Launch Point

BRAND GUIDELINES · VERSION 2.0 · 2026

One brand.
One point of contact.

This book sets out how Launch Point looks, sounds and moves, in English and Arabic. Use it whenever you make anything that carries the name: the website, proposals, merchandise, rider kits, event signage and social posts.

Company
Launch Point B2B Solutions

Headquarters
Dubai, United Arab Emirates

Serving
UAE · KSA · Qatar · Kuwait · Bahrain · Oman

01

BRAND ESSENCE

Who we are

Launch Point is the single partner that businesses across the GCC call for rider equipment, corporate gifting, events, printing and custom B2B solutions.

Mission

To take the complexity out of B2B sourcing. One accountable team, one invoice, delivered on time across the Gulf.

Positioning

For GCC companies that are tired of juggling five suppliers, Launch Point is the one-stop B2B partner that plans, produces and delivers everything under one roof.

Promise

Every need. One point.

Personality

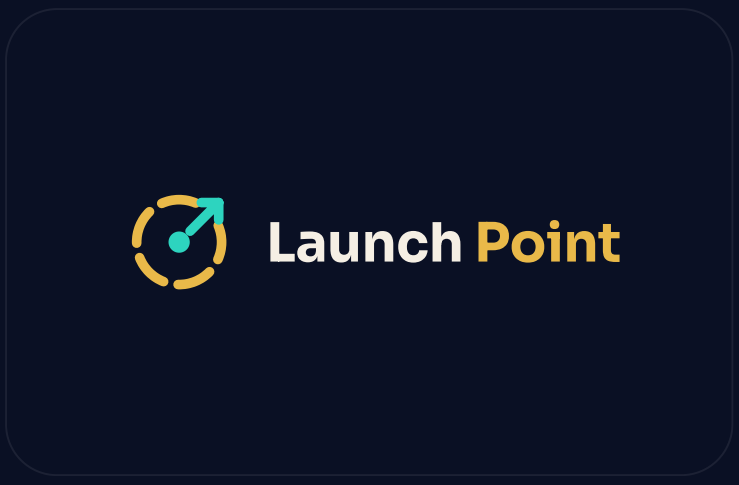
Dependable · Energetic · Premium, not flashy · Straight-talking · Gulf-rooted · Bilingual by default

02

LOGO

The launch ring

The mark is a ring of five gold arcs, one for each service line: rider equipment, corporate gifting, events, printing and custom solutions. They circle a single teal point, which stands for the one partner at the centre of it all. A teal arrow launches out through the one open gap, showing clients' businesses moving forward.



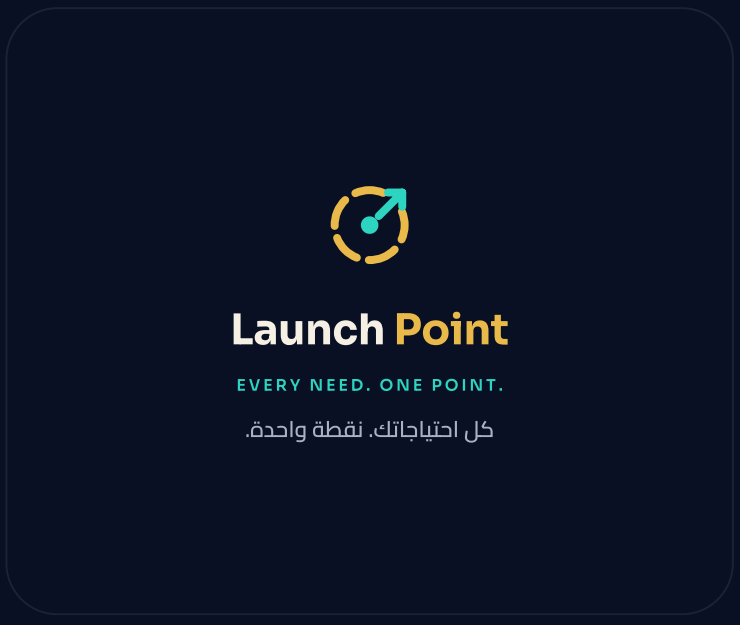
Primary lockup. Use this on Night and dark surfaces.



Light version. Uses Deep Teal and Bronze for contrast on Sand and white.



