VISUAL IDENTITY GUIDELINES

Version 1.0 November 2025

مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center



INTRODUCTION

Logo Explanation:

Left Elements

Two circular, overlapping shapes created with multiple parallel lines:

Symbolize family connection and unity.

Represent safety, support, and emotional closeness.

The layered lines suggest intellectual depth and growth.

Middle Element

A soft wave-like curve:

Represents communication and dialogue between family members.

Reflects harmony and fluidity within the counseling process.

Right Element

A human-like figure (a circle as the head and curved linework as the body):

Symbolizes the individual within the family.

Reinforces the idea that people are at the center of the center's mission.

Artistic Style

The repeated parallel lines represent clarity, structured thinking, and gradual progress—similar to a counseling journey. The smooth curves convey warmth, flexibility, and emotional balance. The light gray tone reflects neutrality, calmness, and serenity.

Symbolize
family connection and unity



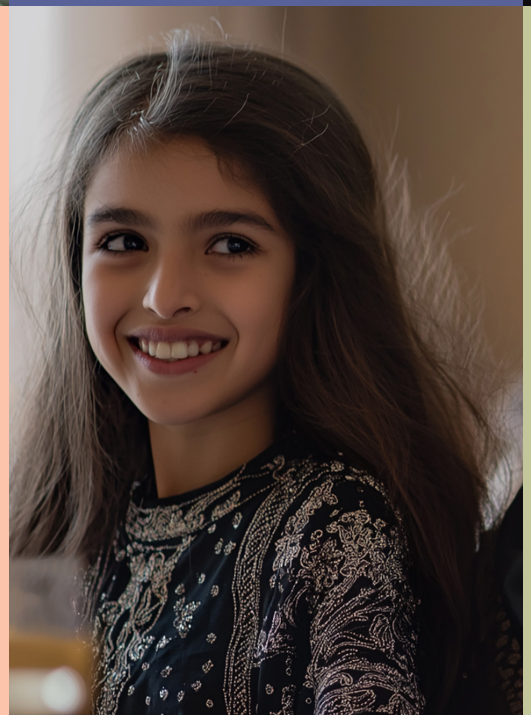
Represent
safety, support, and emotional closeness



مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center



Represents
communication and dialogue between family members



Reflects
harmony and fluidity within the counseling process



مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center

These guidelines are for use by anyone involved with our brand.

This document describes the toolkit of basic elements that make up our visual identity together with the basic principles, the do’s and don’ts, and practical examples for you to follow.

THE LOGO

02



01

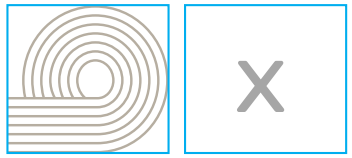


We have two main versions of the logo:

the key distinction between them lies in the presence of the circle in one of the versions.
The logo that includes the circle is designated for use in materials related to the specific services offered by the center, with the circle serving as a visual indicator that represents the type of service or the specialized area provided by each department.

In contrast, the version without the circle is considered the official logo and is used across all matters pertaining to the processing and collection of transactions—whether commercial, legal, or partnership-related. This version ensures a unified and formal appearance across all administrative documents and official dealings.

The logotype should be always surrounded by an area of clear space which should remain free from other graphic elements. Keeping the minimum clear space area will ensure that the mark remains prominent and fully legible wherever it appears.







To maintain the legibility of our logo a minimum size of 32mm has been determined.

The full-color Primary logo is to be used only on a white background.

For use on photography, primary color backgrounds, or grayscale backgrounds, use the one-color white or black versions of the Primary logo or the Project Mark.

On a photographic background, ensure that there is enough contrast with the masterbrand logo to maintain legibility. Refer to these examples for the best use cases.

