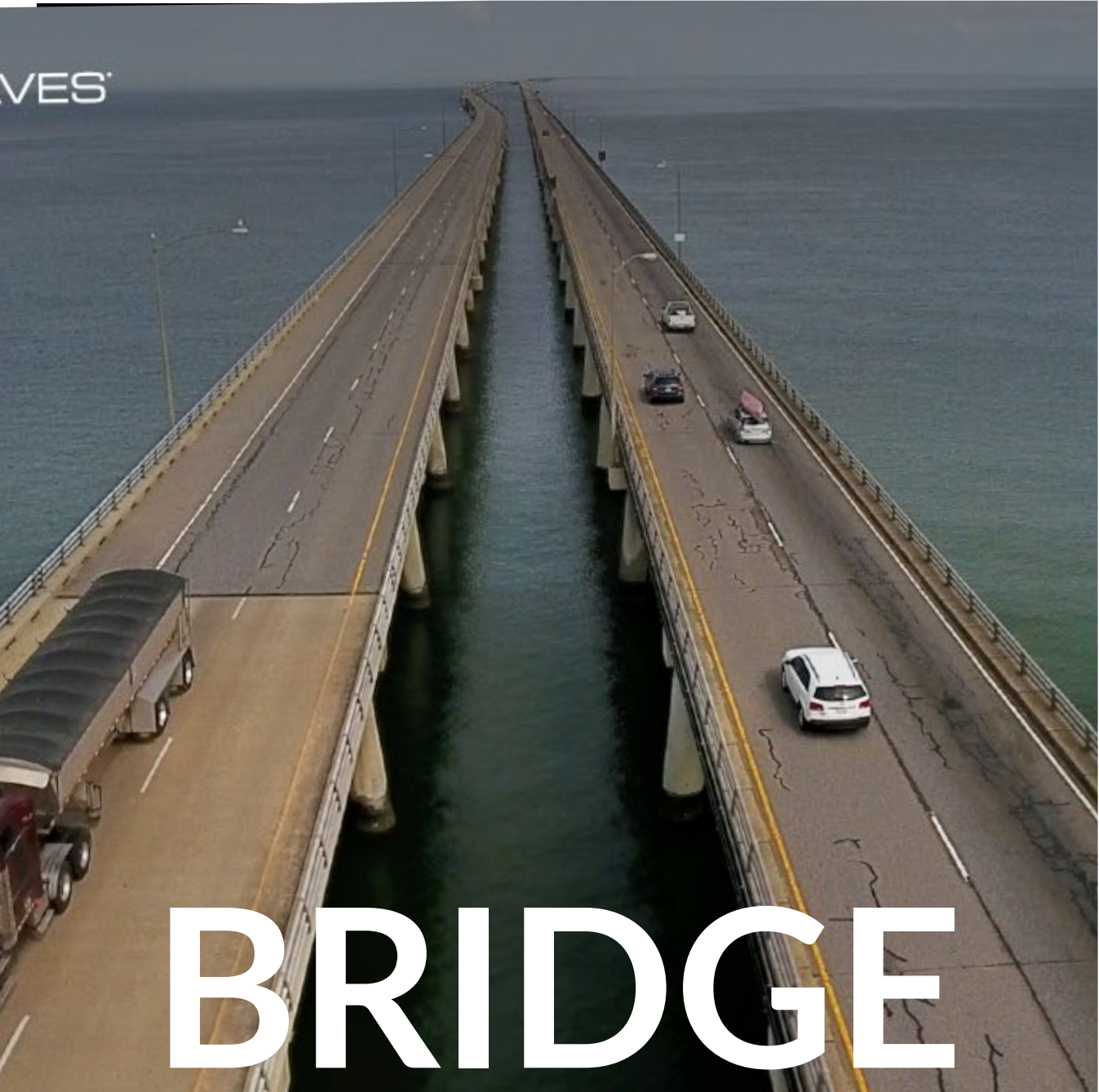
THREE KILOGRAMS

Inspiration

ACFM RE-BRANDING



WRENCH



BRIDGE



PYRAMIDS



المقاولون العرب
عثمان أحمد عثمان وشركاه



Logo



Logo Language



Primary Font

AzoSans-Black

Aa



A, B, C, D, E, F, G, H, I, J, K, L,
M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p,
q, r, s, t, u, v, w, x, y, z
1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Primary Font

