Team Black Pharaoh **Brand Guideline**

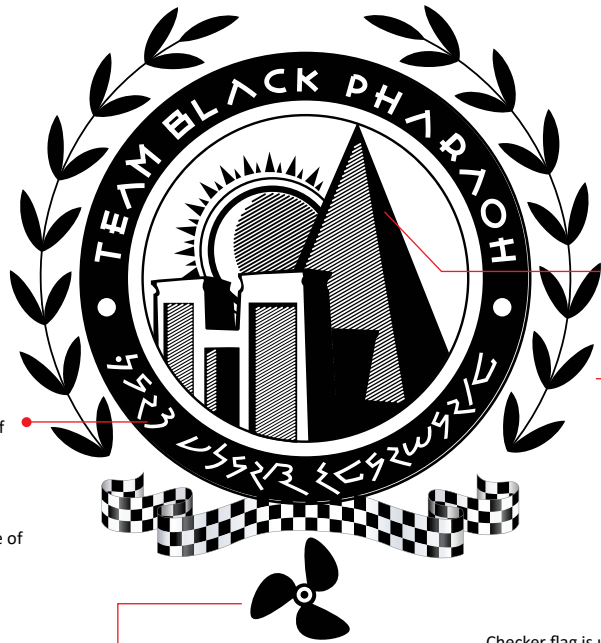**Our Logo is inspired by the Sudanies rich Culture and diverse heritage long history, unique geography, and a blend of Arab cultures.**

Representation of Sudanese pyramids in a logo symbolize strength, stability, and endurance, power

Antient Language of Sudan representing the ancient culture, while Nubian or Egyptian influences could evoke a sense of heritage, power, or spirituality

In general, a leaf circle in a logo showing feelings of harmony with the environment, growth, and eco-consciousness, appealing to consumers who value sustainability.

Using a powerboat propeller in a logo can communicate themes of high performance, motion, innovation, and a connection to the water or marine activities.

Checker flag is used to representation of the thrill, intensity, and spirit of competition.

SUDAN

TEAM

فــريق الفرعــون الأســود
TEAM BLACK PHARAOH

Visually speaking, our logo is one of the most valuable assets we own. herefore, it shouldnot be altered under any circumstances. To maximize its impact, please use only approved master reproduction art that follows the standards and specifications outlined here, Our logo should always have clear space around it for legibility and integrity, measure clear space from baseline.

The Master Identity Clear space is equal to the X hight of the (Propellers) in the Logo, To retain legibility and brand integrity the clear space rules apply and must never be change.

The Master Identity Clear space is equal to the X hight of the (english arabic font) in the Logo, To retain legibility and brand integrity the clear space rules apply and must never be change.

MASTER IDENTITY

CORRECT USAGE OF THE IDENTITY

PRIMARY LOGO USAGE

فــريق الفرعـــون الأسود
TEAM BLACK PHARAOH

MASTER IDENTITY

team black pharaoh

Sudanian Ancient Meroitic Language in the logo shows the connection with the deep cultural values of the Contry, Meroitic was the language of the ancient kingdom of Kush, in Northern Sudan.

Though it can be traced to the second millenium BC in the Egyptian texts, it was written with a specific script only from the 2nd century AD until the fall of its capital, Meroe, in the mid-4th century. The script was deciphered 100 years ago but the knowledge of the language remains scanty because no bilingual texts were found.
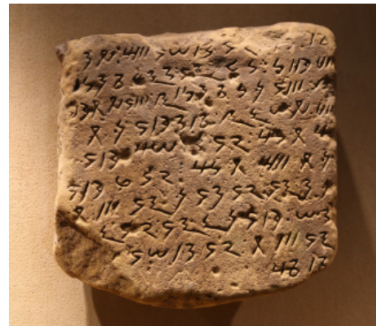
Custom Typography Design for Logo

TEAM BLACK PHARAOH

English Font for Peragraphs
ADNOC Sans

Our Logo is inspired by the Sudanies rich Culture and diverse heritage long history, unique geography, and a blend of Arab cultures.

Arabic font name: ADNOC Sans

فـــريق الفرعـــون الأسـود

شعارنا مستوحى من الثقافة السودانية الغنية والتراث المتنوع والتاريخ الطويل والجغرافيا الفريدة ومزيج من الثقافات العربية.
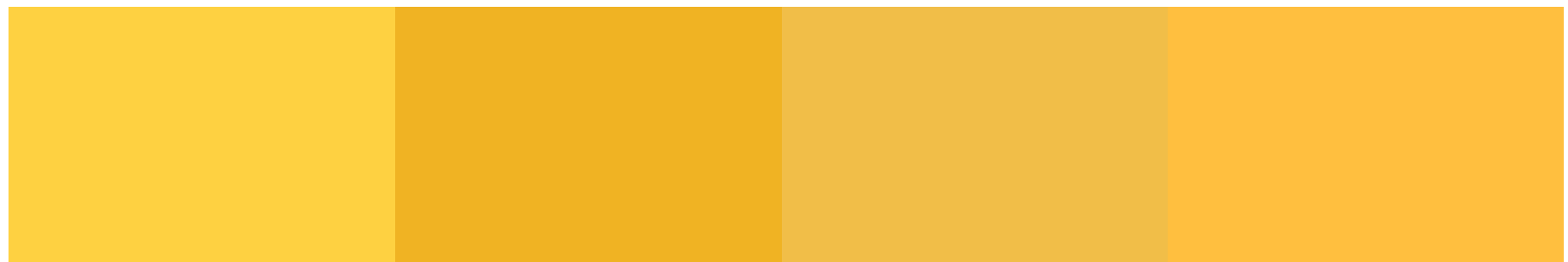
FFD54C

EFC232

D9A82B

010101

Gradient

Pantone 122 C

Hex: #FED141

RGB: (254,209,65)

Pantone 7409 C

Hex: #F0B323

RGB: (240,179,35)

Pantone 142 C

Hex: #F1BE48

RGB: (241,190,72)

Pantone 136 C

Hex: #FFBF3F

RGB: (255,191,63)