

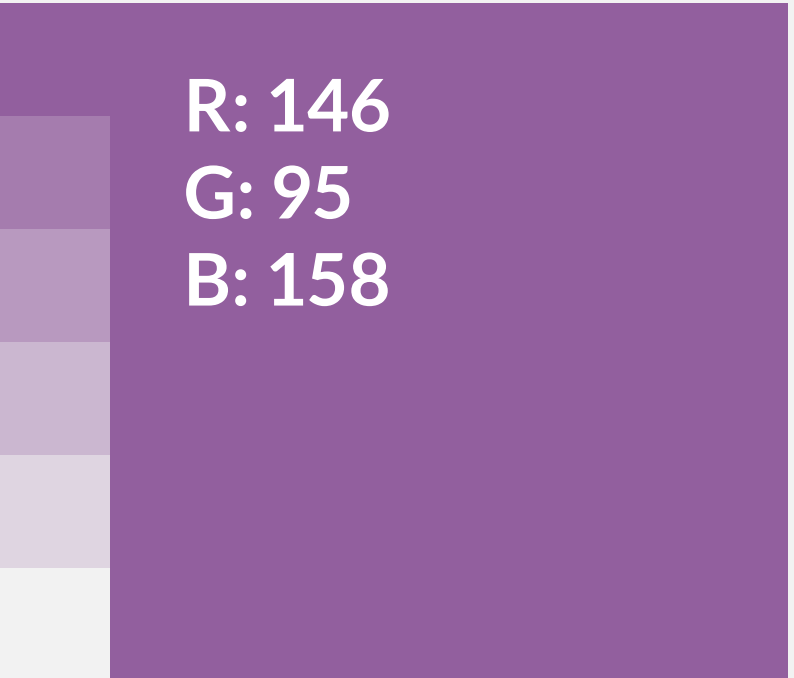
# الذانب Danube

Social Media Guideline

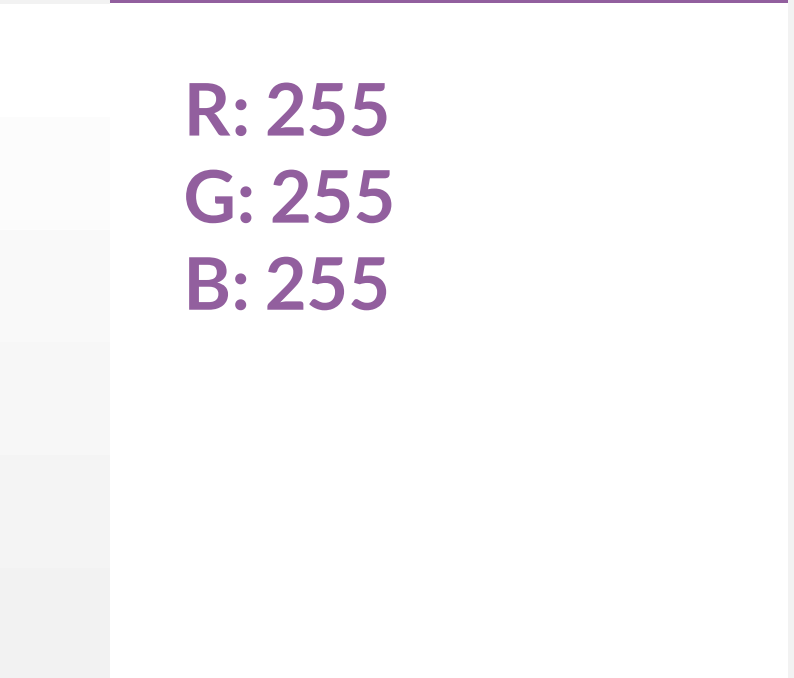
## Objective

Setting up the visual identity guidelines of Danube supermarkets' on social media platforms to create consistency, mental image and artistic look through the usage of unified colors, fonts, motifs and layouts.