AzoSans-Medium

Aa



A, B, C, D, E, F, G, H, I, J, K, L,
M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p,
q, r, s, t, u, v, w, x, y, z
1, 2, 3, 4, 5, 6, 7, 8, 9, 0

الفونت العربي

Cairo Bold

ع
أ
ب



ا ب ت ث ج ح خ د ذ س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ع ي

ا ب ت ث ج ح خ د ذ س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ع ي

١,٢,٣,٤,٥,٦,٧,٨,٩,٠

الفونت العربي

Cairo Medium

ع
أ
ب



ا ب ت ث ج ح خ د ذ س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ع ي

ا ب ت ث ج ح خ د ذ س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ع ي

١,٢,٣,٤,٥,٦,٧,٨,٩,٠

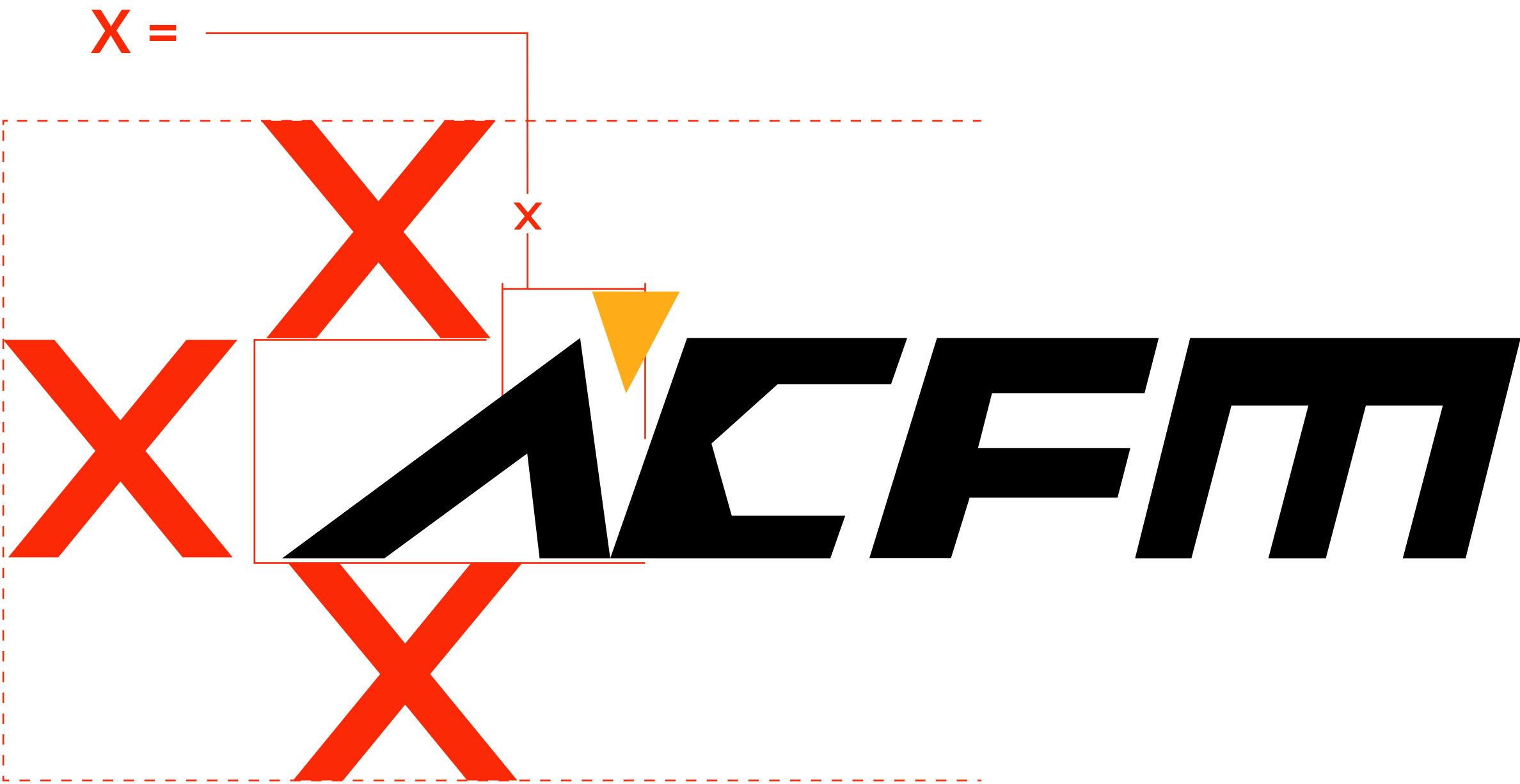
THREE KILOGRAMS

Color Variations



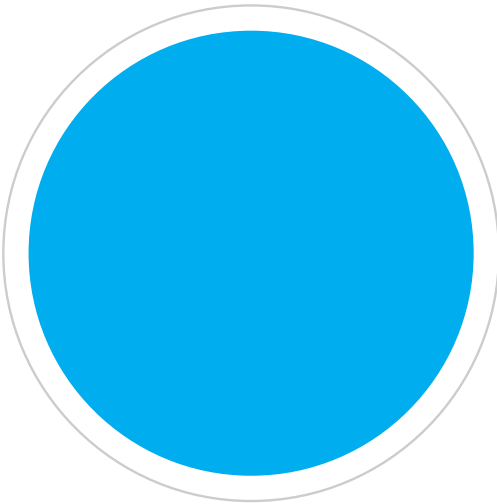
Sizes & Proportions

The x equals the height of the A letter in the logo, it is the standard reference for all the dimensions of the logo.

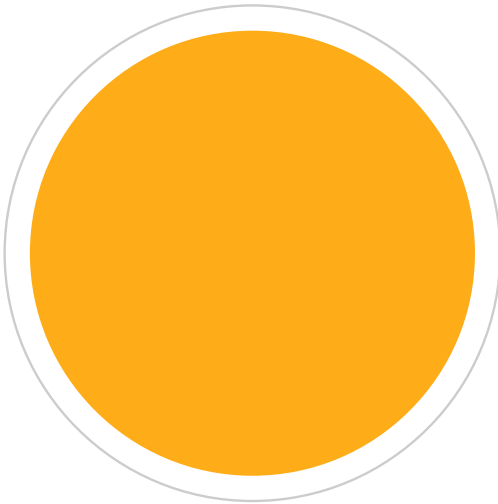


Brand Colors

Use the given color codes for the best results representing ACFM.



Ocean Sky



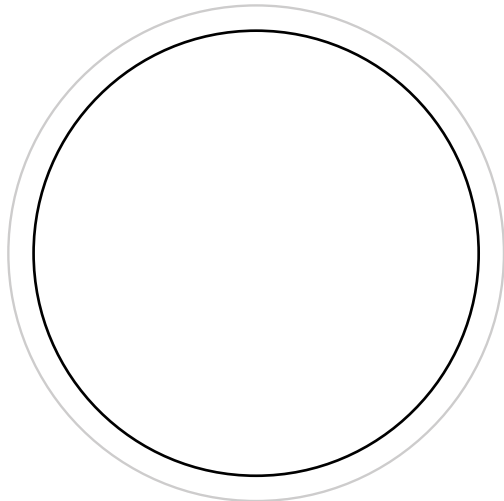
Pure Field



Brand Colors

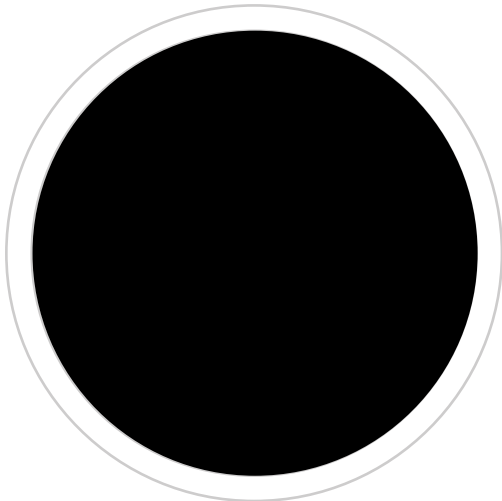
Use the given color codes for the best results representing ACFM.

