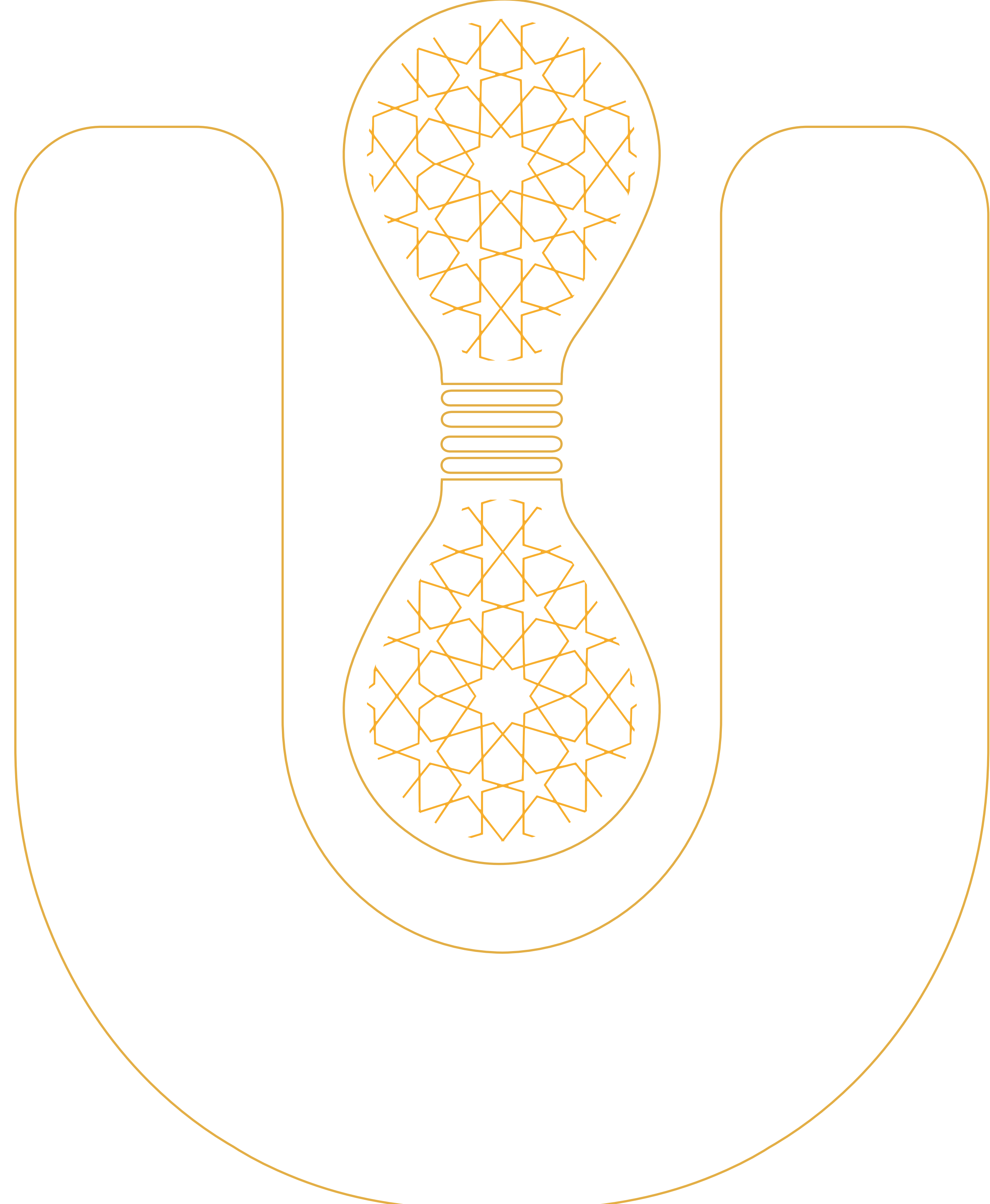




CORPORATE — BRANDING GUIDELINES

SEPTEMBER 2025





Introduction

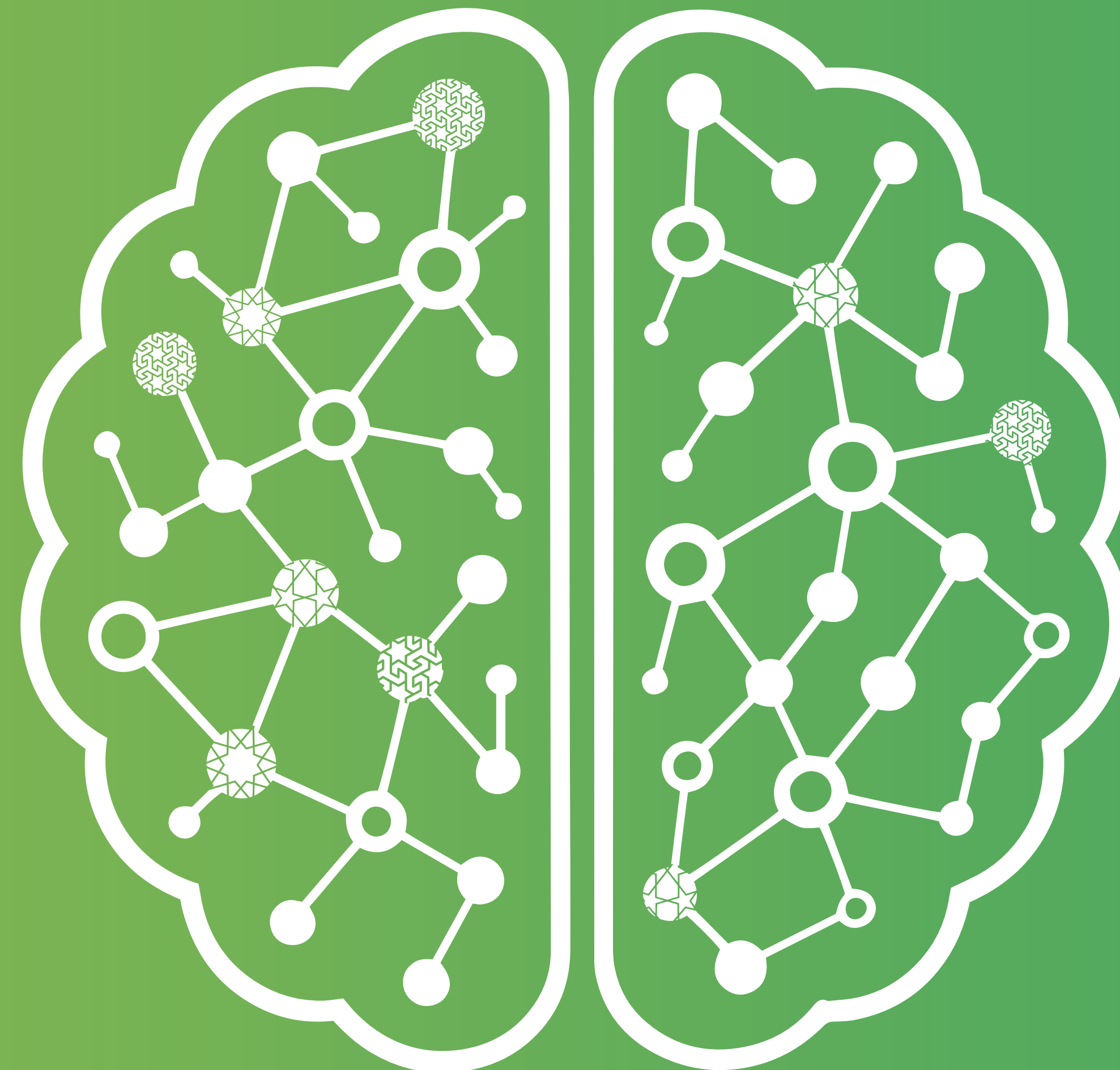
Welcome to the ARAMHUB[®] Brand Guidelines

This guide is crafted to bring the ARAMHUB[®] identity to life. Inside, you'll find essential insights into our brand strategy, visual elements, tone of voice, and clear guidelines for ensuring consistency across all communication channels.

As a global business hub, ARAMHUB[®] is dedicated to connecting businesses, fostering innovation, and driving growth through dynamic solutions. Together, let's ensure the ARAMHUB[®] identity remains cohesive, impactful, and inspiring in every interaction.