# Color Scheme



#925F9E



#FFFFFF

# Danube الدانوب

Main Colors

# Color Scheme

R: 146 G: 95 B: 158  #ED1E79	
R: 255 G: 255 B: 255  #E6E6E6	R: 255 G: 220 B: 30  #925F9E

**Danube** الدانوب  
Secondary Colors

# Logo Adaptations

Main Colors

with Pattern



Outlined

Exaggerated

# Logo Adaptations Saudi National Day version



#925F9E

#FFFFFF

Normal Pattern  
Color: #FFFFFF  
Mood: Overlay  
Opacity: 10%

2021  
الدانوب Danube

Fine slim fonts to balance the logo's heavy type-face

## Fonts

English  
**Open Sans**

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

**Open Sans**

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

Arabic  
**GE Dinar Two**

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

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أ ب ت ث ج ح خ د ذ ر ز س ش ص  
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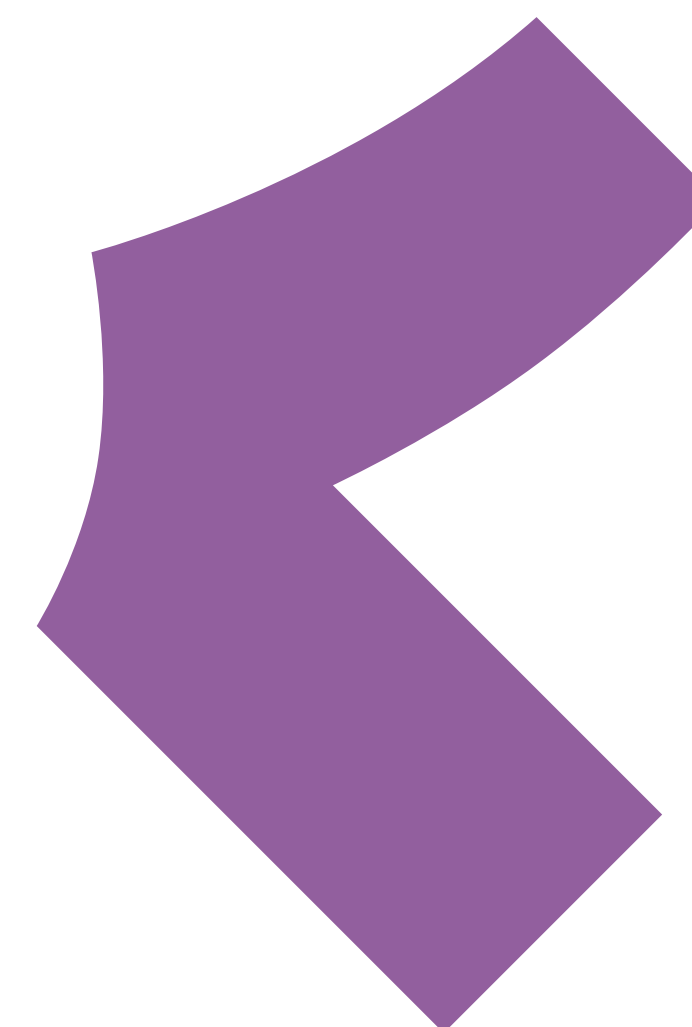
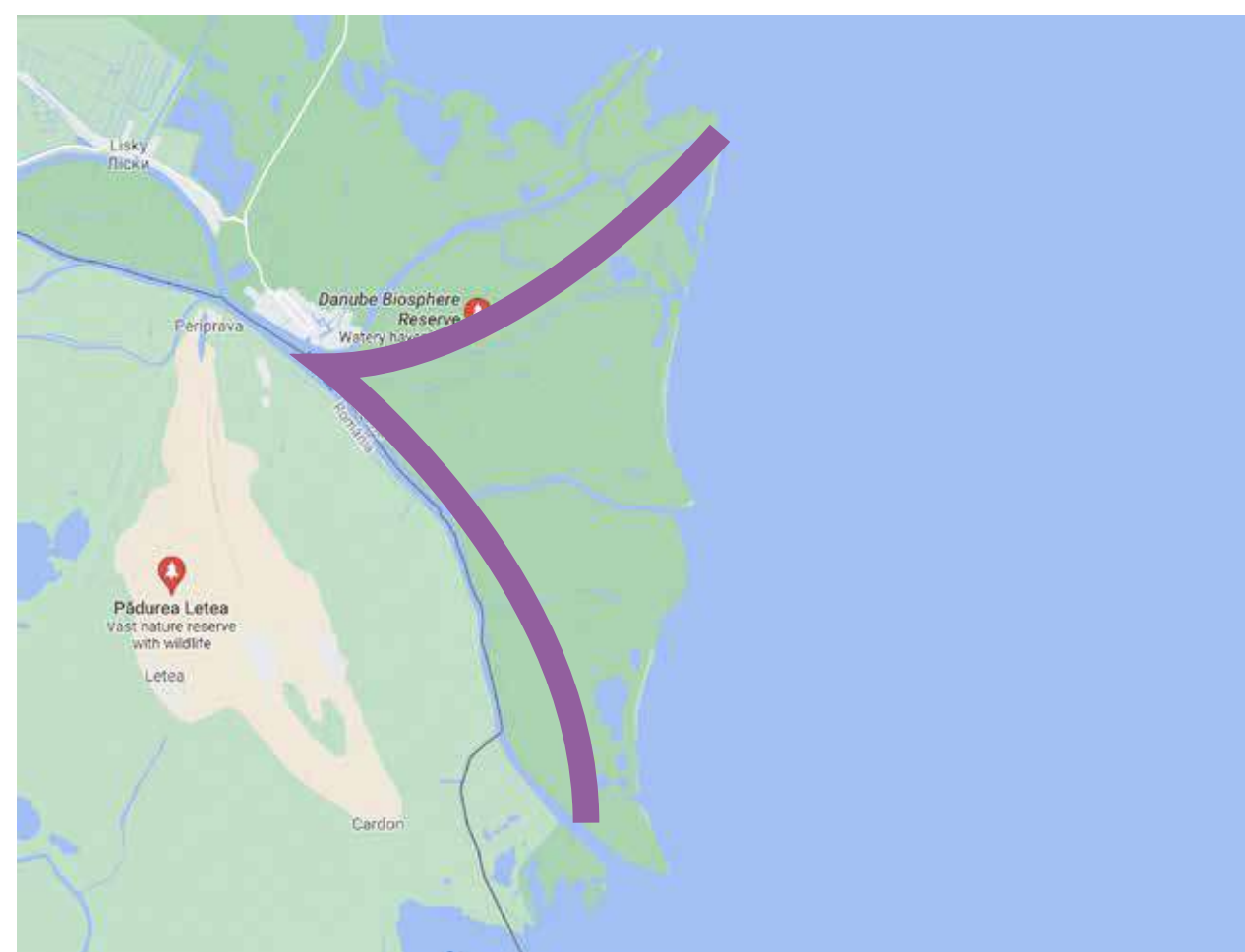
Introducing “The new Danube Motif”. It’s taken from the original logo yet it represents modernism to address the new digital era.

