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Introduction

Tejaarih.com is an online multi-stores shopping website, where you can find many goods categories like electronics, books, computers, mobile phones and more...The website is very simple and easy to use, and it has a secure and trusted online payment solutions...

users can add products to their shopping basket, compare them and view similar products.

Tejaarih.com is offering visitors a simple way to create their own stores, customize and upload their products in few clicks.

These stores are moderated by Tejaarih.com team, they are checking and verifying almost everything in order to maintain the best usability and security for store owners and direct users...

Tejaarih.com is based in KSA, the Founder "*Mohamed Al Kalbani*" has succeeded to create very useful and creative ideas regarding the online business and the e-shopping in general...his target was to create the biggest and the most user friendly online store on the middle east.

The rest of the team was exited about that goal, and they have started the application development based on open source scripts and latest coding technologies.

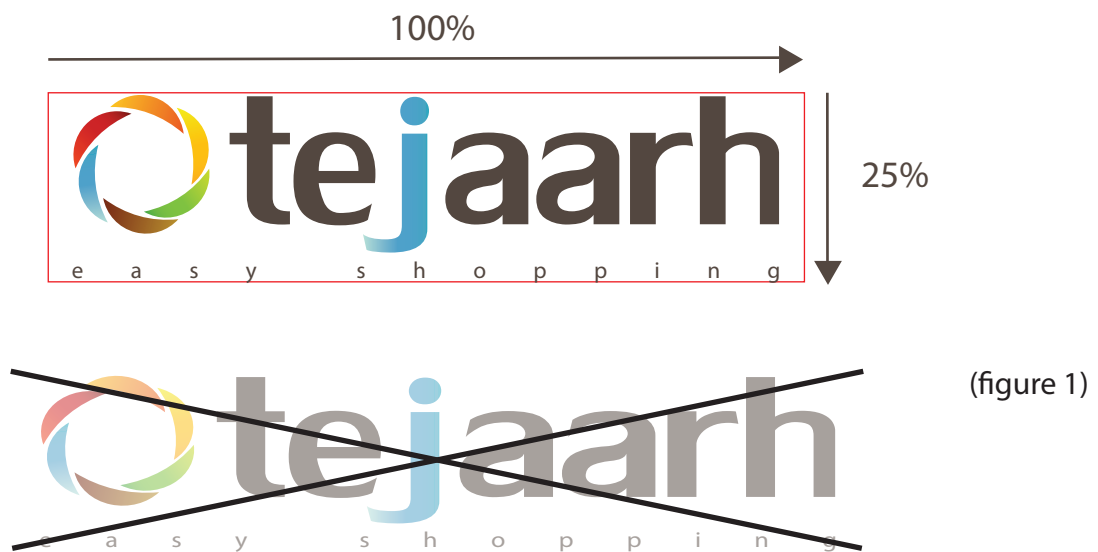
There is lots of extra services on Tejaarih.com, like e-mails and shipping services...also there is a simple blog where users can post and share their thoughts.

website: www.tejaarih.com

email: info@tejaarih.com

Logo configurations

1. Do not distort the proportions of the logo as demonstrated in the following figure:



2. Do not use the logo without the slogan sentence underneath, there is two options regarding this point:

- "easy shopping"
- "www.tejaarh.com"



[character spacing " 2040 pt "]



[character spacing " 1650 pt "]

(figure 2)

3. The logo is basically used on a WHITE background, and it could only be used on the following colors:



- When using a GREEN background, the letter "J" should be in YELLOW, and all other letters should be in WHITE (#FFFFFF).



- When using a DARK GREY background, the letter "J" stays with the BLUE GRADIANT original color, and all other letters should be in WHITE (#FFFFFF).



C	28.52	66.41	71.88
M	0	22.66	14.45
Y	17.58	8.98	22.66
K	0	0	0

[this table indicates the Cyan, Magenta, Yellow, Black colors in %]



- When using a BROWN background, the letter "J" stays with the BLUE GRADIANT original color, and all other letters should be in WHITE (#FFFFFF).



C	28.52	66.41	71.88
M	0	22.66	14.45
Y	17.58	8.98	22.66
K	0	0	0

[this table indicates the Cyan, Magenta, Yellow, Black colors in %]



4. Protection zone:

The logo should be surrounded with an empty space as a bounding box, to prevent any intersection with other elements as demonstrated on the following figure:



(figure 3)

The Logo Icon



(figure 4)

1.

C	1.17	2.73
M	23.83	82.03
Y	95.31	100
K	0	0.39

 -18.34 degree

[these tables are indicating the Cyan, Magenta, Yellow, Black gradient colors in %]

2.

C	6.25	0	0
M	0	26.56	40.23
Y	96.09	100	96.09
K	0	0	0

 -77.43 degree

3.

C	25	55.08	75.39
M	0	0	8.98
Y	100	100	100
K	0	0	0.78

 -144.96 degree

4.

C	27.73	31.25
M	40.33	89.45
Y	100	100
K	4.69	41.41

166 degree

5.

C	28.52	66.41	71.88
M	0	22.66	14.45
Y	17.58	8.98	22.66
K	0	0	0

98.63 degree

6.

