

Tiba Egypt Brand Identity Book

Establishing Identity, Consistency, and Excellence

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To see how the different sections
of the Brand Book

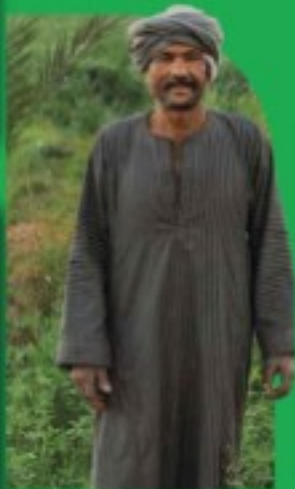




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INTRODUCTION

The Liblogist brand book is a comprehensive guide designed to maintain a consistent and cohesive brand identity. It serves as a reference for all visual branding materials ensuring that all communications reflect the brand's values and identity.



The Rise of Tiba

Tiba's journey in agribusiness commenced in 1995 as a distributor of agricultural inputs. Our steadfast dedication to quality and customer satisfaction has earned us a strong reputation as a trusted partner to growers. We formalized our operations as a stakeholder company in 2002, marking a significant milestone in our growth.

Leadership & Innovation

By 2008, TISA had established itself as a leading provider of comprehensive crop nutrition solutions, adhering to the highest industry standards. Building on this success, we expanded our offerings to include crop protection solutions by 2014.





Legacy of Growth

Strategic partnerships with global leaders in research and development, such as Syngenta, Corteva, Bayer, and Indagult, have empowered us to deliver a wide array of cutting-edge products and services to our diverse clientele. **Our extensive network of branches, coupled with dedicated sales and marketing teams and robust financial management, positions us to effectively serve customers across all market segments.

A close-up photograph of a hand gently touching a patch of vibrant green grass. The background is a soft-focus field of similar grass. A semi-transparent white rectangular box is positioned in the lower right area of the image, containing text.

The Tibe Egypt Brand Book is a comprehensive guide designed to maintain a consistent and cohesive brand identity. It serves as a reference for anyone creating branded materials, ensuring that all communications reflect the brand's values and vision.

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BRAND OVERVIEW

Tiba Egypt was founded with a vision to revolutionise the industry with innovative solutions and exceptional service. Our journey began in (year), and since then, we have achieved numerous milestones that have shaped our growth and success. Our commitment to quality and customer satisfaction has been the cornerstone of our brand.

MISSION

At Tiba Egypt, our mission is to innovate and provide top-quality solutions that enhance the lives of our customers. We are committed to excellence and integrity in every aspect of our business.

VISION

To be the leading provider of innovative solutions in Egypt, recognized for our commitment to quality, customer satisfaction, and continuous improvement.

Objectives

Expand export markets by consistently meeting international quality standards.
Implement eco-friendly practices to ensure long-term agricultural sustainability.



TARGET SEGMENT

TIBA primarily serves professionals and organizations within the agricultural sector who seek reliable, high-quality agricultural solutions. This includes local and regional farmers, agricultural distributors, cooperatives, and governmental institutions involved in agricultural production. Additionally, TIBA targets private companies in the agro-industry looking for advanced solutions, consulting services, and premium agricultural products.

This segment values innovation, technical expertise, and consistency in agricultural development and product quality. TIBA's products and services are tailored to those who prioritize effective growth strategies and sustainable practices in agriculture.

The background of the slide is a solid green color with a faint, artistic image of green plant leaves and stems on the left side, creating a natural and fresh aesthetic.

CORE VALUES

01

Innovation: We constantly seek new and better ways to serve our customers.

02

Quality: We strive for excellence in everything we do.

03

Integrity: We conduct our business with honesty and transparency.

Continuous Improvement: We are committed to continuous learning and improvement.

"Your brand is the single most important investment you can make in your business."

Steve Forbes



12 BRAND IDENTITY

LOGO CONCEPT & CONSTRUCTION

The logo conveys a sense of professionalism, reliability, and growth. The use of a bold, sans-serif font and the green color scheme suggests a company that is stable and forward-thinking.

The letters "T" and "W" have a slight leaf-like slant, adding a touch of dynamism and forward movement. This can symbolize progress and development, in keeping with the company's focus on agriculture.