Motif



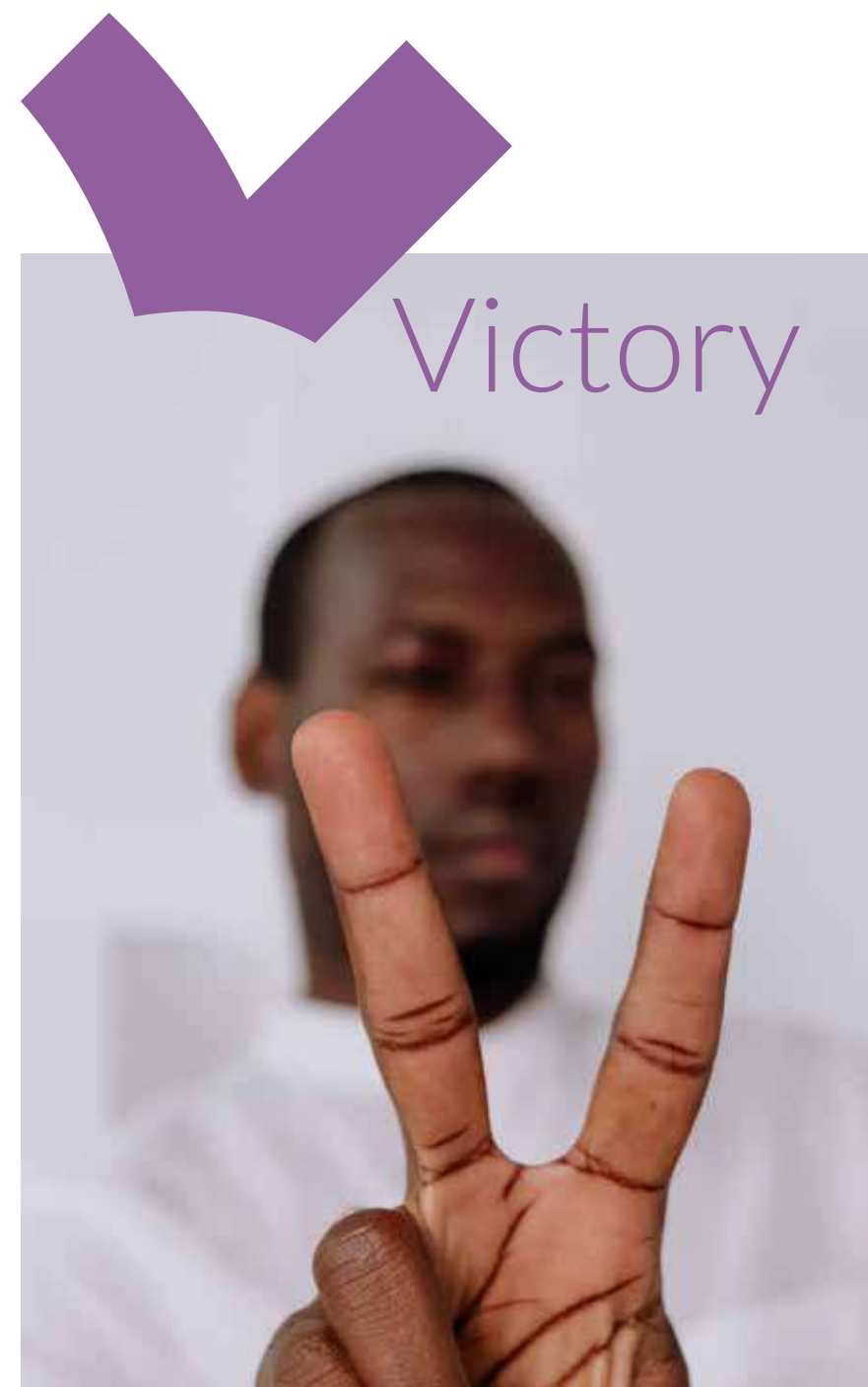
It also represents “The river danube delta” which is a watery haven sheltring rich natural life - in reference with Danube supermarkets sheltring rich variaty of products.