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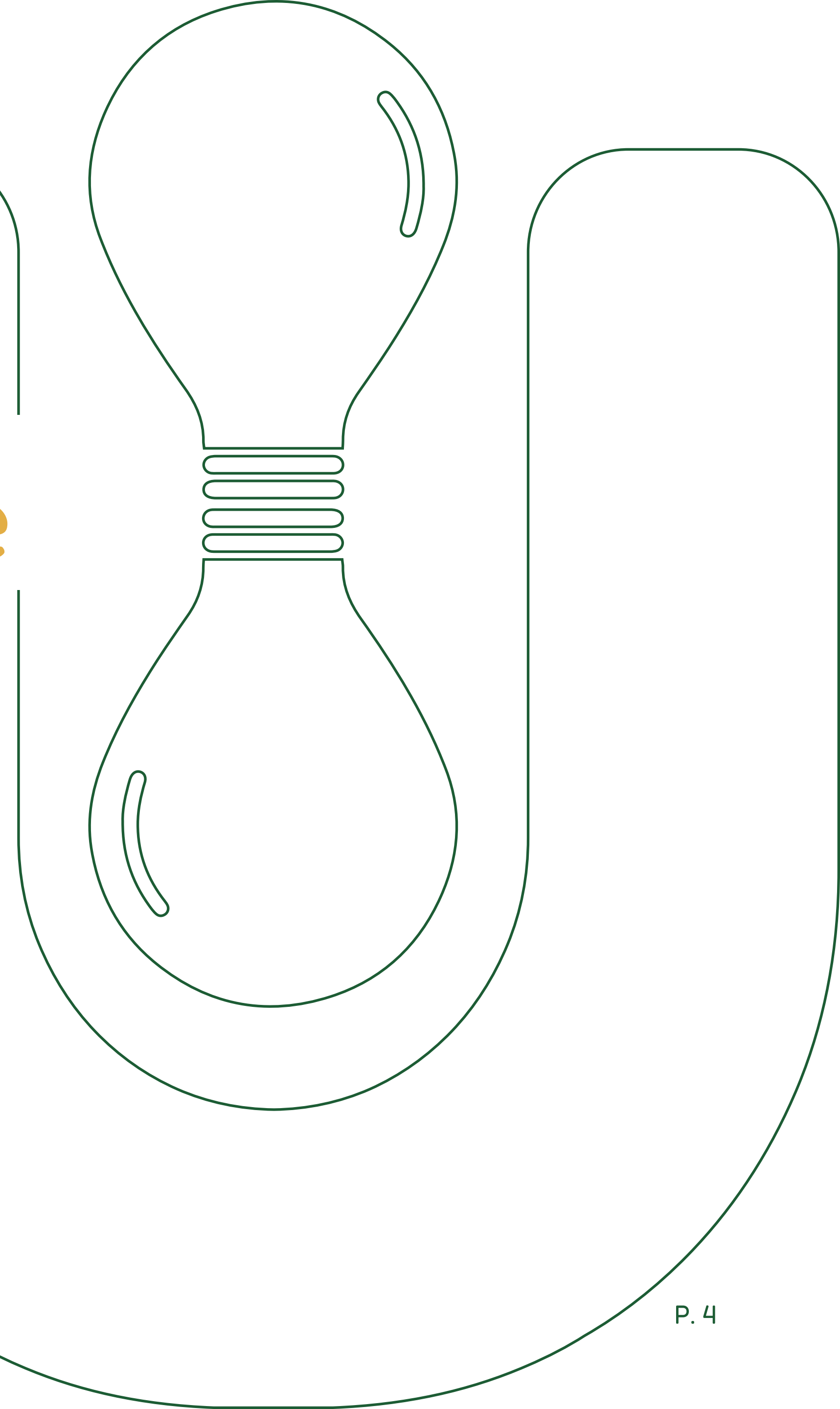
BRAND VALUES & PERSONALITY



Brand Vocabulary

The ARAMHUB brand vocabulary embodies the tone, language, and messaging that define our distinctive identity. It communicates professionalism, innovation, and trust while embracing a globally inclusive and business-centric approach. Every word we use aligns with our mission to connect businesses, foster growth, and inspire collaboration across industries and borders.

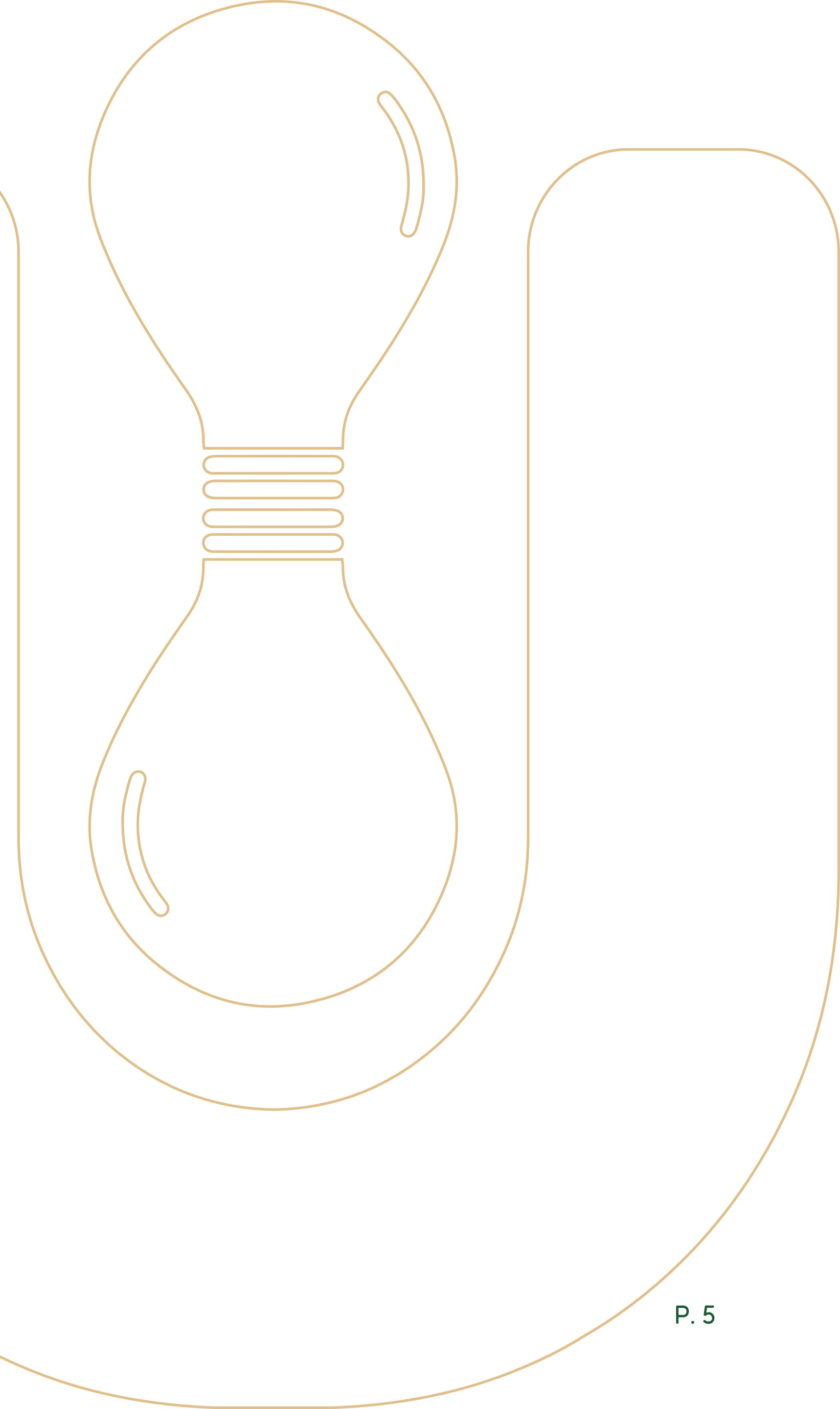
Innovative
Collaborative
Global
Dynamic
Empowering



Core Values

ARAMHUB's core values of Innovation, Connectivity, and Integrity form the foundation of our identity. These principles guide our approach to fostering global business relationships, driving growth, and delivering transformative solutions. They reflect our unwavering commitment to empowering collaboration, inspiring progress, and upholding trust in every engagement.

Connectivity Integrity Ingenuity



01

LOGO TYPE



Introduction

The ARAMHUB logo is a harmonious blend of modern design and purposeful symbolism, reflecting the hub's role as a global connector of businesses. The bold typography conveys strength and confidence, while the unique detail within the letter "u" suggests innovation and collaboration. The green and orange color palette symbolizes growth, prosperity, and trust, aligning with ARAMHUB's mission to foster dynamic partnerships and drive progress. This thoughtful design encapsulates the brand's commitment to empowering businesses and shaping a connected future.



Clear space

The ARAMHUB logo must always be surrounded by sufficient clear space to maintain its prominence and visual clarity. The minimum clear space around the logo should be equal to $\frac{1}{4}$ of the height of the unique symbol within the letter “u” (X).

