SIMAL TECHNOLOGIES
MIDDLE EAST LLC · BUR DUBAI · JAFZA SOUTH

Authorized Regional Technology Distribution
Enterprise Software & Cloud ERP Solutions
Bur Dubai, P.O. Box 48123, Dubai, United Arab Emirates

BRAND & EDITORIAL GUIDELINES

Brand Assets & Media Identity Guidelines

Official Brand Nomenclature, Vector Logo Usage, Color Palette Specifications & Editorial Boilerplate.

REFERENCE ID	EFFECTIVE DATE	ACCESS LEVEL	JURISDICTION
PR-SIMAL-BRAND-2026	November 2026	Authorized Channel & Media	UAE, KSA & GCC

1. Corporate Editorial Boilerplate

English Boilerplate (Standard 80-word format for press releases & partner publications):
"Simal Technologies Middle East LLC is a premier value-added technology distributor and enterprise software engineering firm headquartered in Dubai, United Arab Emirates. Operating from Bur Dubai with bonded regional warehousing in JAFZA, Simal provides authorized distribution for 21 world-class hardware brands—including Crucial by Micron, Dell, Lenovo, and HP—alongside the proprietary Simal UniERP suite and Peppol e-invoicing gateway. Serving over 1,400 IT channel partners across the GCC, Simal combines rapid RFQ turnaround with localized warranty backing."

Arabic Boilerplate (الصيغة الرسمية المعتمدة لوسائل الإعلام):
"شركة سيمال لتكنولوجيا المعلومات ذ.م.م هي موزع إقليمي رائد لحلول التكنولوجيا ذات القيمة المضافة ومطور برمجيات المؤسسات، وتتخذ من دبي مقراً رئيسياً لها. توفر سيمال التوزيع المعتمد لـ 21 علامة تجارية عالمية في مجالات التخزين والحوسبة مع دعم لوجستي متقدم من جبل علي وضمان استبدال محلي معتمد."

2. Official Corporate Color Palette

Color Name	Hex Code	CMYK / Print Formulation	Primary Usage Role
Simal Deep Navy	#07192F	C100 M85 Y45 K60 · Pantone 534 C	Corporate logo, primary header typography, dark backgrounds
Simal Azure Blue	#006CBE	C85 M50 Y0 K0 · Pantone 2174 C	Brand emblem accent, call-to-action buttons, key links
Emerald Impact Green	#10B981	C75 M0 Y65 K0 · Pantone 7481 C	Success metrics, ROI data highlights, warranty badges
Simal Gold / Amber	#F59E0B	C0 M40 Y100 K0 · Pantone 137 C	KYC certification ribbons, VIP partner tier indicators
Surface Slate Neutral	#F8FAFC	C2 M1 Y0 K1 · Surface White	Card containers, document backgrounds, alternating table rows

3. Logo Clear-Space & Integrity Standards

> **Clear-Space Mandatory Rule:** Maintain an exclusion zone around the Simal Technologies logo equal to the full height of the uppercase letter "S" on all sides. No secondary typography, borders, or graphics may encroach within this zone.

• **Minimum Sizing:** The print minimum width is 32mm; digital display minimum is 120 pixels wide.
• **Misuse Restrictions:** Do not stretch, skew, re-tint, or place the logo over cluttered photographic backgrounds lacking sufficient contrast.

4. Media Kit Package Asset Index

Asset Package Name	Available Formats	Resolution / Scale	Authorized Application
Primary Brand Logo (Color)	SVG, AI, EPS, PNG	Scalable Vector & 300 DPI	White / Light background usage
Reversed Monochromatic Logo	SVG, PNG	Transparent 300 DPI	Dark print & video lower-thirds
Executive Headshots Pack	High-Res JPEG	4000 × 3000px 300 DPI	Editorial & conference programs
Brand Identity Guidelines PDF	PDF (A4 Print-Ready)	Vector Embedded	Agency, vendor & media alignment

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