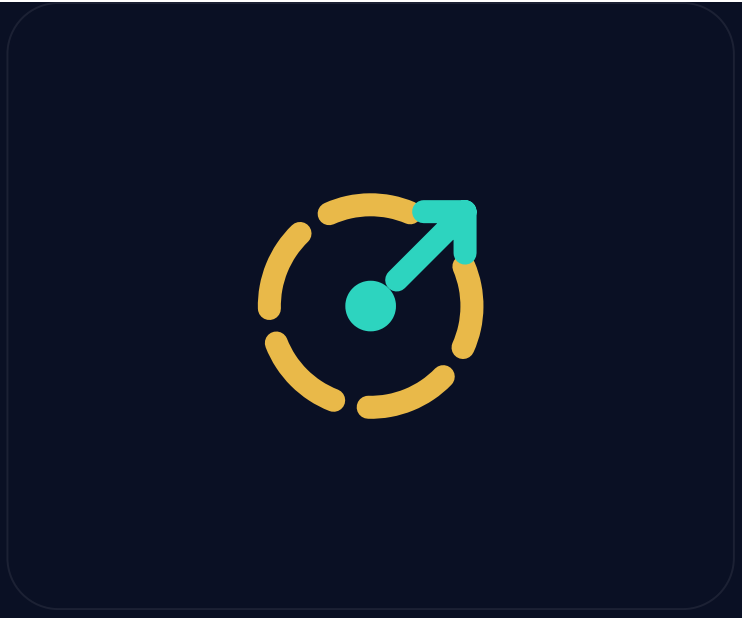
Bilingual lockup: لانش بوينت. Use this on GCC-facing materials.



Tagline lockup: “Every need. One point.” Use for covers, signage and social.



Mark only on light. Use for favicons, stamps and small spaces.



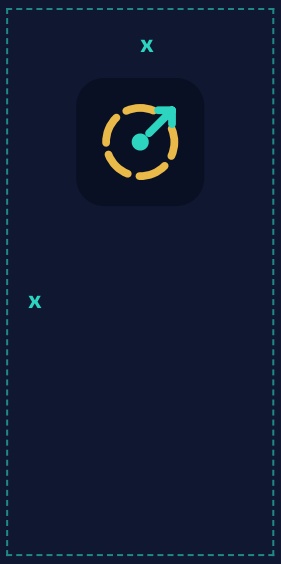
App icon. Use for social avatars, the PWA and WhatsApp Business.

Construction



Ring	Radius 22 on a 64-unit grid
Arcs	5 × 47°, stroke 5, round caps
Launch gap	44° opening at 45° (top right)
Arrow	Same stroke as the arcs, 90° head
Point	Radius 5.5 (¼ of the ring)
Wordmark	Sora Bold: “Launch” in Sand, “Point” in Gold
Arabic	Cairo Bold: لانش بوينت

Clear space and minimum size



Keep clear space of at least **x** on every side, where x is the diameter of the teal point multiplied by two. Nothing may enter this area.

Launch Point

Lockup min. 24px / 8mm high

Mark min. 16px / 5mm

App icon

Don't

Launch Point

Stretch or squash it

Launch Point

Rotate the ring. The arrow always exits at the top right.

Launch Point

Recolour it

Place it on busy backgrounds

03

COLOUR

Night, Sand, Gold and Teal

Night carries the brand. Sand is the warm, readable text colour. Gold marks the five services and every call to action. Teal is reserved for “the point”: the dot, the arrow and live states. On light backgrounds, switch to Deep Teal and Bronze to keep AA contrast.

Night

#0A1024
RGB 10 · 16 · 36
CMYK 72 · 56 · 0 · 86
Backgrounds, text on light

Sand

#F5EFE4
RGB 245 · 239 · 228
CMYK 0 · 2 · 7 · 4
Text on dark, light surfaces

Launch Gold

#E9B949
RGB 233 · 185 · 73
CMYK 0 · 21 · 69 · 9
Ring, “Point”, CTAs

Point Teal

#2DD4BF
RGB 45 · 212 · 191
CMYK 79 · 0 · 10 · 17
Dot, arrow, live states

Deep Teal

#0B7F72
RGB 11 · 127 · 114
CMYK 91 · 0 · 10 · 50
Arrow and links on light

Bronze

#8A5E00
RGB 138 · 94 · 0
CMYK 0 · 32 · 100 · 46
Dot and “Point” on light

Slate

#A3ADC4

RGB 163 · 173 · 196

CMYK 17 · 12 · 0 · 23

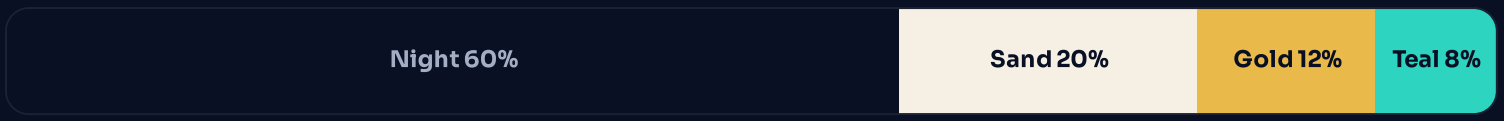
Body copy, captions

Launch Gradient

120° Gold → Teal

#E9B949 → #FFD98A 40% → #2DD4BF

Hero words, key numbers



Colour balance across a layout. CMYK values are approximate. Always proof printed gold against a Pantone reference (close to PMS 7408 C).

04

TYPOGRAPHY

Sora for English, Cairo for Arabic

Both are open-source Google Fonts with a matching geometric rhythm, so the two languages sit together naturally on the same layout.