Changable Colors



White

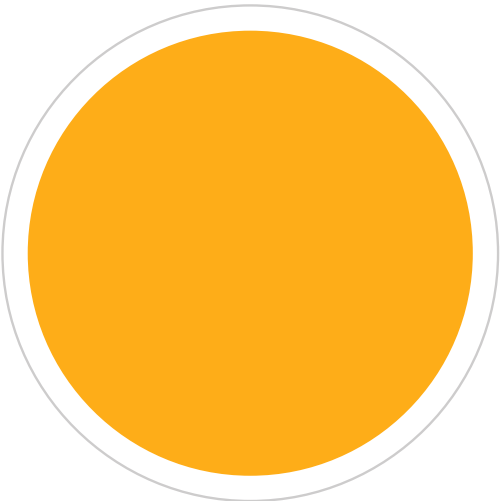
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Black

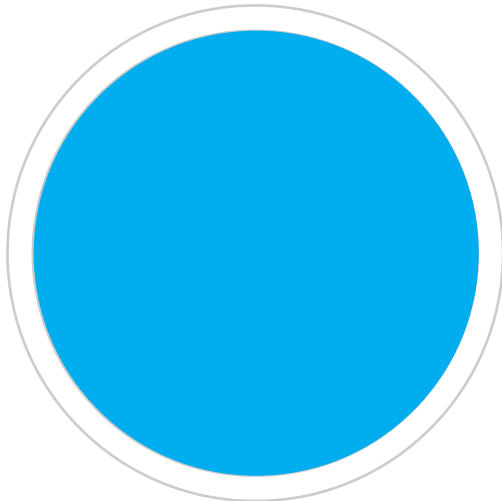
#000000

Solid Colors




Pure Field


#FEAD18



Sky Blue

#00ADEF

The ACFM logo is displayed on a white background. It features a stylized 'ACFM' in bold black letters, with a blue and orange graphic element to the left. Below the logo, the text 'ARAB CONTRACTORS' and 'FOR FACILITY MANAGEMENT' is written in a smaller, black, sans-serif font.

The ACFM logo is displayed on a black background. The stylized 'ACFM' and the text 'ARAB CONTRACTORS' and 'FOR FACILITY MANAGEMENT' are all in white, creating a high-contrast look.

ACFM RE-BRANDING

Signage

This slide displays the implementation of the proposed brand design.



Stationary Design

This slide displays the implementation of the proposed brand design.



Embroidery Logo

This slide displays the implementation of the proposed brand design.



Office Kit

This slide displays the implementation of the proposed brand design.



Cap Design

This slide displays the implementation of the proposed brand design.



Vehicles Design

This slide displays the implementation of the proposed brand design.



Heavy Machinery Design

This slide displays the implementation of the previous design.



Heavy Machinery Design

This slide displays the implementation of the previous design.



Tanker Truck

This slide displays the implementation of the proposed brand design.



Overall Design

This slide displays the implementation of the proposed brand design.



Hard Hat Design

This slide displays the implementation of the proposed brand design.



Safety Vest

This slide displays the implementation of the proposed brand design.