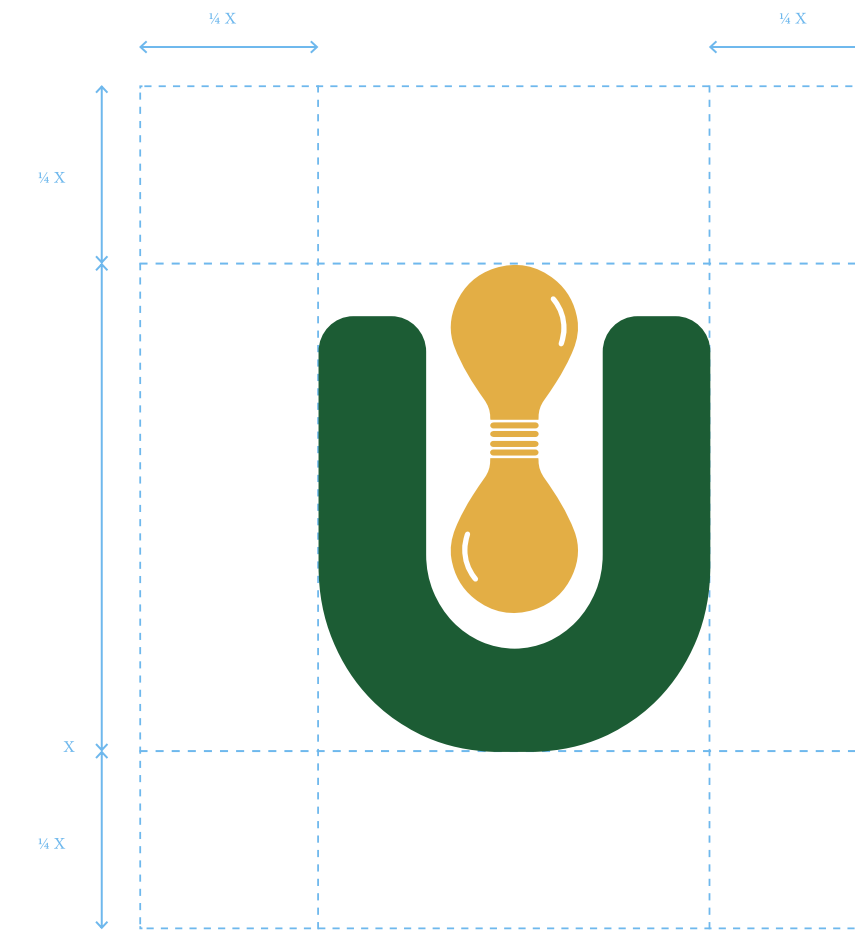
This measurement defines the minimum space required around the logo and should be adhered to across all applications. While this is the minimum standard, incorporating additional clear space is encouraged to ensure clean, balanced, and professional layouts.



Clear space

The ARAMHUB logo symbol should always be surrounded by ample clear space to ensure it remains clear and visually distinct. The minimum clear space around the logo symbol should be $\frac{1}{4}$ of the symbol's height (X).

This measurement defines the least amount of space permitted around the symbol and must always be adhered to in all applications. While $\frac{1}{4}$ of the symbol's height is the minimum requirement, increasing this space is highly encouraged to achieve visually clean, balanced, and professional designs.



Logo lockups

The ARAMHUB logo offers two lockup variations for flexibility and consistent branding across various applications:

Standard Lockup (Vertical Setup):

This is the primary arrangement, where the unique symbol within the letter “u” is centrally integrated above the wordmark, creating a balanced vertical composition.

Secondary Lockup (Horizontal Setup):

In this arrangement, the unique symbol is seamlessly embedded within the wordmark, forming a horizontally aligned composition for streamlined layouts.

Both lockups are thoughtfully designed to ensure adaptability while maintaining a cohesive and professional visual identity in all contexts.

Standard Lockup



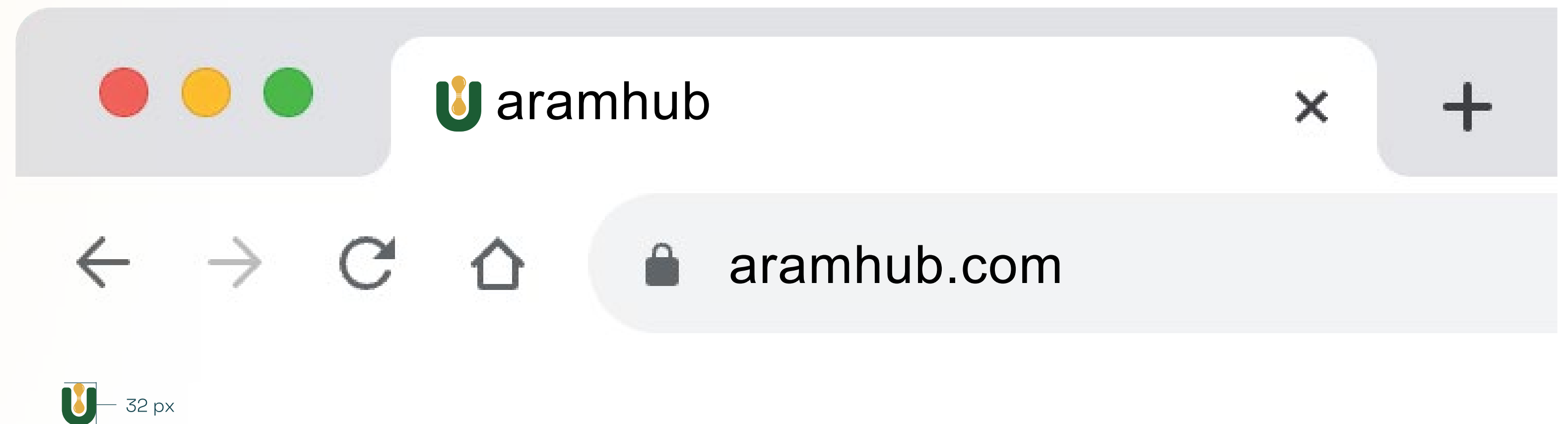
Secondary Lockup



Logo Minimum Size

To ensure the ARAMHUB® logo remains clear and legible in smaller applications, such as favicons or small digital icons, the logo must maintain a minimum height of 32px.

Scaling the logo below this size compromises its visual integrity and readability. Always adhere to this guideline to uphold the logo's professional appearance across all applications.



Logo misuse

To maintain the integrity of the ARAMHUB logo, the following guidelines must always be adhered to:

1. Do not change the logo colors.
2. Do not distort, stretch, or skew the logo in any way.
3. Do not redesign or modify any elements of the logo.
4. Do not apply gradient colors to the logo.
5. Do not use the ARAMHUB logo's letters or symbol to create new designs or logos.
6. Do not alter the proportions or alignment of the logo elements.
7. Do not attach additional text, symbols, or elements to the logo.
8. Do not add visual effects like shadows, gradients, or outlines to the logo.
9. Do not rotate, flip, or invert the logo in any direction.

These rules are essential to preserve the logo's consistency and ensure its professional appearance across all applications.

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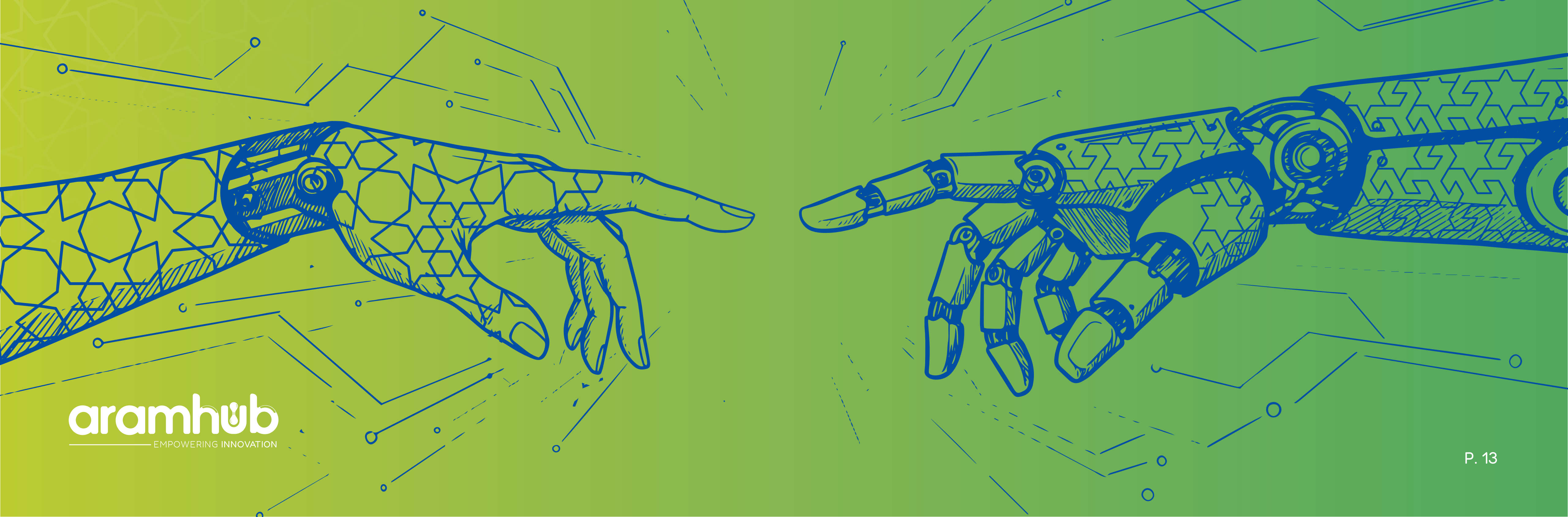


