

BRAND GUIDELINES

Construction ERP · Built for Saudi Arabia

One clear source of truth for the people who build.

Project Vision is the operating system for small construction contractors in Saudi Arabia. It replaces the scattered WhatsApp threads, phone calls, and paper that most jobs run on today with a single place to plan work, track site attendance, manage documents, and issue ZATCA-compliant invoices — in Arabic and English.

The brand has to earn the trust of a site engineer, not impress a boardroom. So it behaves like the best person on a job: precise, grounded, and straight-talking. Every choice — the drafting-paper surface, the structural mark, the single high-visibility accent — comes from the world of plans, levels, and survey markers, not from generic startup polish.

WHO IT'S FOR

Small Saudi contractors replacing WhatsApp, phone, and paper.

WHAT IT FEELS LIKE

A dependable site engineer — exact and no-nonsense, never corporate-cold.

WHERE IT'S BUILT FOR

Arabic-first and RTL, ZATCA e-invoicing, geo-tagged attendance, PDPL.

01

Structured, not decorative

Every element has a job, like a part on a drawing.

02

One signal colour

Amber marks what matters — used sparingly, like hi-vis.

03

Bilingual by default

Arabic and English are equal citizens, never an afterthought.

A point where structure meets the thing you're building.



The mark is a **V** — for Vision, and for structure. Two faceted blades, read as beams or plumb-lines, converge to a single point: the single source of truth that Project Vision gives a job.

Fixed at that point is an **amber diamond** — the project itself: the valuable thing being built, the cornerstone. It attaches directly to the V, with no link or cord, because in Project Vision the work and the record are one and the same.

Amber is the one warm, human signal in an otherwise engineered system — the surveyor's marker, the bubble in a level, hi-vis on site.

The V

Vision · structure · focus to a point

The diamond

The project · the asset · the cornerstone

Attached

Work and record, unified

Amber

The human signal in an exact system

Two cuts of one mark, plus the rules that keep it intact.



Display mark

Faceted cut. Use at large sizes — covers, hero areas, print.



Compact mark

Flat cut. Use small — app bars, favicons, anywhere under ~32 px.



Reversed

On charcoal or photography. Blades go light; the gem stays amber.

CLEAR SPACE



Keep clear space around the mark equal to the height of the diamond on all sides. Nothing — type, edges, other logos — enters this zone.

MINIMUM SIZE



24 px
mark



Project Vision

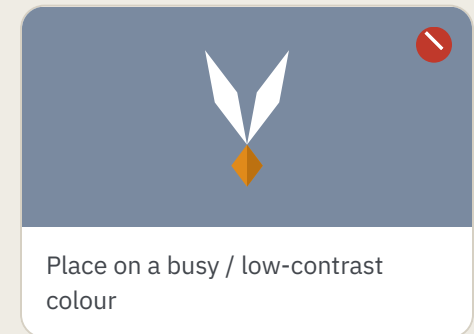
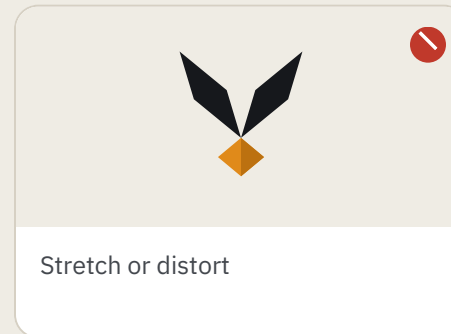
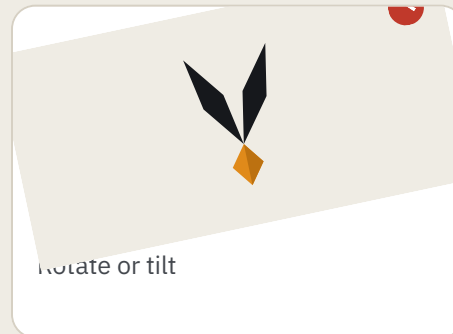
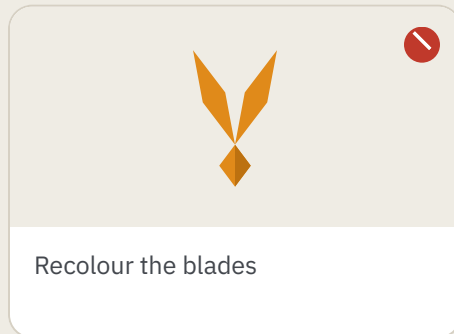
120 px
lockup

Below these sizes, switch to the compact mark and drop the wordmark before legibility breaks.