On primary colors

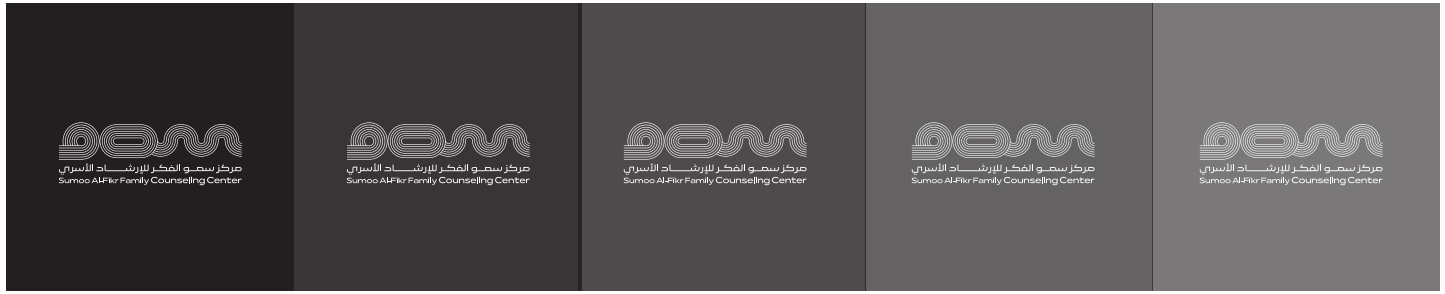


On photography





On black, shades of gray





مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center

Family Counseling

Turquoise



مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center

Male

Deep Blue



مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center

Female

Dusty Rose



مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center

Elderly

Light Olive



مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center

Children

Bright Orange



In addition to the guidance on how to properly use the logo system, while not extensive, here is a list of common things to avoid.



Do not modify the colors of the logo, even if they are from the brand palette.



Do not rotate the logo in any direction, or flip it vertically or horizontally.



Do not use gradients, drop shadows, bevels or graphic effects of any kind.



Do not alter the size ratio or position of any part of the logo.



Never box or border the logo.



Do not stretch, squash or warp the logo in any direction.


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center



COLOR PALETTE


B6AFA2
77C9D4
596197
D97F95
C4C79B
FBC4AC

TYPOGRAPHY



Primary Fonts, English

Montserrat Family is the primary English typeface for Our logo. It expresses our personality and it is key to the visual style that we intend to convey in our messages.

Montserrat Black

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz 0123456789 !¡/;,%¿?@#

Montserrat Bold

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz 0123456789 !¡/;,%¿?@#

Montserrat Medium

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz 0123456789 !¡/;,%¿?@#

Montserrat Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz 0123456789 !¡/;,%¿?@#

1. Primary fonts (english)
2. Primary fonts (arabic)
3. Secondery fonts

Primary Fonts, Arabic

GE SS Two K Family is the primary corporate Arabic typeface for Our logo. It expresses our personality and it is key to the visual style that we intend to convey in our messages.

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض، ط، ظ، ع، غ، ف، ق، ك، ل، م،
ن، هـ، و، ي 1 2 3 4 5 6 7 8 9 0