⑨



02

COLOUR PALETTE



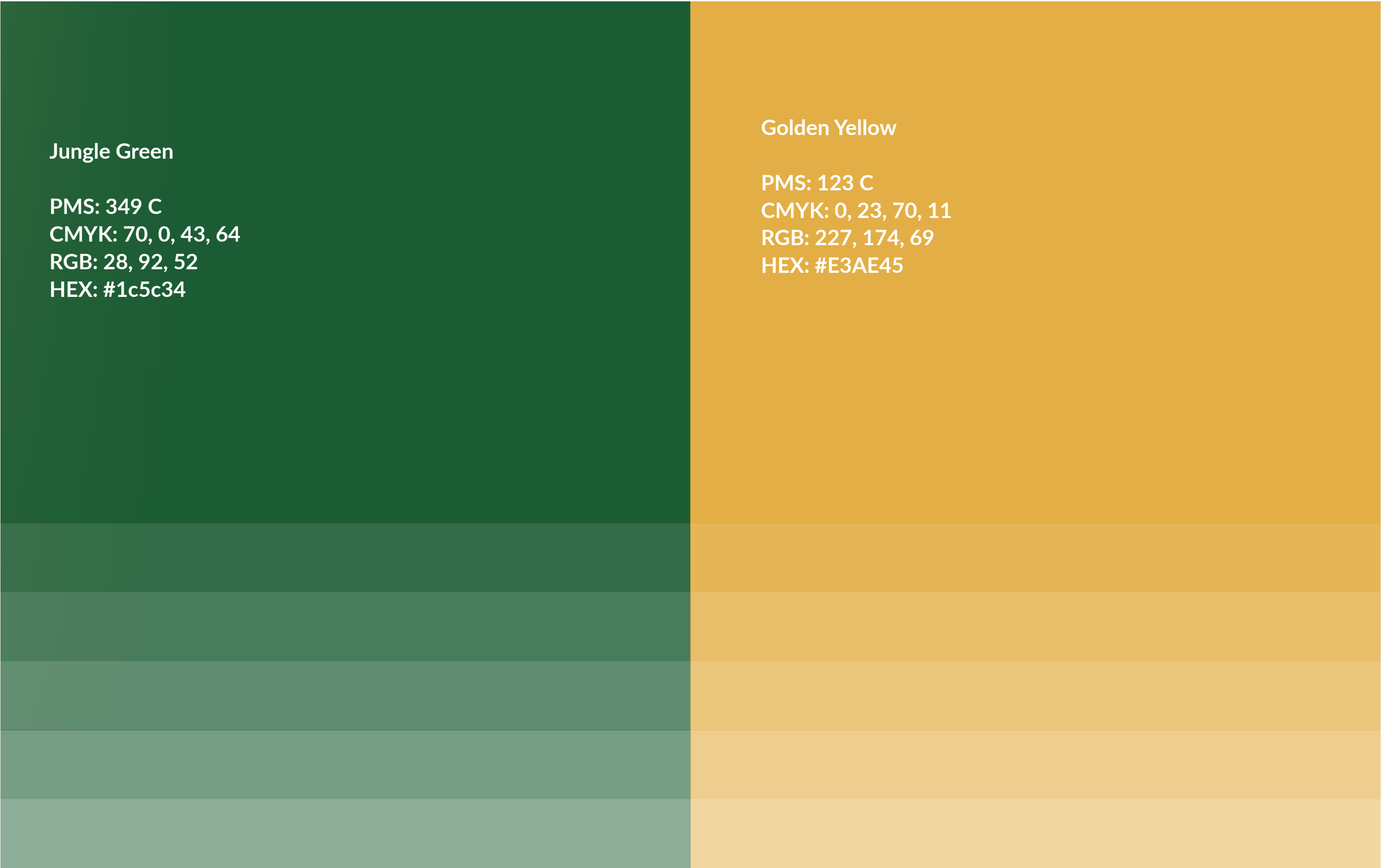
Primary brand colors

Color is a powerful and memorable element of the ARAMHUB brand, often becoming the first aspect people associate with our identity. The primary brand colors, ARAMHUB Emerald Green and Goldenrod, symbolize growth, innovation, and trust, reflecting our commitment to fostering global connections and driving business success.

Primary Brand Colors

Jungle Green (1#C5C34):
Represents growth, sustainability, and innovation, embodying ARAMHUB’s mission to connect and empower businesses globally.

Golden yellow (#E3AE45):
Symbolizes prosperity, energy, and trust, reinforcing the brand’s role in fostering dynamic collaborations and driving progress.



Secondary Colors

In some cases, it is necessary to expand beyond the primary brand colors. To support this need, ARAMHUB has defined a set of secondary colors that complement and enhance its visual identity. These colors add flexibility and vibrancy to the brand while maintaining harmony with the primary colors.

Secondary colors should be used sparingly and thoughtfully, ensuring they complement rather than compete with the primary colors. They are intended to accentuate designs, creating a balanced and cohesive visual language across all applications.

Bright Red

PMS: 032 C
CMYK: 0, 90, 86, 0
RGB: 237, 64, 50
HEX: #ED4032



Vibrant Yellow-Orange

PMS: 123 C
CMYK: 0, 19, 100, 0
RGB: 254, 202, 28
HEX: #FECA1C



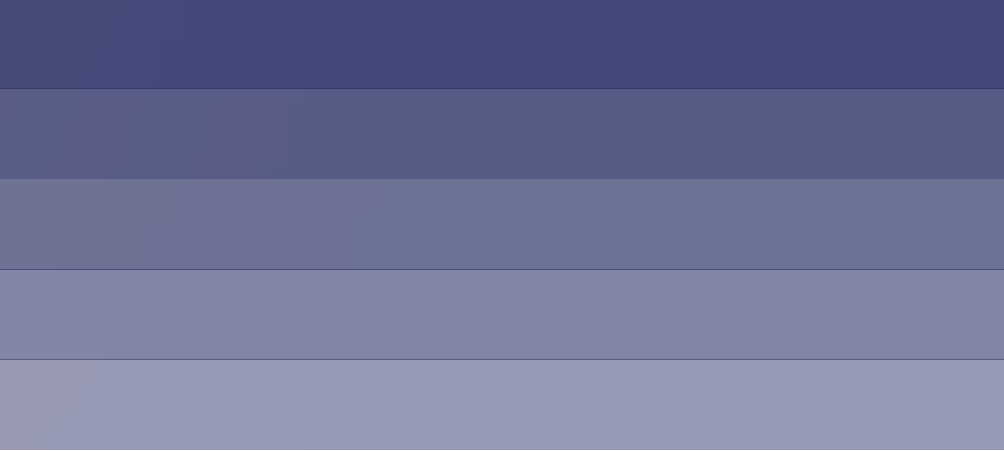
Purple Orchid

PMS: 2455 C
CMYK: 33, 81, 0, 0
RGB: 160, 84, 158
HEX: #A0549E



Deep Navy Blue

PMS: 2767 C
CMYK: 100, 89, 32, 58
RGB: 45, 52, 106
HEX: #2D346A



Vibrant Green

PMS: 7739 C
CMYK: 78, 11, 96, 1
RGB: 81, 169, 95
HEX: #51A95F



Bright Blue

PMS: 285 C
CMYK: 91, 43, 0, 0
RGB: 1, 114, 254
HEX: #0172FE



03

TYPOGRAPHY



Primary Typeface

We have chosen Fredoka (Light, Regular, Medium, SemiBold, and Bold) as the primary typeface to represent the AramHub brand’s identity.