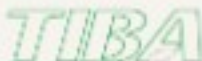


TIBA

FOR TRADING & AGENCIES & AGRICULTURE DEVELOPMENT



TIBA



TIBA

LOGO CLEARSPACE

Clear space, also known as safe space, is a crucial element in logo design that refers to the defined area surrounding the logo where no other elements should intrude.

This space is essential for maintaining the logo's legibility, visual impact, and brand identity. By ensuring clear space around the logo, designers prevent it from being crowded or overshadowed by other elements, allowing it to breathe and stand out effectively.



DO NOT DISTORT: No written or photographic alterations are allowed for logo.

APPLICATION ON BACKGROUNDS

A logo's background can significantly impact its overall visual appeal and brand recognition. By creating different background variations, businesses can adapt their logo to various applications while maintaining brand consistency.

on solid backgrounds can be used in digital media while preserving the contrast levels. Using black and white symbolizes sophistication and timeless effect is why they are the best option for printed media. Using a monochrome logo creates a sense of flexibility and makes the logo stand out, monochrome logo is better used on solid backgrounds.



LOGO SIZES

The size of a logo is crucial for its effectiveness across various applications. A well-designed logo should be adaptable to different sizes, from small icons on websites to large billboards, while maintaining its clarity and recognizability.

The logo size should remain consistent across all printed materials, adhering to the specified dimensions to ensure both legibility and brand consistency.



LOGO MISUSAGE

To maintain consistency of the brand throughout all the assets, there are certain combinations that do not conform with the brand and should not be used.

Logo misuse can significantly undermine a brand's identity and dilute its impact.



DO NOT PLACE THE LOGO ON A BACKGROUND THAT DOES NOT MATCH



DO NOT PLACE THE LOGO ON A



DO NOT PLACE THE LOGO ON A BACKGROUND THAT DOES NOT MATCH



DO NOT PLACE THE LOGO ON A BACKGROUND THAT DOES NOT MATCH



DO NOT PLACE THE LOGO ON A BACKGROUND THAT DOES NOT MATCH



DO NOT PLACE THE LOGO ON A BACKGROUND THAT DOES NOT MATCH



DO NOT ADD ANYTHING TO IT



DO NOT ADD ANYTHING TO IT OR REMOVE ANYTHING FROM IT



DO NOT PLACE THE LOGO ON A BACKGROUND THAT DOES NOT MATCH

COLOR SYSTEM

A color system is a carefully curated collection of colors that defines a brand's visual identity. It encompasses a primary palette of core colors, along with secondary and tertiary colors that can be used for accents or specific applications.

A well-defined color system ensures consistency across all brand materials, from marketing collateral to digital platforms. By establishing a harmonious color palette, businesses can create a strong and memorable brand image that resonates with their target audience.

Colors play a significant role in agricultural design, evoking feelings of nature, growth, and abundance. Green, the predominant color of foliage, symbolizes health, freshness, and environmental consciousness. Earthy tones like brown and beige represent stability and connection to the land. Vibrant hues like yellow and orange can be used to highlight specific elements or evoke feelings of warmth and energy. By carefully selecting and combining colors, designers can create visually appealing and effective agricultural designs that resonate with audiences and convey the essence of nature and sustainability.

PRIMARY COLORS

Primary colors are essential in establishing a brand's identity as they form the foundation of its visual presence. These colors help create a distinctive and recognizable image that fosters a strong emotional connection with the audience.

By carefully selecting and using primary colors, a brand can effectively communicate its core values and differentiate itself in a competitive market. Consistent application of primary colors across various brand materials ensures cohesive recognition and reinforces the brand's message, building trust and familiarity with consumers over time.



SECONDARY COLOURS

Secondary colors play a crucial role in identity by providing depth, nuance, and visual interest. They complement the primary color, adding variety and creating a more dynamic and engaging palette. By strategically using secondary colors, brand can evoke specific emotions and create a memorable visual identity.