Aa

Sora

Light 300 · Regular 400 · SemiBold 600 · Bold 700 · ExtraBold 800

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

أبجد

Cairo · كايرو

عادي ٤٠٠ · شبه عريض ٦٠٠ · عريض ٧٠٠ · أسود ٨٠٠

ا 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
٠١٢٣٤٥٦٧٨٩

Display

Sora 800 · 44–72px · −2% tracking

Heading 2

Sora 700 · 28–40px

Heading 3

Sora 600 · 18–20px

Body copy is set in Slate for comfortable reading on navy.

Sora 400 · 16px · 1.65

EYEBROW LABEL

Sora 600 · 12px · +20% · Teal

05

BILINGUAL RULES

Arabic is a first language, not a translation

Every page, form and asset ships in English and Arabic. The Arabic version mirrors the layout and uses Arabic-Indic numerals throughout.

Numerals

In Arabic, show every number (prices, phone numbers, dates, counts and step numbers) in Arabic-Indic digits. Store data in Western digits. Convert only for display.

٠	١	٢	٣	٤	٥	٦	٧	٨	٩
0	1	2	3	4	5	6	7	8	9

Direction

- Mirror the layout (RTL): navigation, icons with direction, and progress.
- Keep phone numbers and codes left-to-right: +٩٧١ ٥٠ ١٢٣ ٤٥٦٧
- The dialling code follows the selected country: UAE +٩٧١, KSA +٩٦٦, Qatar +٩٧٤, Kuwait +٩٦٥, Bahrain +٩٧٣, Oman +٩٦٨.
- Never use Latin italics for Arabic. Use Cairo 700 for emphasis instead.

ENGLISH

Your Business. Every Need. One Point.

العربية

أعمالك. كل احتياجاتك. نقطة واحدة.

06

ICONOGRAPHY AND IMAGERY

Line icons, type and motion. No stock photos.

The brand does not use stock photography. Its visual language is made from line icons, big typography, the five-arc ring and the launch arrow, so every surface looks like Launch Point and nothing like a template.



Rider equipment



Corporate gifting



Events



Printing



Custom solutions



GCC

Icon style

24px grid, 2px stroke, round caps and joins, matching the ring. Use Gold on Night, or Night on Sand. The five service icons come from the brand kit.

Graphic devices

The five-arc ring (used as the service orbit and the stat rings), the launch arrow, the pulsing teal point, outlined numerals and the gold-to-teal gradient.

If photography is required

Use only real client work, products or your own team, in natural light. Use navy-graded duotones and never generic stock.

07

MOTION

Spin in, draw, pop, launch

The logo animation is the brand's motion signature. The ring spins in, the five arcs draw one after another, the point pops and the arrow launches. Everything else follows the same rhythm: 200–600ms, ease-out, always moving forward and up. Always respect reduced-motion settings.



Ring spin	−140° → 0°, 1.1s
Arc draw	0.55s each, 100ms stagger
Point pop	Scale 0 → 1, overshoot, at 0.75s
Arrow launch	Draw and kick, 0.4s, at 1.05s
Pulse	Teal ring from the point, every 2.4s

Download the animation as MP4, GIF or live HTML/SVG.

Every Need.

Word rotation

Key words rotate upward every 2.6s. Use this in hero headlines.



Service orbit

On the website, the arrow swings to whichever service is active.

One Point.

Gradient shine

A slow sweep across gradient text. Use it on one element per screen at most.

08

VOICE AND TONE

Confident, clear, human

Write the way a trusted account manager talks: short sentences, concrete promises and no jargon. Lead with the outcome for the client.

Do

“Rider kits for 500 couriers, branded and delivered to Riyadh in 10 days.”

Don't

“We leverage synergistic end-to-end solutions to empower stakeholders.”

Do

“One team. One invoice. Every GCC city.”

Don't

“WORLD'S #1 BEST SUPPLIER!!!”. Avoid unproven superlatives and shouting.

09

APPLICATIONS

The brand in use

Launch Point

Business card, front: 85 × 55mm, Night with gold foil

Launch Point

Account Manager
+971 XX XXX XXXX
name@company-domain
Dubai, United Arab Emirates

Business card, back (sample details)

Launch Point

CORPORATE GIFTING

Every gift.
One point.

Social post: 1080 × 1080, typographic

Your Name
Account Manager · Launch Point B2B Solutions
+971 XX XXX XXXX · name@company-domain

Email signature: mark at 52px, gold keyline, and no images other than the mark.

10

DOWNLOADS

Brand kit

Use the vector SVG wherever possible. The full kit includes the logos, service icons, motion files and the Sora and Cairo fonts (SIL Open Font License).

Primary logo, dark	SVG	Primary logo, dark	PNG
Logo, light	SVG	Logo, light	PNG
Bilingual logo	SVG	Bilingual logo	PNG
Tagline lockup	SVG	Mark, light	SVG
Mark, dark	SVG	App icon	SVG
App icon 1024px	PNG	Logo animation	MP4

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