This typeface has been carefully selected to embody the brand’s dynamic and innovative personality, establish a strong connection with our global audience, and ensure versatile applications across all platforms.

Fredoka strikes a harmonious balance between a modern, approachable style and professional elegance, ensuring excellent legibility and a premium feel in every application.

Fredoka – Light

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Fredoka – Regular

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Fredoka – Medium

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Fredoka – Semi Bold

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Fredoka – Bold

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Usage:

Light

Usage: Best suited for subtle elements such as captions, sub-headings, and secondary text. It conveys a refined and elegant tone without overpowering the design.

Regular

Usage: The go-to font weight for body text in both print and digital formats. Its balanced proportions ensure readability and a professional appearance in paragraphs and long-form content.

Medium

Usage: Ideal for emphasis in subheadings or highlighted text within body content. Strikes a perfect balance between subtlety and boldness.

Semi Bold

Usage: Used for headings, section titles, or important callouts. It draws attention without being too heavy, maintaining a polished and authoritative look.

Bold

Usage: Reserved for key branding elements such as logo text, main titles, or calls to action. It provides a strong, impactful presence, ensuring the brand's messaging stands out.

Secondry Typeface

We have chosen Open Sans (Light, Regular, Medium, SemiBold, and Bold) as the secondary typeface for the AramHub brand.

This typeface complements the primary Fredoka font by offering a clean, professional, and highly legible design, ideal for extended text, captions, and supporting content.

Additionally, Roboto (Light, Regular, Medium, Bold and Black) can be used as an alternate secondary font in certain applications, particularly when a more structured and modern aesthetic is needed.

The combination of Open Sans and Roboto ensures versatility across various applications, providing consistency and clarity in both digital and print mediums. Together, these fonts enhance the brand identity by balancing modern sophistication with approachability, aligning perfectly with AramHub’s dynamic and innovative personality.

Open Sans – Light

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Open Sans – Regular

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Open Sans – Medium

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Open Sans – Semibold

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Open Sans – Bold

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Roboto – Light

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Roboto – Regular

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Roboto – Medium

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Roboto – Bold

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Roboto – Black

This section presents the brand's typography, including primary and secondary fonts that reflect professionalism, trust, and clarity. Consistency across all materials is key to maintaining a unified and recognizable brand presence.

Usage

The secondary typefaces, Open Sans and Roboto, are intended to complement the primary font, Fredoka, by providing additional flexibility across various applications.

Open Sans is ideal for body text, captions, and longer paragraphs, offering excellent readability and a professional tone. Its clean and versatile design makes it suitable for both print and digital platforms.

Roboto can be used as an alternative for headings, subheadings, or instances where a more structured and modern look is required. Its geometric and contemporary style works well alongside the brand's dynamic identity.

Both typefaces should be used thoughtfully to maintain consistency and balance across all brand communications, ensuring a cohesive and professional appearance.

04

PHOTOGRAPHY



Introduction

In the AramHub brand identity, photography plays a vital role in conveying our values and dynamic personality. Every image is carefully curated to reflect professionalism, innovation, and the global collaboration that defines our work.

Our photography captures authentic moments, diverse environments, and the spirit of teamwork, ensuring a genuine representation of our brand. Whether highlighting our services, showcasing our people, or telling a compelling visual story, each image strengthens the AramHub narrative and leaves a lasting impression.

This cohesive and intentional approach to photography enhances our communication, building trust and fostering meaningful connections across diverse platforms and audiences.



Photography Look and Feel

The photography for AramHub should convey professionalism, clarity, and a sense of global collaboration. Imagery must highlight the hub's expertise in connecting people, fostering innovation, and driving impactful initiatives across diverse industries and markets.

Natural lighting and clean, balanced compositions will emphasize the brand's transparency and credibility. Thoughtful integration of AramHub's brand colors will ensure a cohesive visual identity.

The overall mood should express confidence, inclusivity, and a forward-thinking mindset, making each photograph not just a visual representation but a powerful statement of AramHub's position as a leader in global innovation and collaboration.



05

BRAND PATTERNS AND ICONOGRAPHY

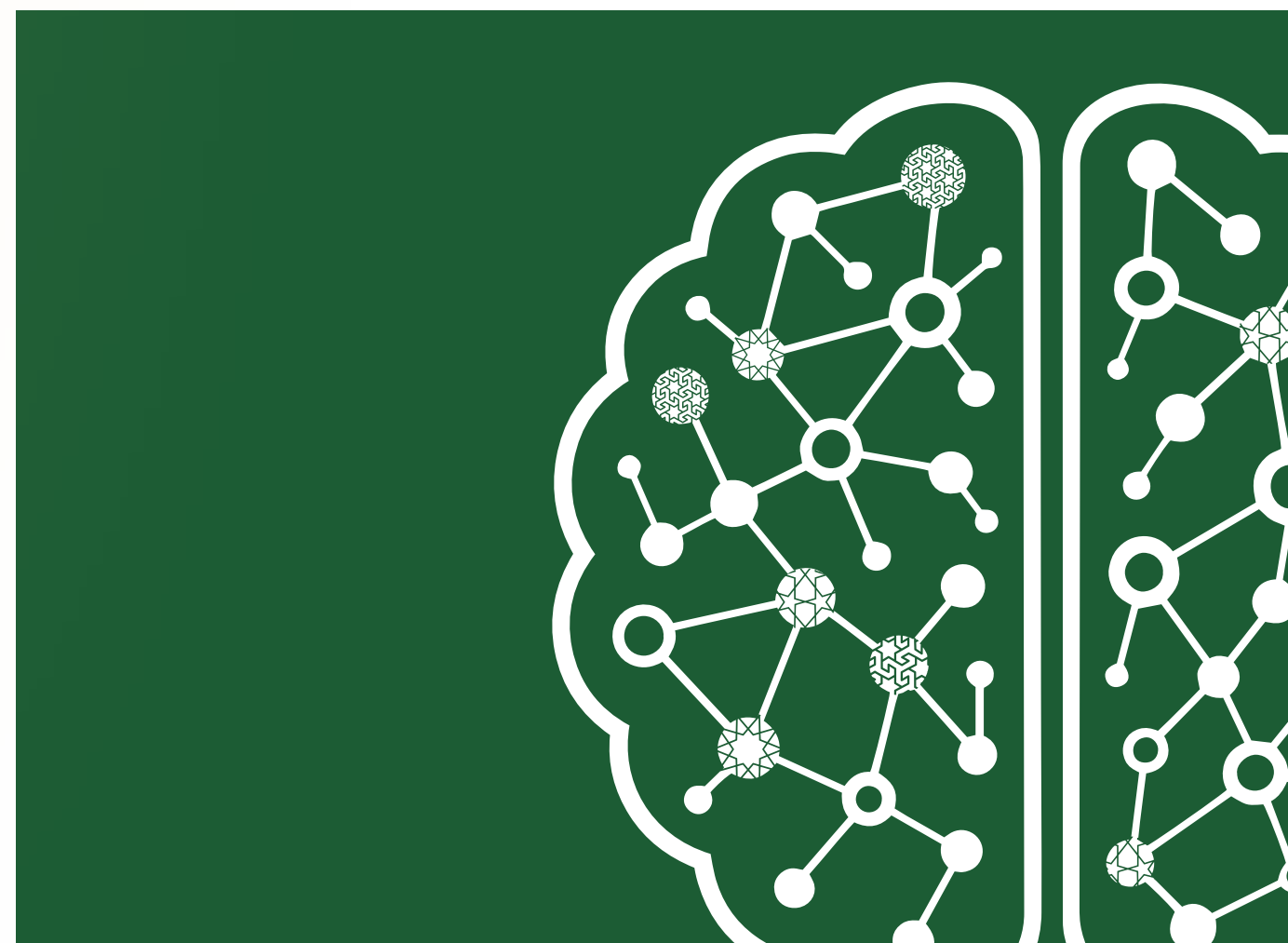
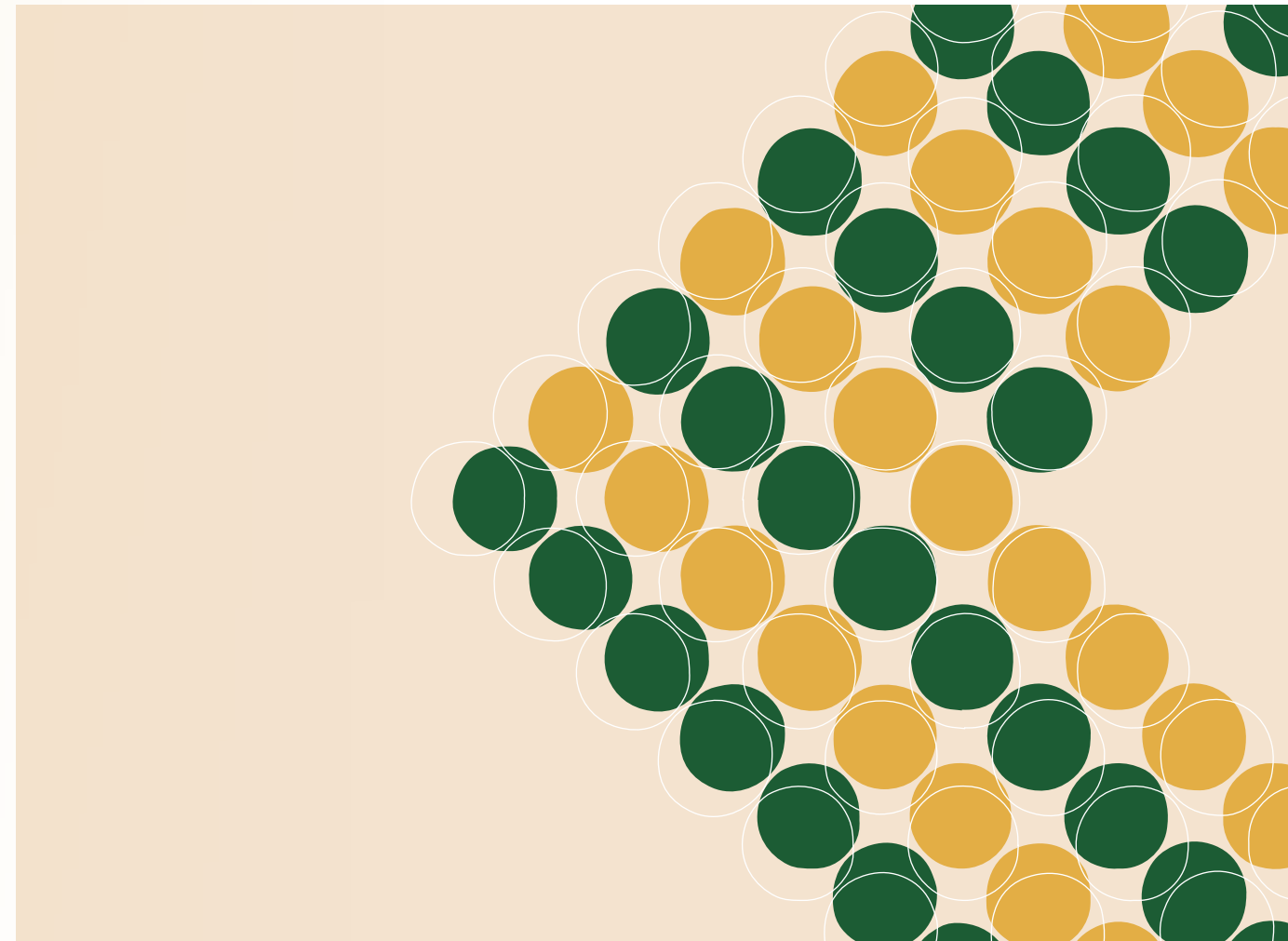