The horizontal lockup, and the things never to do to it.

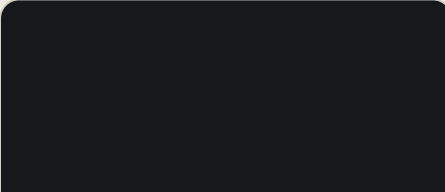


DON'T




Also avoid: re-spacing the wordmark, swapping the typeface, adding effects (shadows, gradients, outlines), re-drawing the gem, or boxing the mark in a shape that isn't part of the system.

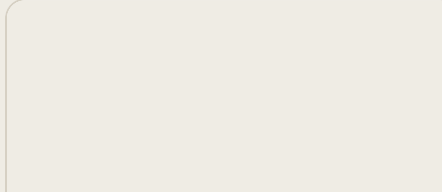
Limestone paper, charcoal ink, one construction amber.



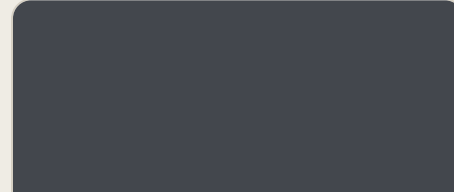
Charcoal
#16181C · 22 24 28
Primary ink. Text, the blades, dark surfaces.




Construction Amber
#E08A1A · 224 138 26
The single accent. Actions, highlights, the gem.



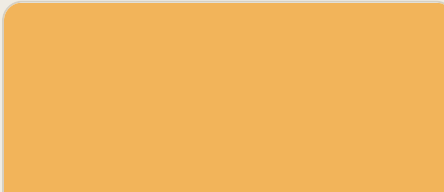
Limestone
#EFECE4 · 239 236 228
The surface. Backgrounds, paper, light UI.



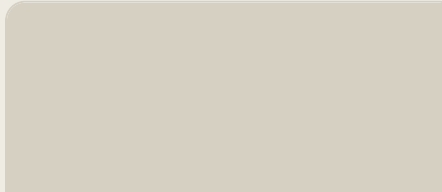
Ink-soft
#43474D · 67 71 77
Secondary text, captions, supporting lines.



Amber-deep
#BC7110 · 188 113 16
Amber on light text, gem shadow facets, pressed states.

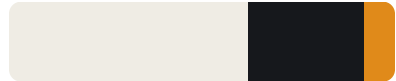


Amber-bright
#F2B45A · 242 180 90
Top gem facet, subtle highlights only.



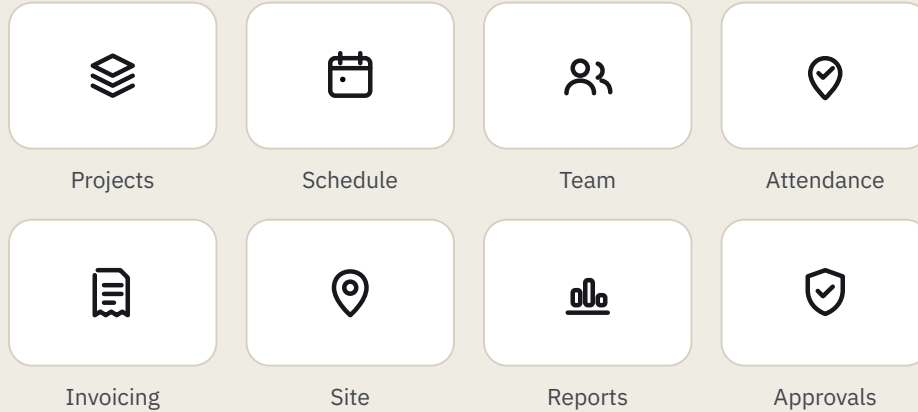
Hairline
#D6D0C3 · 214 208 195
Borders, dividers, grid lines.