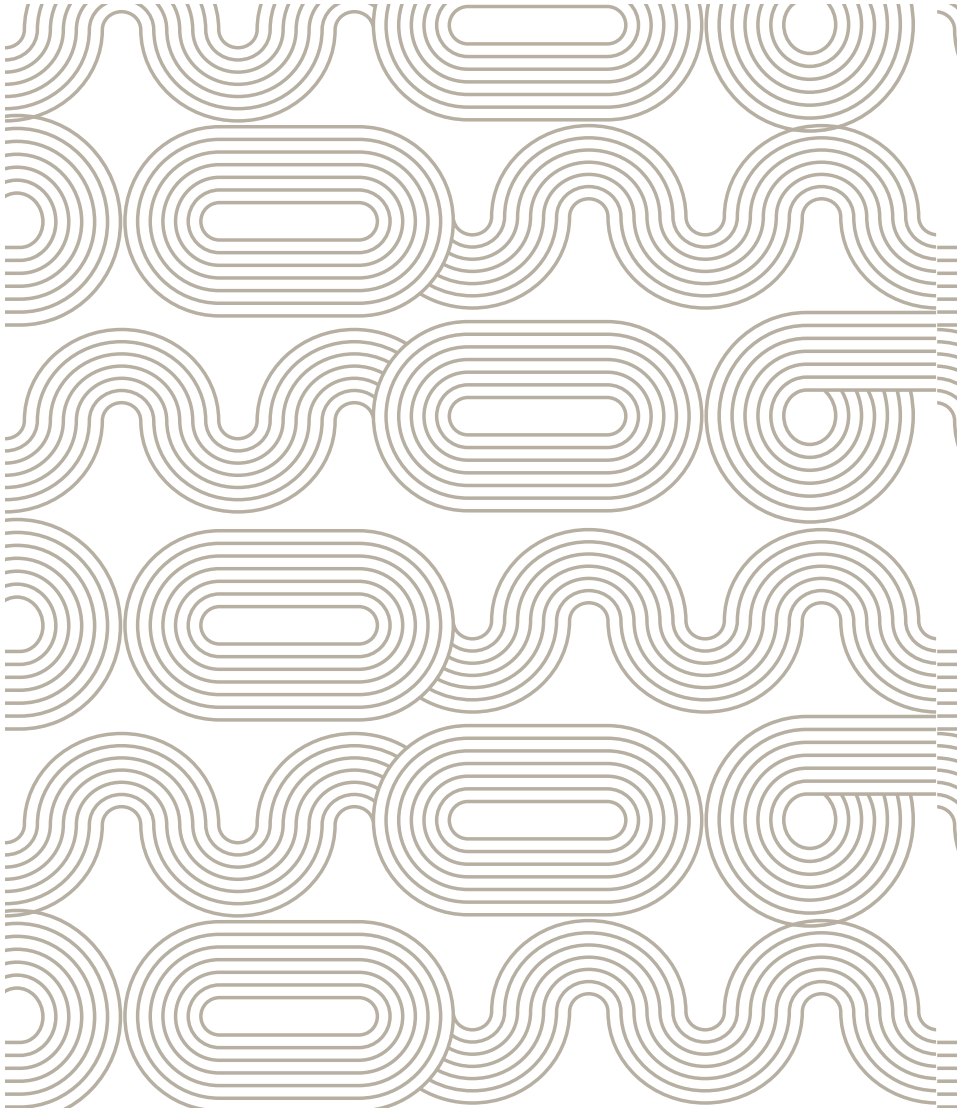
أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض، ط، ظ، ع، غ، ف، ق، ك، ل، م،
ن، هـ، و، ي ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