# Motif



It can also be used in the future for one (or all) of the following creative directions 10  
both internally and externally.

## Motif



Internal Comm. Example:  
Winning in Stores



External Comm. Example:  
Feedback

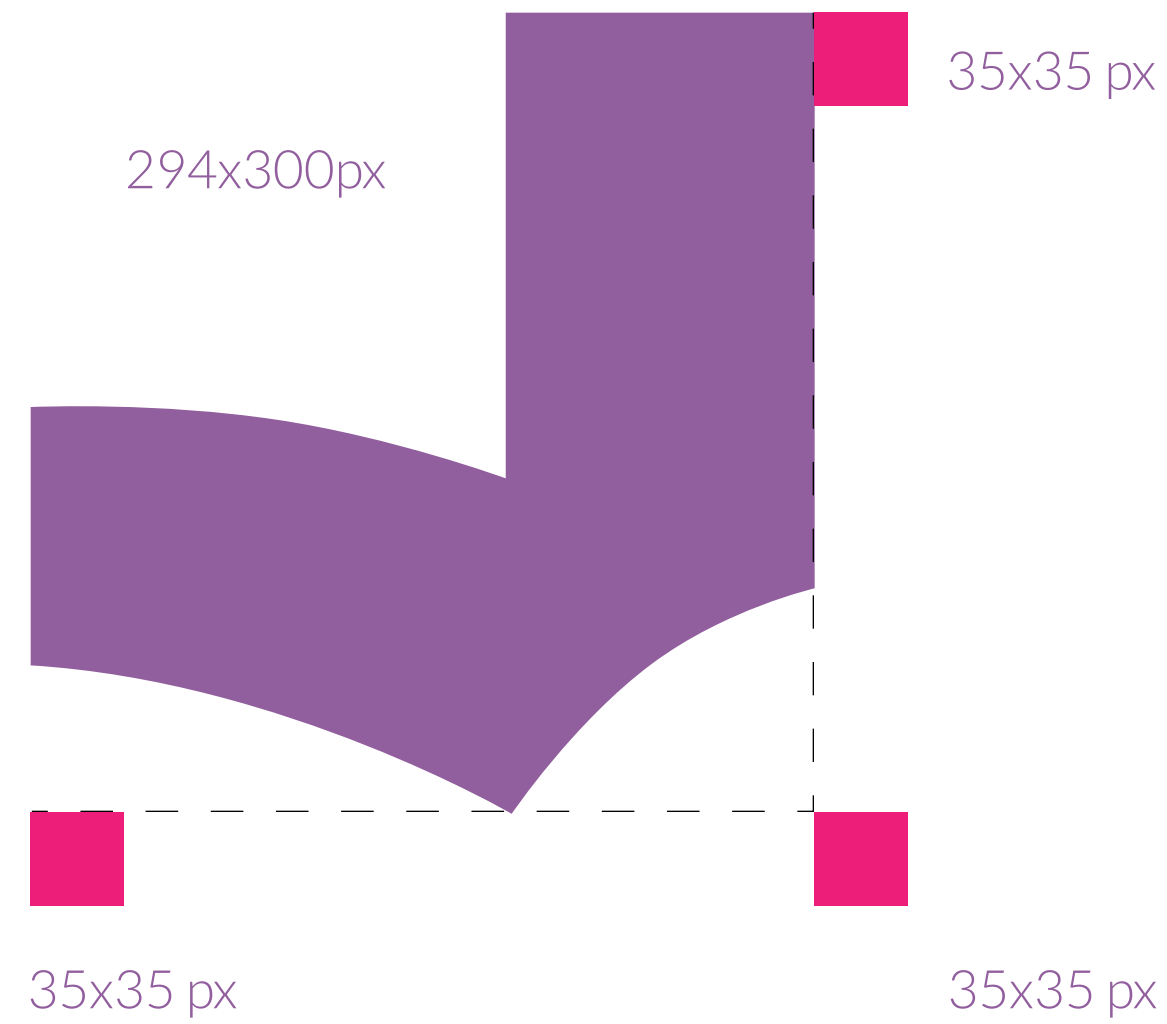


Internal/External Comm. Example:  
Revenue/Diversity Increase

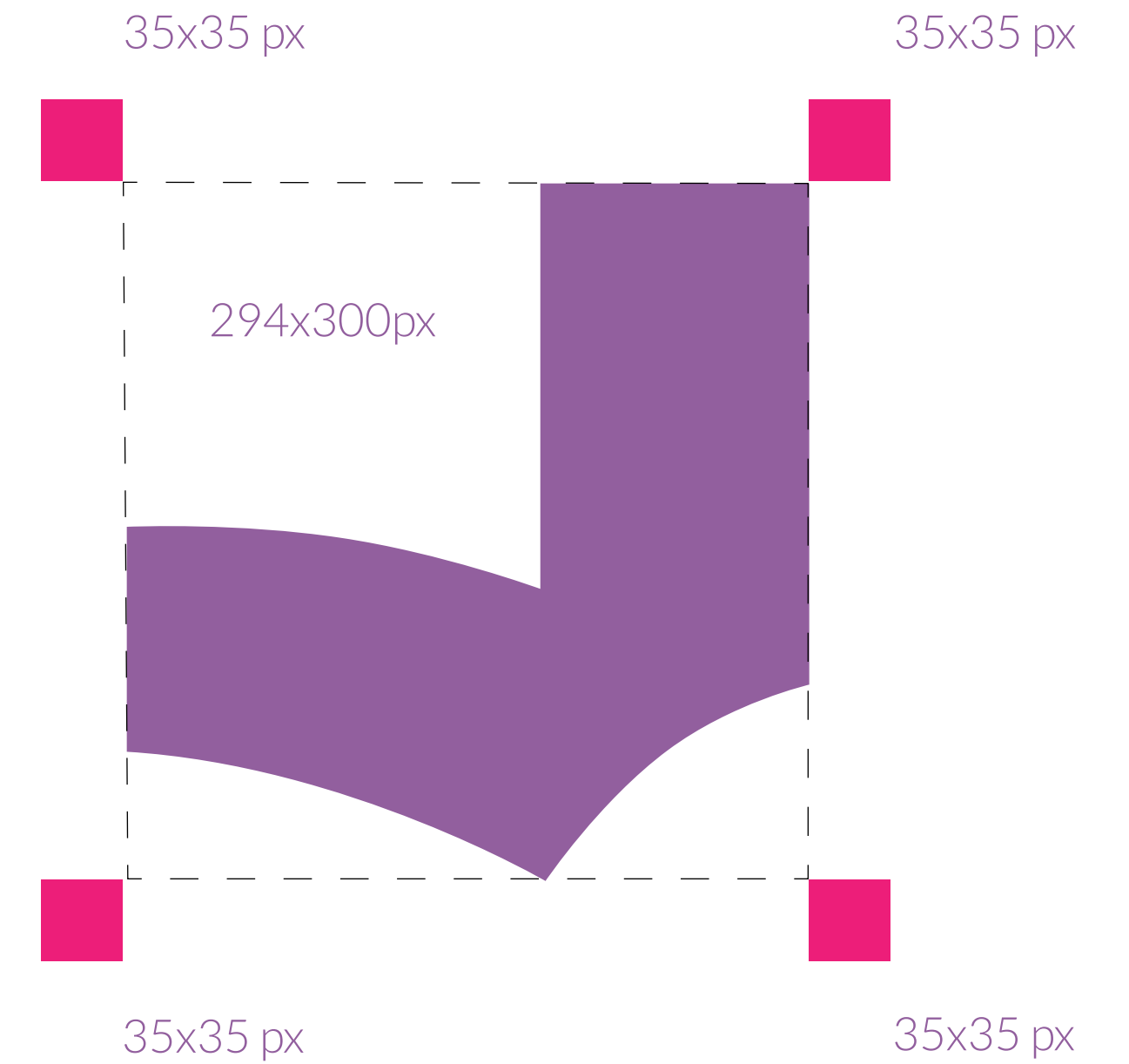
# Motif Usage



Direction  
If used in single form



Safe Space (Corner)  
If used in single form



Safe Space (Center)  
If used in single form

## Motif Usage



### Normal Pattern

Color: #FFFFFF  
Mood: Overlay  
Opacity: 10%



### Light Pattern

Color: #925F9E  
Mood: Multiply  
Opacity: 10%



### Dark Pattern

Color: #925F9E  
Mood: Multiply  
Opacity: 10%

# Social Media (Mobile App)



1000x1000px

213x217 px

Font size: 90pt Font weight: Medium  
**العنوان الرئيسي**  
المحتوي  
Font size: 50pt\*\* Font weight: Light