HEX #F06A42
RGB 240, 106, 66
CMYK 100, 50, 50, 0
HSL 30, 60%, 50%

COLOR TONES

Gradient



HEX #F0E68C
RGB 240, 230, 140
CMYK 100, 50, 50, 0
HSL 50, 60%, 50%

COLOR TONES

Gradient

BRAND FONTS & TYPOGRAPHY

A sharp, clear typographic line in an institutional identity conveys professionalism, authority, and credibility. Using clean, sans-serif fonts, consistent font sizes, and precise spacing projects a modern, efficient image while reinforcing organizational structure and attention to detail. A well-executed typographic design enhances the institution's brand perception and leaves a lasting impression.

Font Family: Roboto

- Roboto
- Roboto Condensed
- Roboto Slab
- Roboto Mono
- Roboto Flex

Font Style

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0 @ # \$ % ^ & * ! ?

Font Size: 12pt

12pt
FOR HEADLINES

10pt
FOR SUBTILES

10pt
FOR TEXT BODY

10pt

BRAND FONTS & TYPOGRAPHY

DEFINITION

Secondary fonts support a brand's visual identity by complementing the primary font. They add variety, emphasis, and personality, often used for headings, subheadings, or calls to action. A well-chosen secondary font

can enhance readability and

visually distinguish different

types of content.

Examples of secondary fonts
include sans-serif, serif, and
script fonts.

DESCRIPTION

HOST GROTESK

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 Q 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 Q Y Z

1 2 3 4 5 6 7 8 9 0 @ # \$ % ^ & * ! ?

Font family: Host Grotesk

DEFINITION

FOR HEADLINES

Font family: Host Grotesk

DEFINITION

FOR SUBTITLES

Font family: Host Grotesk

DEFINITION

FOR TEXT BODY

Font family: Host Grotesk

DEFINITION

BRAND FONTS & TYPOGRAPHY

CAIRO

Arabic calligraphy is deeply intertwined with Arab culture and history. It represents a visual connection to the region's heritage, values and traditions. The use of Arabic font can evoke a sense of belonging and authenticity in the Arab audience.

CAIRO FONT

CAIRO

CAIRO

FOR HEADINGS

CAIRO

FOR MIDDLE

CAIRO

FOR TEXTBODY

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 ه و 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 ه و 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 ه و ي

BRAND GRAPHICS

ICONS & PICTOGRAMS

A custom-designed set of icons representing TIBA'S main topics adds depth and versatility to the brand system.



pattern

Tiba Egypt's map symbolizes our vision to expand from a national leader to a global force in agriculture. It reflects our commitment to building international partnerships and achieving global recognition. Each milestone on this map marks our progress toward becoming a world-renowned name in the industry.



BRAND GRAPHICS

Photography style

High-resolution images depicting agricultural activities, technology, and client interactions. Our visual language is modern and clear, and embodies our personality, expertise, and vision.

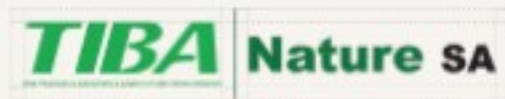
The pictures must be vivid, expressing nature, with bright colors that attract the eye, and shooting angles that provide visual enjoyment.



CO-BRANDING

Co-branding is a strategic partnership between two or more brands that collaborate to market a product or service, combining their brand identities to leverage each other's strengths.

This demonstrates the arrangement, labeling, and division of each component or group of emblems, as well as the positioning of the Tibetan emblem next to the other emblems.



SEVERAL BRANDS



TIBA
R&D TRADING & AGGREGATOR & CONSULTING DEVELOPMENT





A person stands on a stage to the right of a large green screen. The screen displays the TIBA logo in white, bold, italicized letters. Below the logo, there is a line of smaller white text. The stage is lit with a green glow from the screen. The audience is visible in the foreground, mostly in silhouette.

TIBA

THE INTERNATIONAL BUSINESS ASSOCIATION



TIBA
FOR FISHING & AQUACULTURE DEVELOPMENT

The image shows a close-up, low-angle view of a modern building's exterior. The building features a prominent green facade with large, rectangular panels. Above the green section, there is a dark grey horizontal band, and above that, a series of vertical wooden slats. The sky is visible in the upper left corner. The TIBA logo is mounted on the green facade, with the word 'TIBA' in large, white, bold, sans-serif capital letters. Below it, the tagline 'FOR FISHING & AQUACULTURE DEVELOPMENT' is written in smaller, white, sans-serif capital letters.

