

Look forward!

Welcome to our
new identity

We're builders
of a future that
is exciting and
more human.

***Going—
forward***

One where
technology is
here to enrich
people's life.

off

on

One that
amplifies people's
possibilities.

**think
ahead!**
**stay
ahead!**

our values

Drive



Proactive, Inquisitive
and Inventive

Devotion



Caring, Committed
and Trustworthy

Dynamism



Agile, Collaborative
and Fresh

archetype

The Explorer

expression principles

Action-oriented

Easy to understand

Enthusiastic and inspiring

everything's
going forward!

our logotype

main version

stc

negative version

stc

main version

stc pay

negative version

stc pay

main version

stc play

negative version

stc play

main version

stc group

negative version

stc group

main version



negative version



main version



negative version



main version



negative version



our palette

air

rgb
255 255 255

hex
#ffffff

cmyk
0 0 0 0

purple

pms
Pantone 2607C

rgb
79 0 140

hex
#4f008c

cmyk
86 100 4 4

coral

pms
Pantone 1787C

rgb
255 55 94

hex
#ff375e

cmyk
0 82 53 0

our palette

sun light

Pantone 114C
rgb - 255 221 64
hex - #ffdd40
cmyk - 0 4 87 0

sunset light

Pantone 1645C
rgb - 255 106 57
hex - #ff6a39
cmyk - 0 63 75 0

oasis light

Pantone 2414C
rgb - 0 196 140
hex - #00c48c
cmyk - 70 0 65 0

sea light

Pantone 311C
rgb - 27 206 216
hex - #1bced8
cmyk - 68 0 13 0

moon light

Pantone 2587C
rgb - 165 78 225
hex - #a54ee1
cmyk - 58 76 0 0

silver

Pantone 430C
rgb - 142 154 160
hex - #8e9aa0
cmyk - 33 18 13 40

onyx

Pantone 433C
rgb - 29 37 45
hex - #1d252d
cmyk - 65 43 26 78

typography
latin

Rf

7

yes!

ahead

E

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التتالي

ض 7

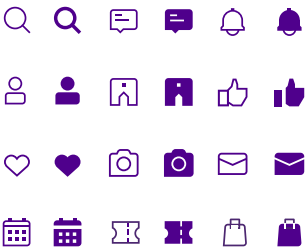
شكراً

غ هـ

photography



16 to 24 px
responsive icons



> 32 px + wayfindings
icons