BALANCE



Roughly 60 / 30 / 10 — limestone, charcoal, amber. Amber never dominates; it directs the eye.

One consistent line, drawn on a 24-pt grid.



STYLE

Single-weight outline, ~1.8 px stroke, round caps and joins. Geometric, never illustrative.

COLOUR

Charcoal by default; amber only to mark an active or alert state.

GRID

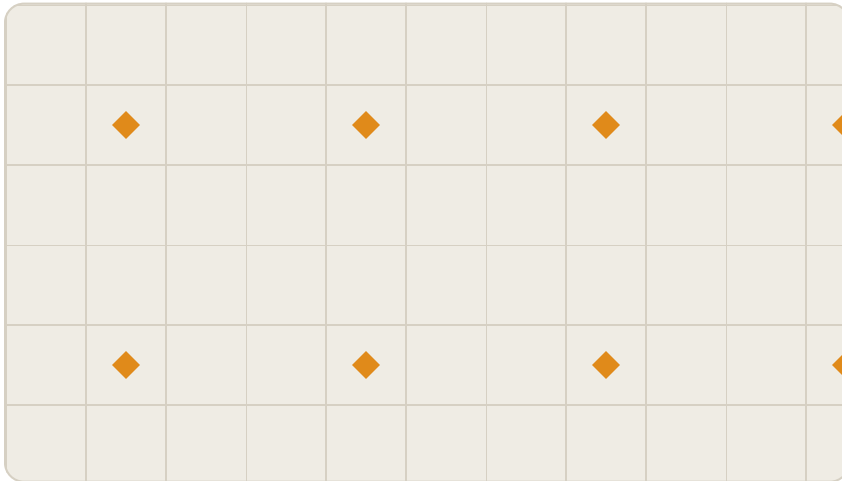
Drawn in a 24 px box with a 2 px keyline margin, so weights stay even across the set.

ACTIVE STATE



o Amber picks out the one icon that needs attention.

Two textures, both straight off the drawing board.



Site grid

A drafting grid with amber survey points. Quiet enough for full backgrounds — section fills, covers, large empty areas.

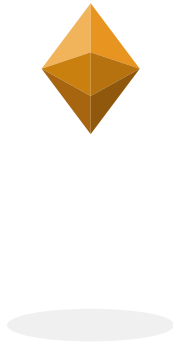


Diamond lattice

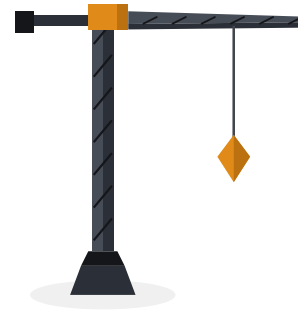
The gem, repeated. Higher energy — use on charcoal for edges, banners, dividers, packaging and social end-cards.

Both patterns are built only from existing brand parts — the hairline grid and the diamond — so they always feel of-a-piece. Keep them as texture, behind or beside content, never competing with the mark.

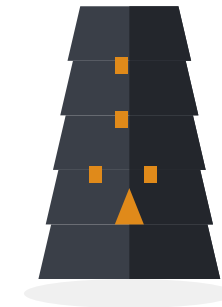
Faceted, structural, drawn in the language of the mark.



The asset



On site



What gets built

Built from facets

Same angular planes as the blades — light and dark charcoal, no gradients.

Things, not people

We draw structures, sites, and objects — not characters or scenes.

One amber moment

A single amber element per illustration — often the diamond itself.

The system, working.



App icon

Compact mark on charcoal, rounded square.
Reads at any size on a home screen.



Favicon

The same mark, tightened, shipped as a multi-size .ico down to 16 px.



**Stop running your
projects from a
WhatsApp group.**

Social / OG card

Limestone, lockup top-left, one bold line. The amber falls on the phrase that matters.



11 – VOICE

Talk like the best person on the job.

WE ARE

Clear · grounded · exact · bilingual · respectful of the trade

WE'RE NOT

Hype-driven · jargon-heavy · cute · corporate · vague

Say what the contractor needs in the fewest words — in their language. If a sentence wouldn't survive being read out on a noisy site, cut it.