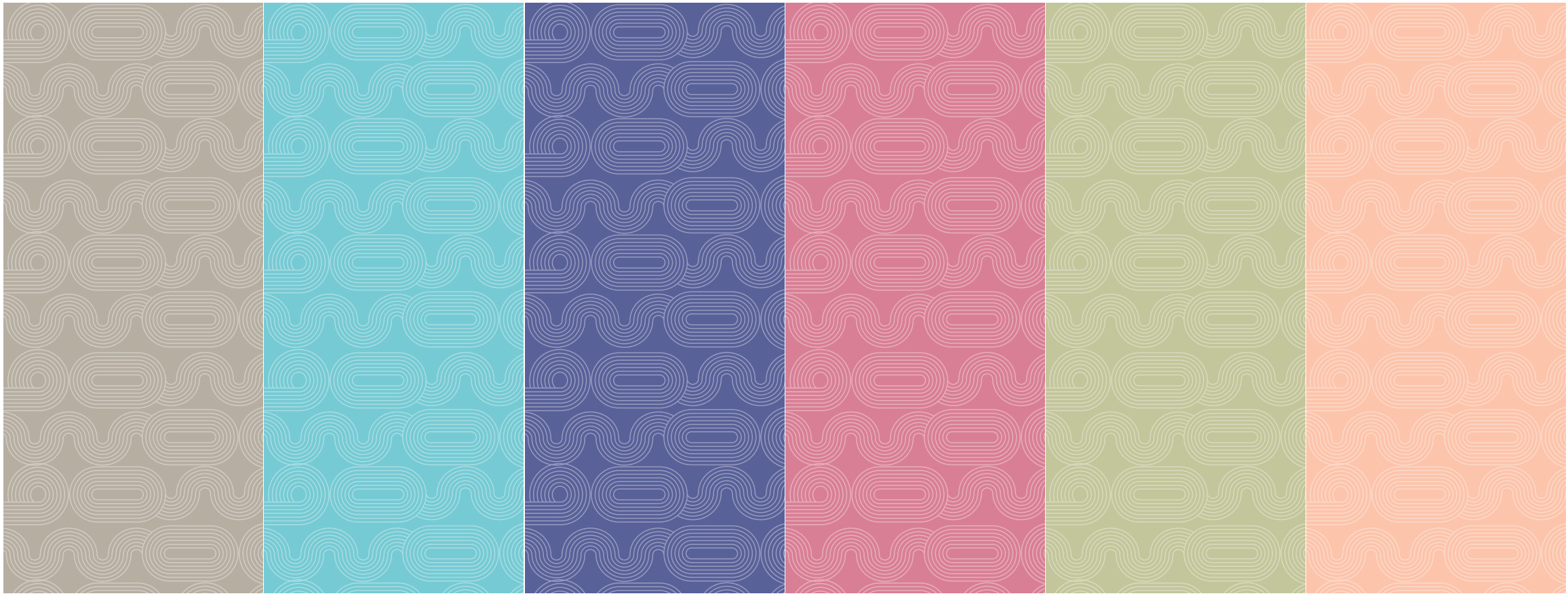
أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض، ط، ظ، ع، غ، ف، ق، ك، ل، م، ن، هـ، و،
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ ي

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض، ط، ظ، ع، غ، ف، ق، ك، ل، م، ن، هـ، و،
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ ي