Brand Patterns and Iconography

AramHub's brand patterns draw inspiration from the dynamic interplay of its logo elements – merging the iconic silhouette of the Washington Capitol dome with intricate global patterns inspired by innovation and connectivity. This fusion reflects AramHub's mission to bridge international business practices with a culturally conscious approach to collaboration.

The patterns incorporate geometric symmetry alongside flowing organic forms, embodying a balance between modernity and tradition. These designs are crafted for adaptability across diverse platforms, including digital interfaces and print media, ensuring they seamlessly enhance AramHub's brand identity.

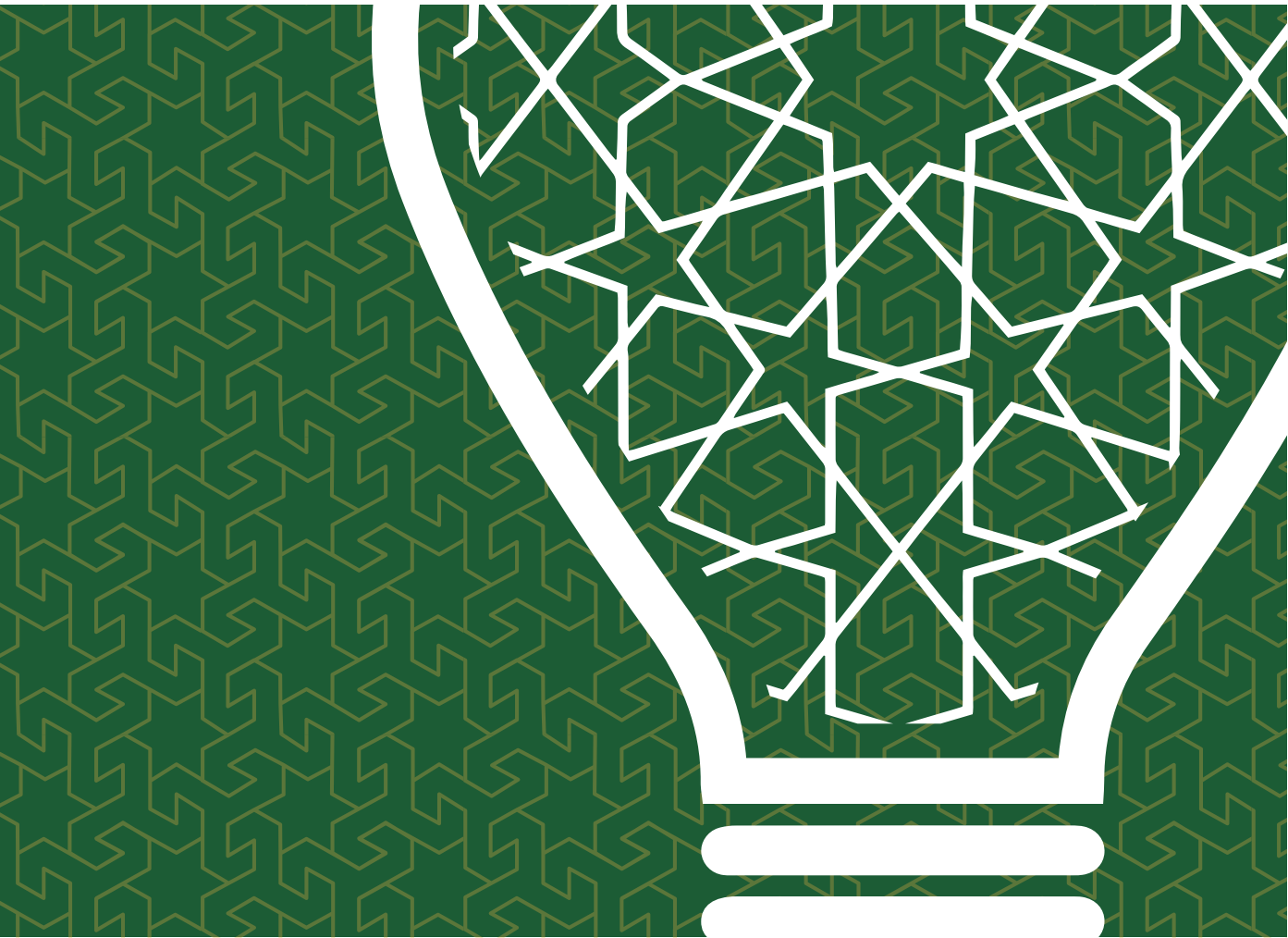
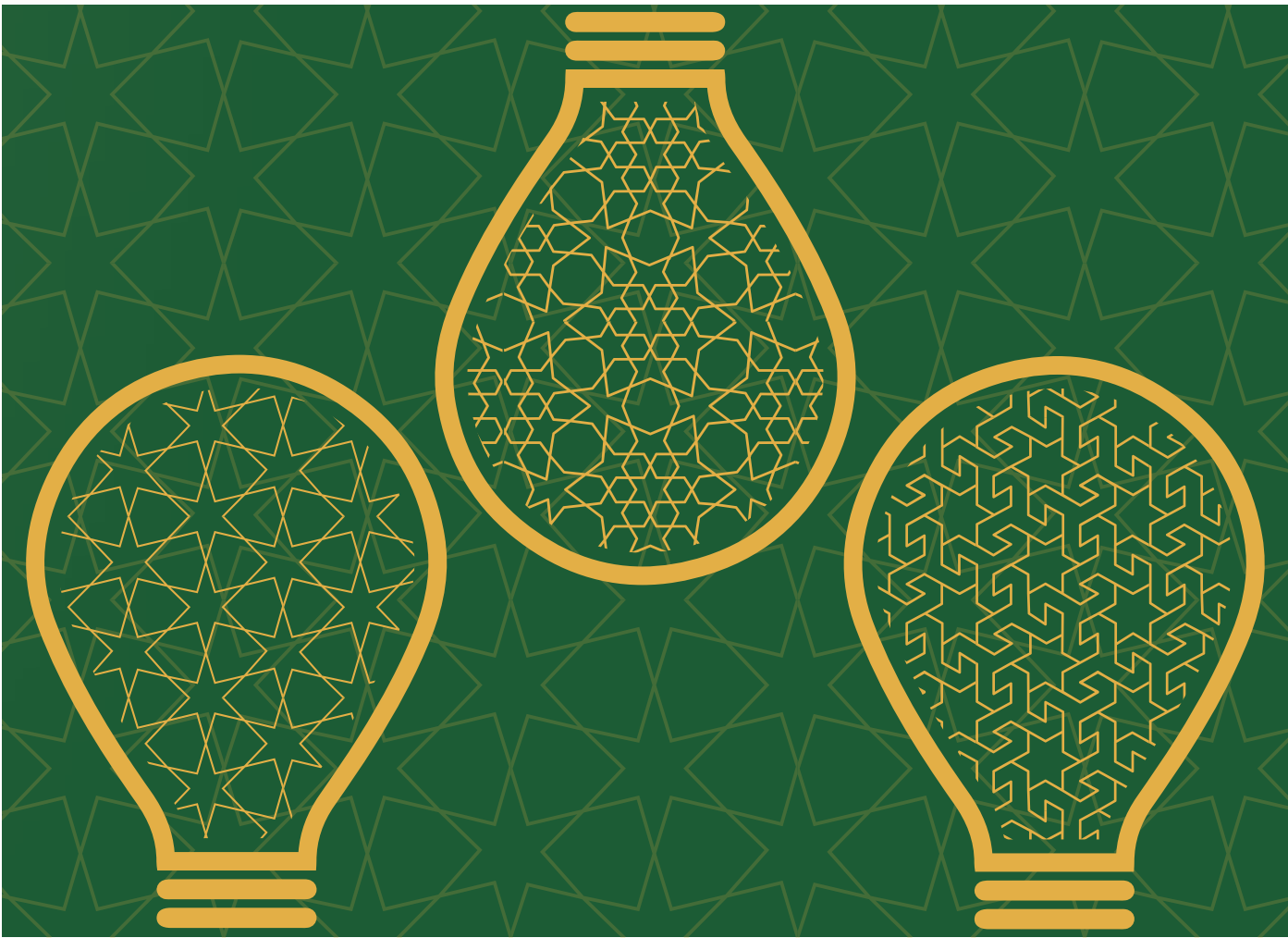
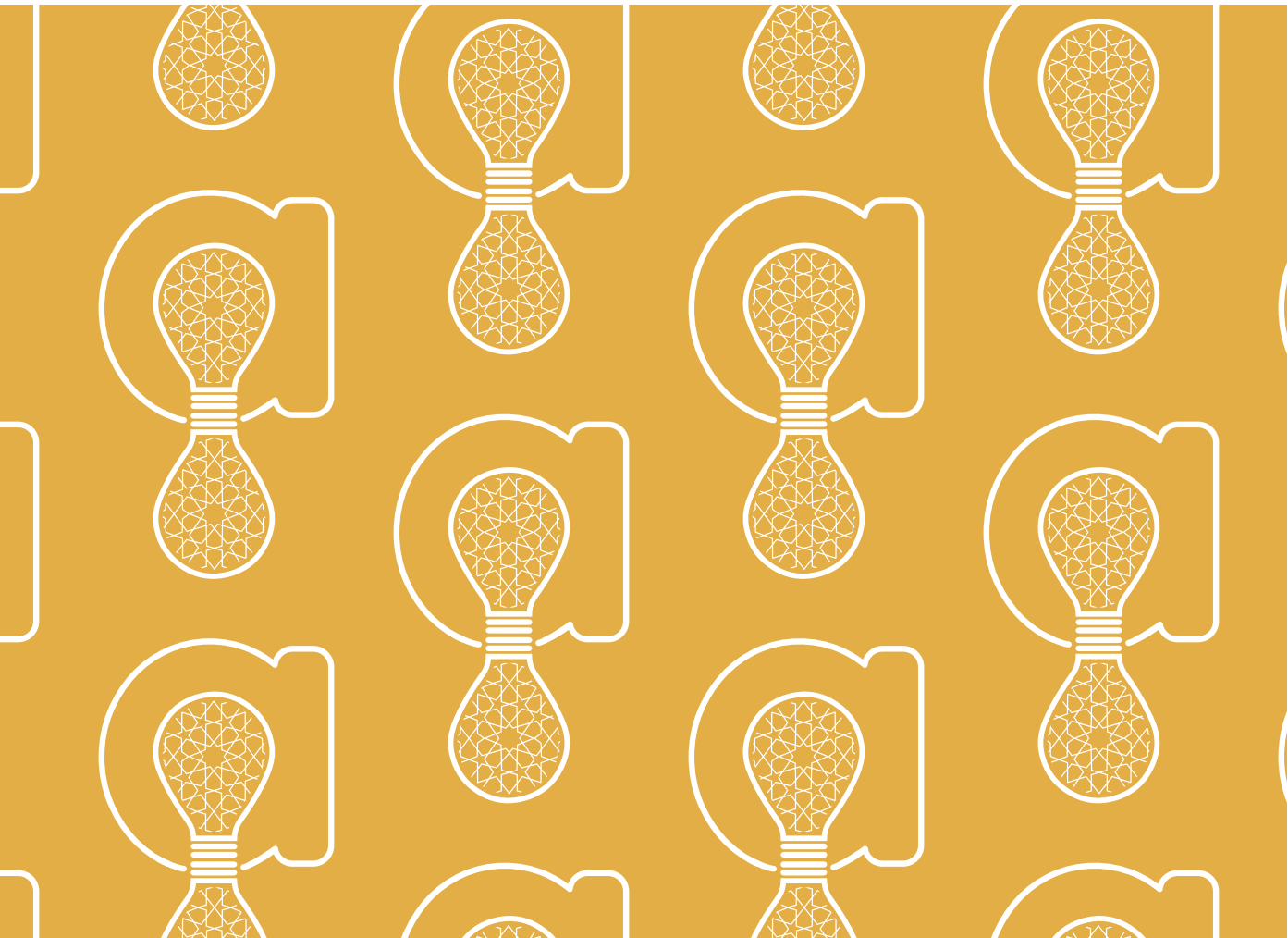
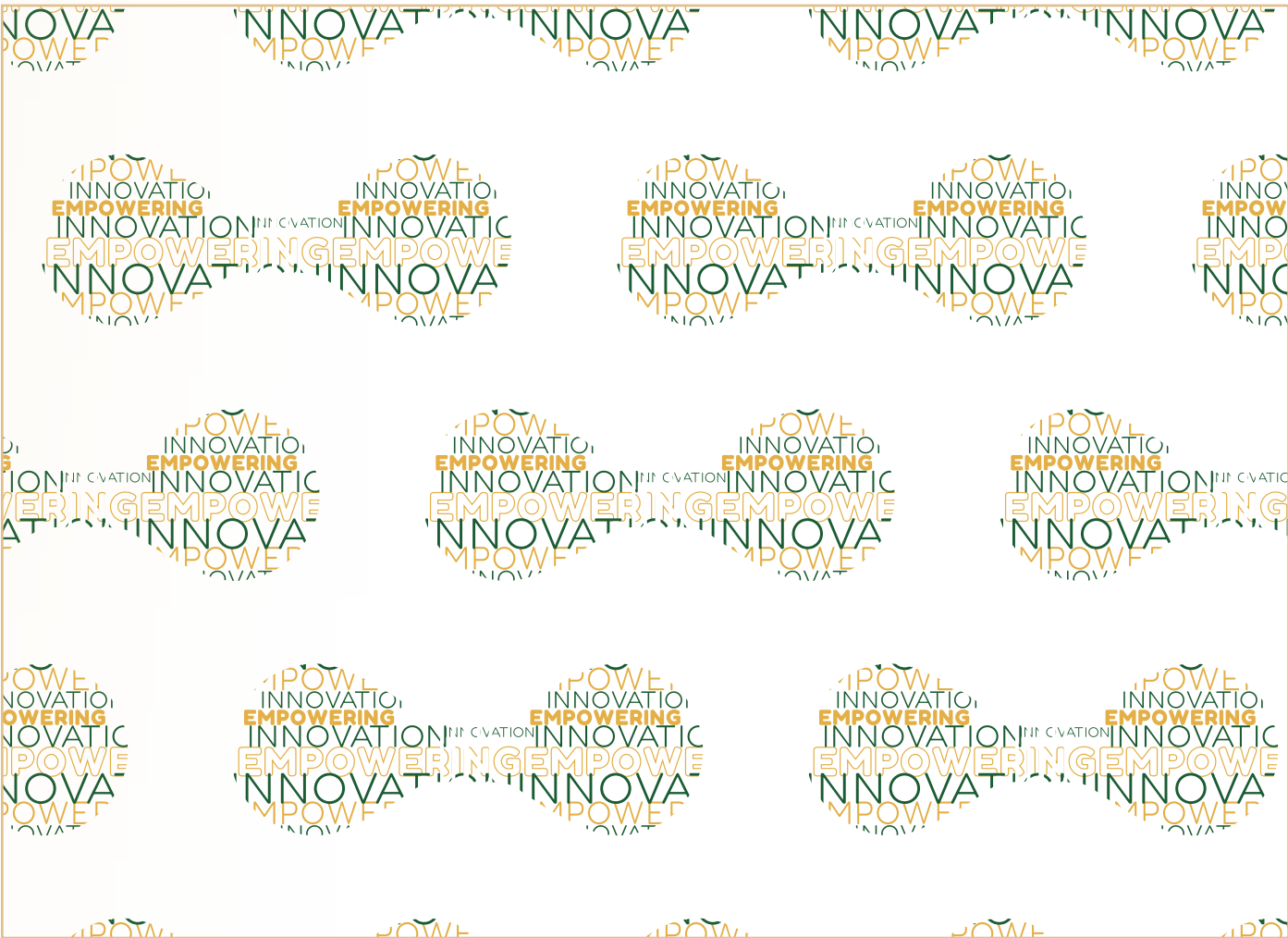
By intertwining global relevance and a forward-thinking ethos, AramHub's textures and patterns project its role as a cutting-edge international business hub, while preserving its harmonious and inclusive brand aesthetic