219x274 px

10% قسيمة

190x92 px

اطلب من جوالك  
الدانوب Danube

الدانوب Danube  
اطلب من جوالك

277x48 px

213x217 px

Font size: 90pt Font weight: Bold  
**HEADLINE**  
Content  
Font size: 50pt Font weight: Regular

219x274 px

10% COUPON

190x92 px

اطلب من جوالك  
الدانوب Danube

الدانوب Danube  
اطلب من جوالك

277x48 px

## Social Media (Mobile App)



1000x1000px

منتجات  
العناية الشخصية  
عند الطلب بـ ٣٩٩

اطلب من  
الدنوب  
Danube

الدنوب Danube

When you order for 399  
**Personal Care**  
Products

اطلب من  
الدنوب  
Danube

الدنوب Danube

2021  
الدنوب Danube



1500x500px

213x217 px



Font size: 90pt Font weight: Medium  
**العنوان الرئيسي**  
المحتوي  
Font size: 50pt\*\* Font weight: Light

قسمة  
10%

219x274 px

اطلب من  
جوالك Danube

الدانوب Danube

277x48 px

190x92 px

213x217 px



Font size: 90pt Font weight: Bold  
**HEADLINE**  
Content  
Font size: 50pt Font weight: Regular



قسمة  
10%

219x274 px

اطلب من  
جوالك Danube

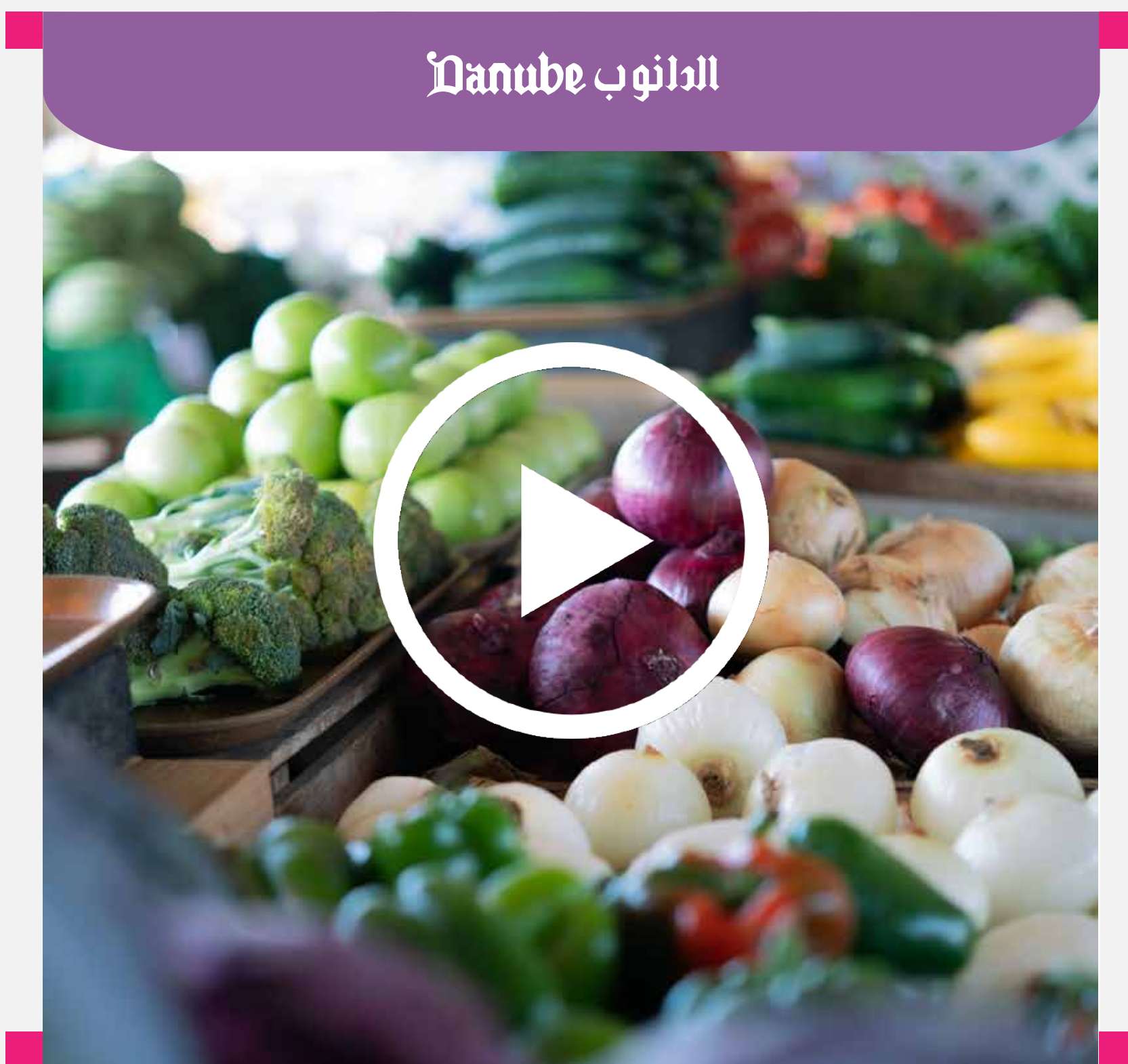
الدانوب Danube

277x48 px

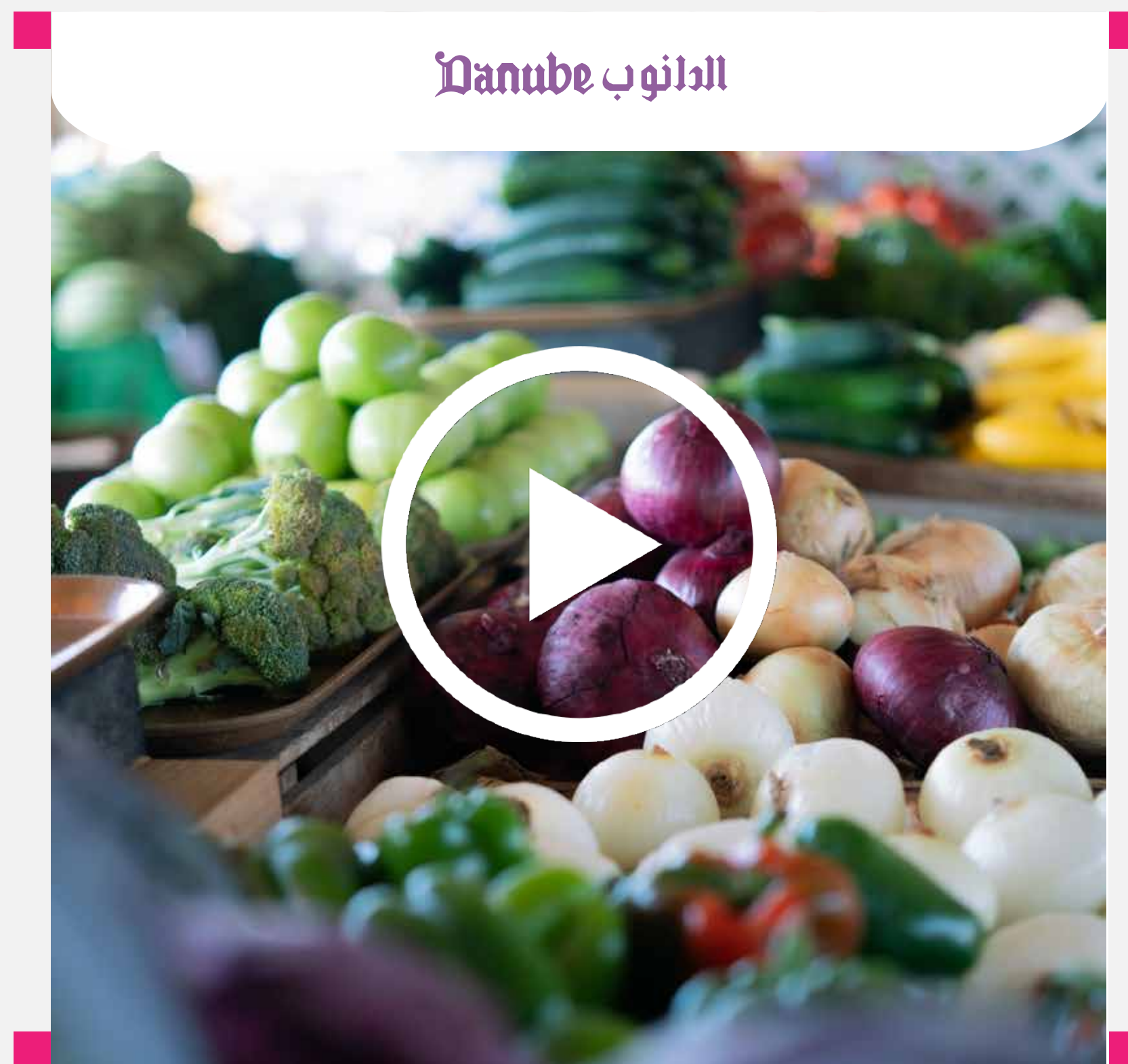
190x92 px

# Video Layout

277x48 px



277x48 px



## Video Ending Frame



# Weekly Offers



Using the vintage supermarket tent in a modernized look to grab consumers attention for the weekly offers.