SUPERGRAPHIC & PATTERN





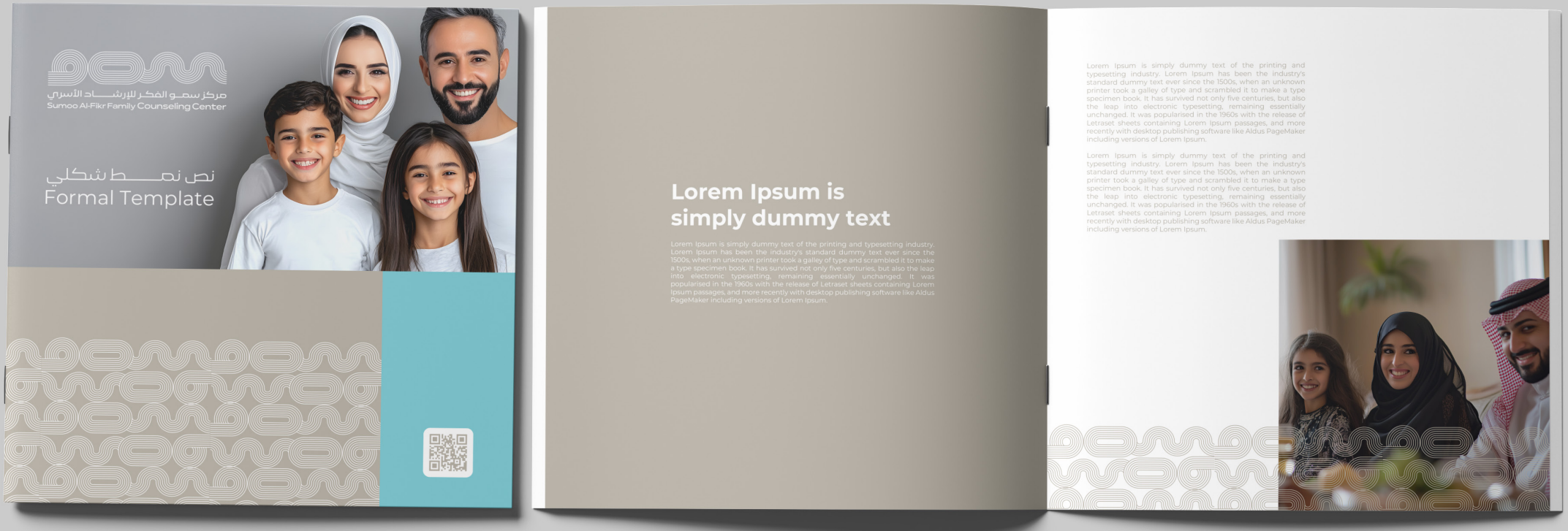



STATIONARY


Vianne Reekers
Family Service Counselor
Vianne Reekers
Family Service Counselor
M. +966 533325135
E. info@smoalfkr.com
W. smoalfkr.com
مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nib
euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim a
minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl
aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nib
euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim a
minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl
aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit
vulputate velit esse molestie consequat,
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nib
euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim a
minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl
aliquip ex ea commodo consequat.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nib
euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim a
minim veniam, quis nostrud
M. Smith
Milano Smith
Managing Director
مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center
مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center
مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center
نص نمط شكلي
Formal Template
Lorem Ipsum is simply dummy text
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


Internal Memo
مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counselling Center


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center

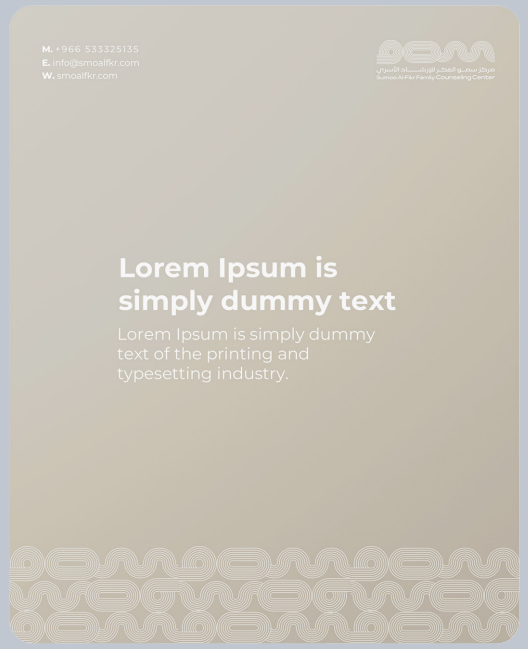

مركز سمو الفكر للإرشاد الأسري
Sumoo Al Fikr Family Counseling Center

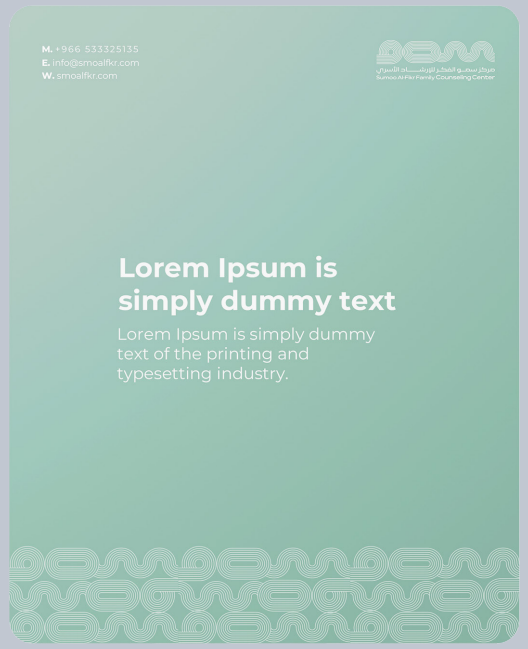

Lorem Ipsum is
simply dummy text
مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center
Lorem Ipsum is
simply dummy text