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STATIONARY

The Nile Egypt Brand Book is a comprehensive guide designed to maintain a consistent and cohesive brand identity. It serves as a reference for anyone creating branded materials, ensuring that all communications reflect the brand's values and vision.

CONTENT

LETTERHEAD

ENVELOPE DL

ENVELOPE AL

FOLDER AA

BUSINESS CARD

ID CARD

NOTE BOOK

CATALOG

TO DO LIST

STATIONARY | ENVELOPE DL



STATIONARY | ENVELOPE A4





STATIONARY | BUSINESS CARD



14.98



14.98

STATIONARY | ID CARD







STATIONARY | To DO List



INVITATION



STATIONARY | BUSINESS CARD



90 mm



90 mm









INSERT YOUR NAME
YOUR TITLE

TIBA

TIBA







CALENDAR





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UNIFORM

The best uniform should be designed with inclusivity and safety in mind, incorporating protective attire such as gloves and footware, to shield staff from potential exposure to harmful substances. This ensures a secure and comfortable working environment for all employees, regardless of their role.

CONTENT

PROTECT TSHIRT

JERSEY

COTTON TSHIRT

CAPS

BASEBALL JACKET

NORMAL JACKET

SAFETY HAT

GLOVES

OVERALL

UNIFORM | POLO TSHIRT



UNIFORM | JERSEY







UNIFORM | BASEBALL JACKET



UNIFORM | NORMAL JACKET





UNIFORM | GLOVES



UNIFORM | OVERALL



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PACKAGING

Our packaging designs are thoughtfully crafted to reflect our commitment to inclusivity and diversity while staying true to the brand's distinct color palette and aesthetics. We ensure that the chosen used are not only visually appealing but also accessible, offering high contrast and legible typography for easy reading.

CONTENT

BIKES

JERSEY

COTTON T-SHIRT

CAPS

BASEBALL JACKET

NORMAL JACKET

SAFETY HAT

GLOVES

OVERALL















69

TRANSPORTATION

CONTENT

CASH VAX

PICK UP TRUCK

CONTAINER











75 GIVEAWAYS

CONTENT

WATER FLASK

PEN

COASTER

TUMBLER

KEY CHAINS

PODI

NOTEBOOK

MUG





















A photograph of a modern building facade. The building has a light-colored, textured upper section and a lower section with large glass windows. A large white rectangular sign is mounted on the upper section, featuring the word 'TIBA' in large green letters and the text 'FOR TRAINING & ACADEMIC & AGRICULTURE DEVELOPMENT' in smaller green letters below it. The sky is visible in the background.

TIBA
FOR TRAINING & ACADEMIC & AGRICULTURE DEVELOPMENT

A white rectangular sign is suspended by three vertical metal rods. The sign features the TIBA logo, which consists of the word "TIBA" in a bold, green, italicized sans-serif font. Below the main text, the full name of the organization is written in a smaller, green, all-caps sans-serif font.

TIBA

FOR TRADING & AGROBUSINESS & AGRICULTURE DEVELOPMENT



TIBA

CONFERENZE E SEMINARI E AGGIORNAMENTO PROFESSIONISTICO

TIBA

CONFERENZE E SEMINARI E AGGIORNAMENTO PROFESSIONISTICO



TIBA

FOR TRADING & AGRICULTURE DEVELOPMENT

The image shows a 3D perspective of a green rectangular sign mounted on a white wall. The sign has a glossy finish and contains the text 'TIBA' in large, bold, white letters. Below it, in smaller white capital letters, is the phrase 'FOR TRADING & AGRICULTURE DEVELOPMENT'. A white arrow on the right side of the sign points downwards and to the left. A faint, grey arrow is visible on the left side of the sign, pointing downwards and to the right. The sign is attached to a white wall with a grey shadow cast to its left. Below the sign, there are dark, diagonal lines suggesting a floor or a shadow.



TIBA

THE BEST QUALITY OF LIVING

www.tiba.com

TIBA

www.tiba.com

CONTACT US !

Tel: +2 020 1690

E-mail: info@tba-egypt.com

Web: www.tba-egypt.com