C	0	12.89	32.03
M	87.11	98.83	96.88
Y	100	100	100
K	0	3.91	47.27

45.96 degree

7. The six 1/4 circles (process wheel) are creating a rounded polygon at the middle of the icon shape.

Colors

1. The logo icon colors (as demonstrated in figure 4 tables)



2. The "J" letter

 **Linear gradient:**
(J letter blue color)

C	28.52	66.41	71.88
M	0	22.66	14.45
Y	17.58	8.98	22.66
K	0	0	0

[this table indicates the Cyan, Magenta, Yellow, Black colors in %]


3. Text and slogan colors


 #554841

4. Graphic identity general color theme

(these colors are used on the website design, interior branches decoration and stationery)

 #FEBE10

 #34A8BD

 #554841

 #FFFFFF

Fonts

1. "Tejaarih" font: Lily UPC

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

2. The slogan sentence font: Myriad Pro

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Stationery

1. Letterheads (Any paper size)

Text color
#554841

Logo
(26.8 %)

White Background

Contact details
(Aligned left with the bottom blue line)

87.82%

Website URL

Linear gradient:
(blue color 2)

www.tejaarh.com

Al Riadh, KSA
(002) 016 821 0387
info@tejaarh.com

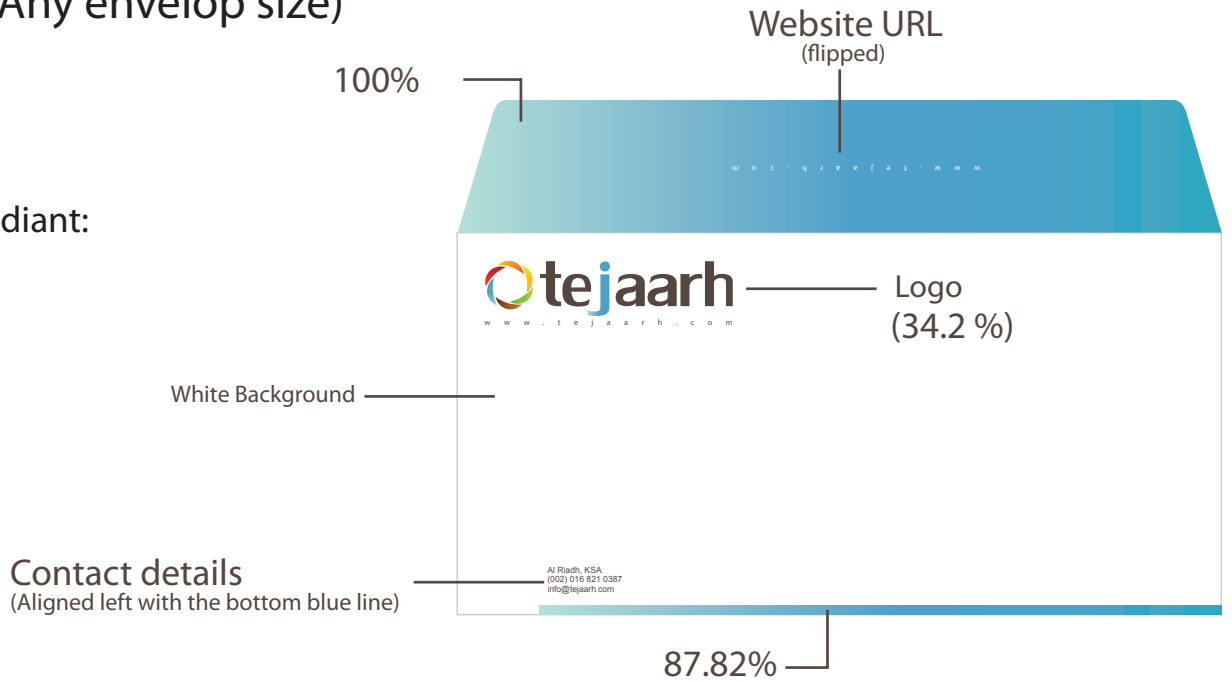
C	28.52	66.41	67.19	69.14	71.48
M	0	22.66	21.48	19.14	14.45
Y	17.58	8.98	10.55	14.45	21.88
K	0	0	0	0	0

[this table indicates the Cyan, Magenta, Yellow, Black colors in %]

2. Envelops (Any envelop size)

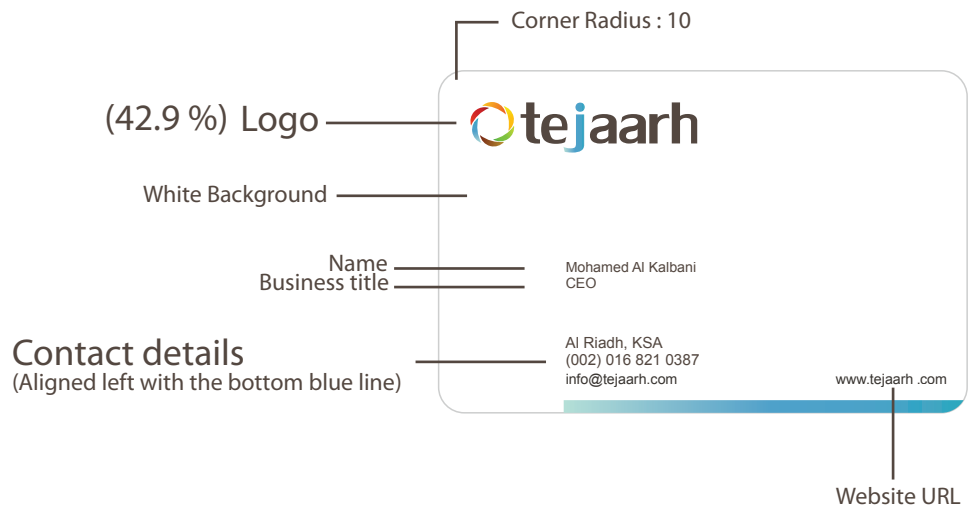
Text color
#554841

Linear gradient:
(blue color 2)



3. Business cards

Text color
#554841



4. Media CD s