Brand Patterns and Iconography

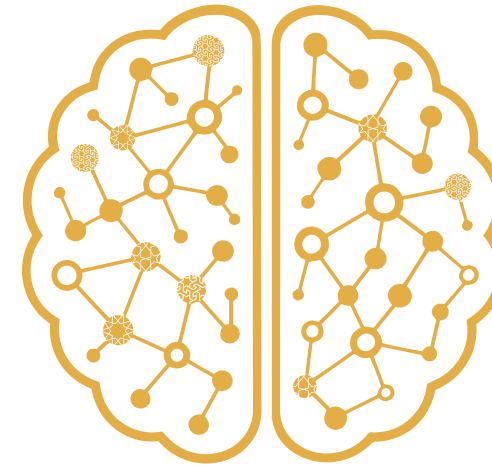
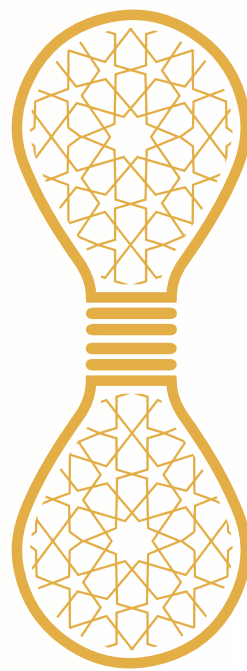
AramHub’s brand patterns are thoughtfully crafted, drawing inspiration from the dynamic forms and elements within the logo. These patterns symbolize AramHub’s innovative and collaborative spirit, blending modern geometric shapes with abstract designs that evoke global connectivity and shared purpose.

Carefully designed for versatility, these patterns elevate diverse applications, from digital interfaces to printed materials, while ensuring consistency with AramHub’s core visual language. They embody the brand’s forward-thinking ethos and commitment to bridging international business and cultural understanding.



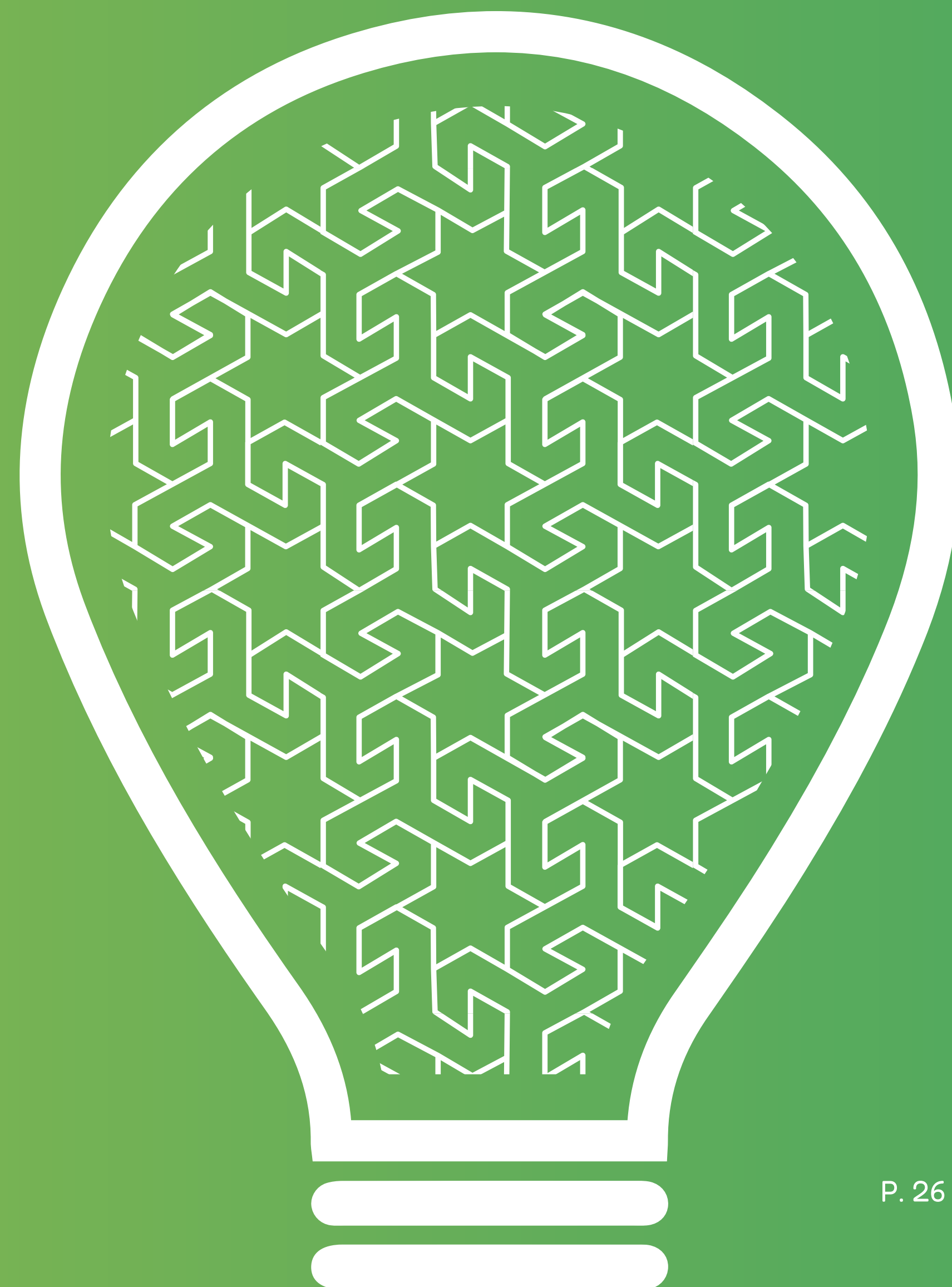
Brand Patterns and Iconography

AramHub's iconography plays a crucial role in reflecting the brand's essence. Inspired by the dynamic elements of the logo, Designed with flexibility in mind, AramHub's icons are suited for a variety of applications, ranging from digital platforms to printed materials. They maintain alignment with the brand's visual identity, reinforcing AramHub's commitment to fostering international business connections and promoting cultural understanding



06

APPLICATIONS



Stationery

AramHub's stationery design reflects its professionalism and dynamic global identity. Each piece, from letterheads and business cards to envelopes and presentation folders, incorporates the brand's essential elements, including the logo, color palette, and patterns inspired by its unique visual language.

This cohesive design approach ensures every item not only serves its functional purpose but also reinforces AramHub's commitment to innovation, collaboration, and excellence in every interaction.



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New Message

To |

Cc Bcc

Subject

Hello

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Send

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P. 29

Thank you

If you have any doubts or questions regarding these guidelines or the application of the brand, please feel free to contact the AramHub branding team for assistance.

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