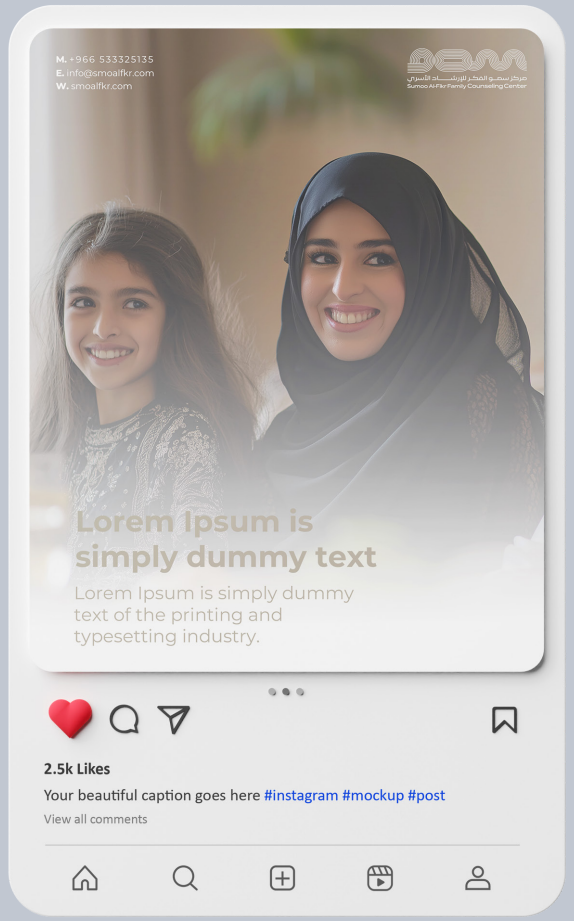

مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center
INVOICE
Date: 10 November 2030
#123456789
TO:
DWYANE CLARK
Address and City Name
2424 Country Name
SL
DESCRIPTION
PRICE
QUANTITY
AMOUNT
01
02
03
04
05
06
Sub total
Vat (10%)
TOTAL
$1241.90
"Thank You for Your Business"
+000 123 456 789
www.websitename.com
Payment Method
Account No: 000000000
Account Name: Name Place Here
Account Code: o0eu46ey
TERMS & CONDITIONS
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat
INVOICE
Date: 10 November 2030
#123456789
PRICE
QUANTITY
AMOUNT
Sub total
Vat (10%)
TOTAL
$1241.90
TERMS & CONDITIONS
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

DIGITAL




M. +966 533325135
E. info@smoalfkr.com
W. smoalfkr.com
Lorem Ipsum is simply dummy text
Lorem Ipsum is simply dummy text of the printing and typesetting industry.


M. +966 533325135
E. info@smoalfkr.com
W. smoalfkr.com
Lorem Ipsum is simply dummy text
Lorem Ipsum is simply dummy text of the printing and typesetting industry.


M. +966 533325135
E. info@smoalfkr.com
W. smoalfkr.com
Lorem Ipsum is simply dummy text
Lorem Ipsum is simply dummy text of the printing and typesetting industry.
2.5k Likes
Your beautiful caption goes here #instagram #mockup #post
View all comments


M. +966 533325135
E. info@smoalfkr.com
W. smoalfkr.com
Lorem Ipsum is simply dummy text
Lorem Ipsum is simply dummy text of the printing and typesetting industry.


Lorem Ipsum is
simply dummy text


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center





Mollwian Dandelion
Family support worker

Address
Highway Valleyhill, Parkway
Street Address, CA 767676, USA

P : 1234 567 89
M : sentyourmail@here.com
W : www.webaddress.com

مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center

Mollwian Dandelion
Family support worker

Address
Highway Valleyhill, Parkway
Street Address, CA 767676, USA

P : 1234 567 89
M : sentyourmail@here.com
W : www.webaddress.com

مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center

Mollwian Dandelion
Family support worker

Address
Highway Valleyhill, Parkway
Street Address, CA 767676, USA

P : 1234 567 89
M : sentyourmail@here.com
W : www.webaddress.com

مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


SIGNAGE


Formal Template


نص نمـــــط شكلي
Formal Template


نص نمـــــط شكلي
Formal Template


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


PROMO ITEMS


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center
مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center
مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center


مركز سمو الفكر للإرشاد الأسري
Sumoo Al-Fikr Family Counseling Center

THANK YOU.