2021  
الدانوب Danube

Simpler yet vibrant and eye catchy use of the vintage supermarket tent in a fresh (easy to use) style with one-color to represent fresh products.

## Fresh Products

تفاح أحمر  
RED APPLE

6.99 SR



1 KG

Danube الدانوب 277x48 px

تفاح أحمر  
RED APPLE



6.99 SR

1 KG

Danube الدانوب 277x48 px

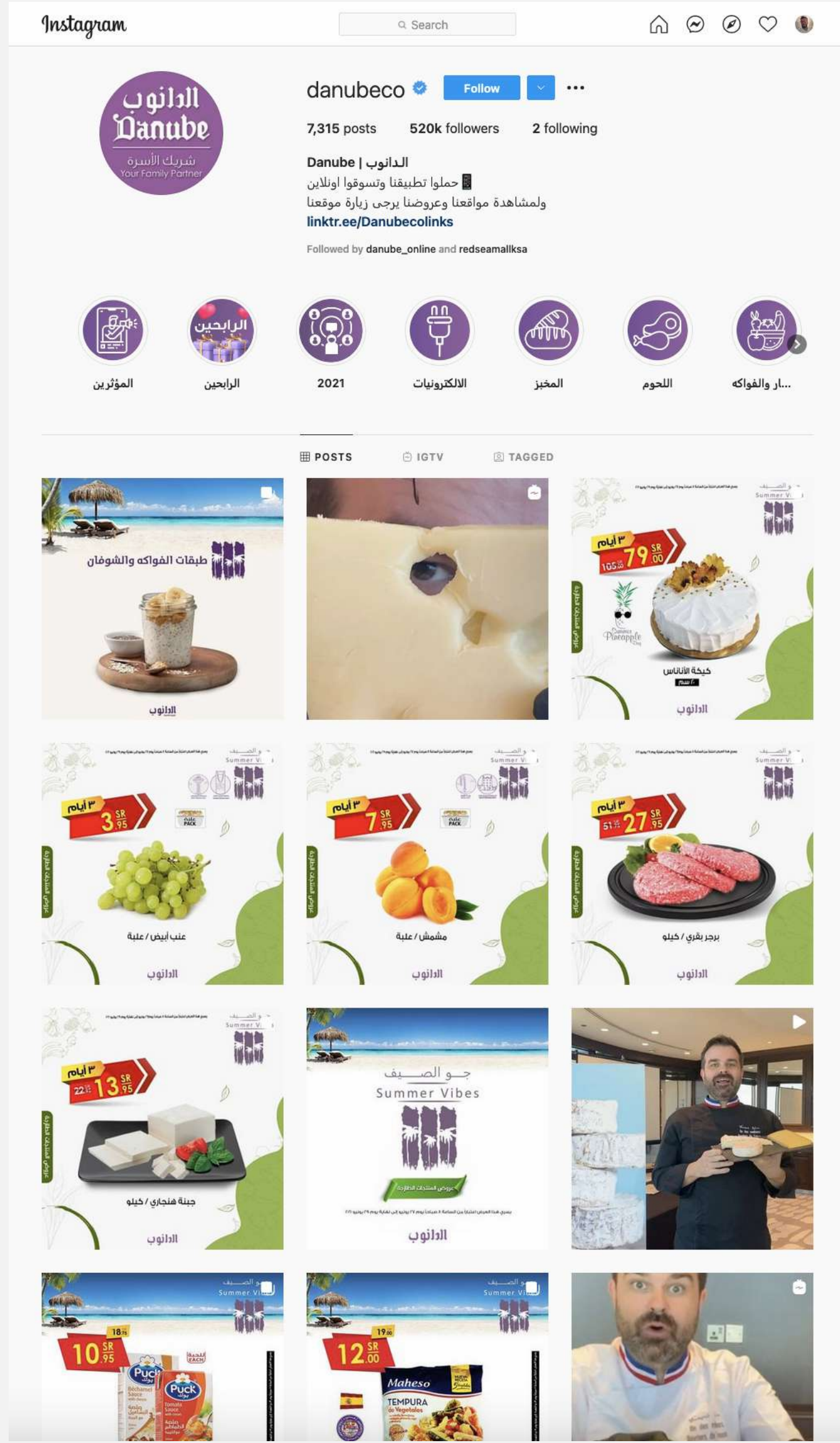
## Friday Supplication



## Ramadan Offers (sample)



# Change in Look & Feel



THANK YOU