THREE KILOGRAMS

Tool Box Design

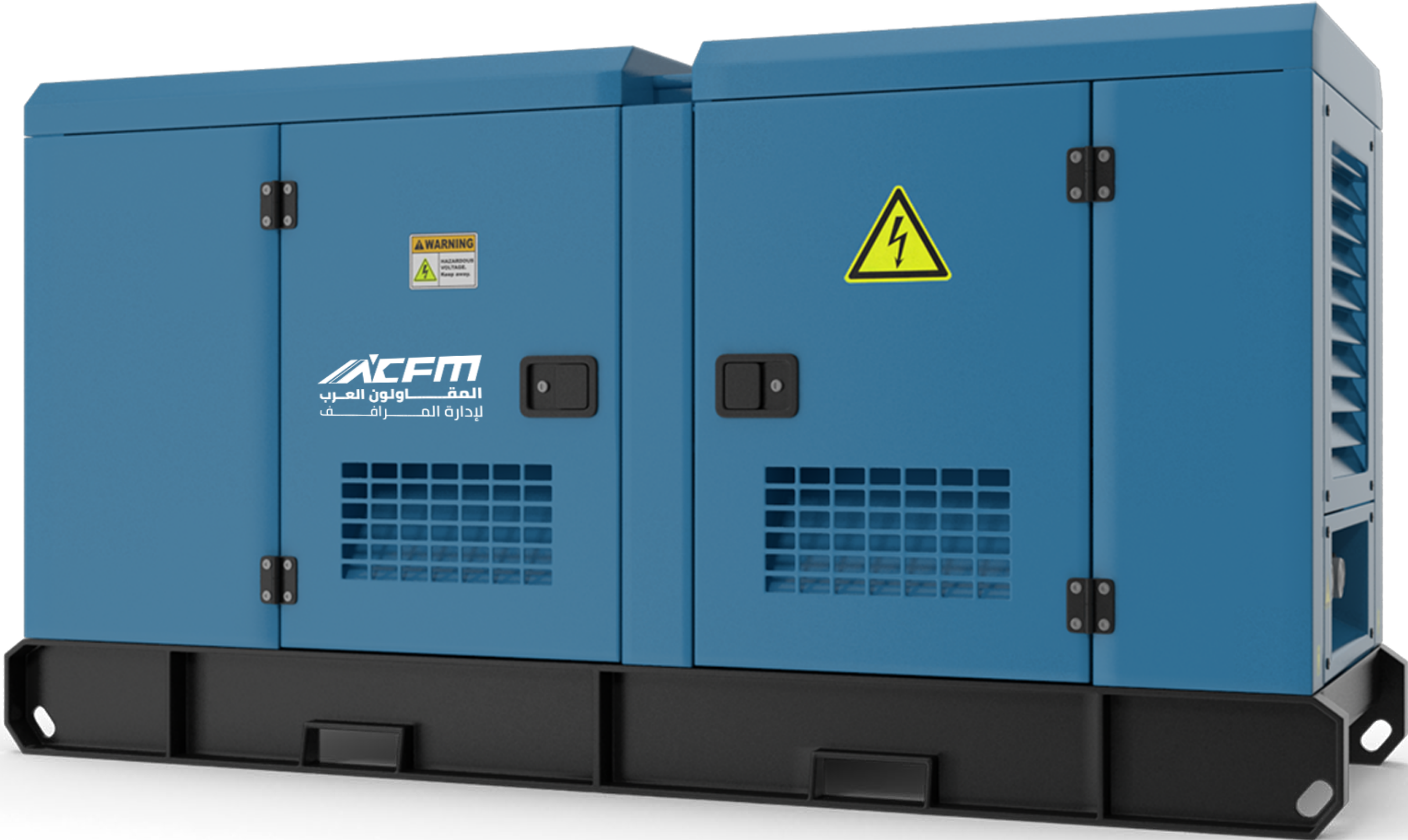
This slide displays the implementation of the proposed brand design.



THREE KILOGRAMS

Power Generator

This slide displays the implementation of the proposed brand design.



ACFM RE-BRANDING

Construction Fences Design

This slide displays the implementation of the proposed brand design.



Working Area

This slide displays the implementation of the proposed brand design.



Scaffolding Design

This slide displays the implementation of the proposed brand design.



Flag Design

This slide displays the implementation of the proposed brand design.







thank you