



BRAND MANUAL GUIDELINES

WELCOME ✦

To our valued Partners, Clients and Team members.

This guide is for anyone who wants to use Platinumlist's brand assets in their marketing or advertising materials. The guidelines contained in this manual outline the general rules for proper and consistent application of Platinumlist's brand assets, and showcasing Platinumlist content.

Consistent use of these assets helps the general public to easily recognize references to Platinumlist and protect the brand's trademarks. It is important that your marketing materials use Platinumlist standards, and use the brand's approved assets correctly. This guide will help you meet those standards.

logo

The primary Platinumlist logo is the horizontal version, combining our portal icon with the typographic part.



[download the logotype](#)

logo structure

Our logo is made of two essential parts:

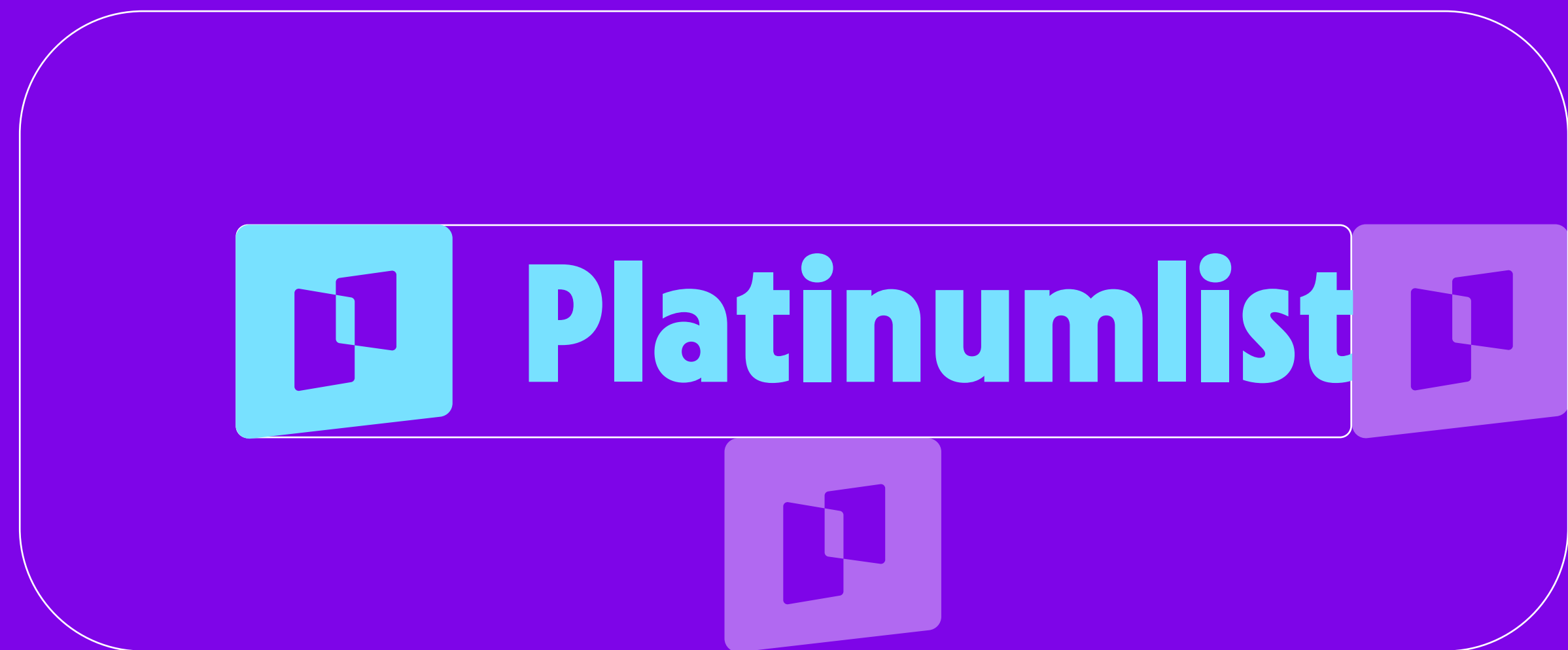
- 1. the portal icon, which represents our central brand metaphor — a gateway into experience
- 2. the wordmark, which ensures brand recognition across all contexts.



[download the logotype](#)

logo safezones

To maintain clarity and impact, always keep a clear space around the logo. **No other elements should enter this safe zone**, which is defined by the **height and width of the icon**.



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versions

The vertical lockup is an alternate version for tighter layouts or centered compositions. It retains the same balance and expression as the horizontal logo.

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Platinumlist

logo safezones

Just like the horizontal version, the vertical logo must have enough breathing room. Use the icon's **height and width** to define the minimum clear space around the logo.



icon

The portal icon can be used independently as a brand mark in digital spaces, social media, or when the full logotype is already present nearby. It symbolizes entry into experience — our core promise.



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placement rules

generally, we avoid putting logo over the photo directly, with two exceptions:

1. some cases of presentation covers, where the images are handpicked while not being a mandatory element
2. short videos, where it's inherently difficult to pick the right shade due to their nature

but when we do, we

- use a monochrome logo
- use more or less uniform backgrounds and use black or white overlays to even them out
- avoid using high contrast images and logo in color

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arabic version

The Arabic logo mirrors the structure and meaning of the original while respecting typographic and cultural integrity. Use it in Arabic-first contexts to ensure accessibility and brand consistency.



[download the logotype](#)

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