



# ***Alfa Logo Size Guide***

*August 2015*

*Leo Burnett*

*For all OOH sizes, the logo has to be around 10% of the width of the visual.*

*It can vary within a range that will be specified for each size.*

*The logo should respect a margin as big as the size of the white box in the logo (the one that carries the a).*



*These examples are intended to show a starting point.*

*Using these guidelines for some layouts might prove to be challenging,  
so adjust the size as appropriate for your application and design.*



The logo can't go smaller than 10% of the width



The logo can't go bigger than 12% of the width

**Alfa4x4**  
\$12 PREPAID

alfa MANAGED BY ORASCOM TELECOM 20 YEARS

400 SMS  
40 Min  
4 hours  
to a preferred number  
400 MB

Limited Offer

3075 date: 24/6/2015

برامجك معك وين ما تكون  
إبتداءً من \$1

alfa MANAGED BY ORASCOM TELECOM 20 YEARS  
alfa Mobile TV

عرض محدود  
تطبق الأحكام والشروط

Share

10 GB

with up to 3 people  
U-share Family

Limited Offer  
Terms and conditions apply

alfa MANAGED BY ORASCOM TELECOM 20 YEARS

alfa MANAGED BY ORASCOM TELECOM



# Unipole 14.7x4.3M



The logo can't go smaller than 8% of the width



The logo can't go bigger than 10% of the width

Limited Offer

**Alfa 4x4**  
**\$12 PREPAID**

**400 SMS**  
**40 Min**  
**4 hours**  
to a preferred number

**400 MB**

**alfa** MANAGED BY ORASCOM TELECOM  
**20 YEARS**

000164-4x4 prepaid 1x 2x4 200 mms 1  
000115 12.28 P10

**5GB**  
**1000 MIN**  
**60 MIN (INT'L)**  
**300 SMS**

**\$90** للخط الثابت

**alfa** MANAGED BY ORASCOM TELECOM  
**20 YEARS**

**alfa** MANAGED BY ORASCOM TELECOM

# Unipole 16x6M



The logo can't go smaller than 10% of the width



The logo can't go bigger than 12% of the width



Limited Offer

**Alfa 4x4**  
**\$12 PREPAID**

**400 SMS**  
**40 Min**  
**4 hours**  
to a preferred number

**400 MB**

 **20 YEARS**







**Airport 20x8.2M** (20x7.6M visible area)



The logo can't go smaller than 10% of the width



The logo can't go bigger than 12% of the width

# Print

*For all printed material, the logo has to be around 15% of the width of the visual.*

*It can vary within a range that will be specified for each size.*

*The logo should respect a margin as big as the size of the white box in the logo (the one that carries the a).*

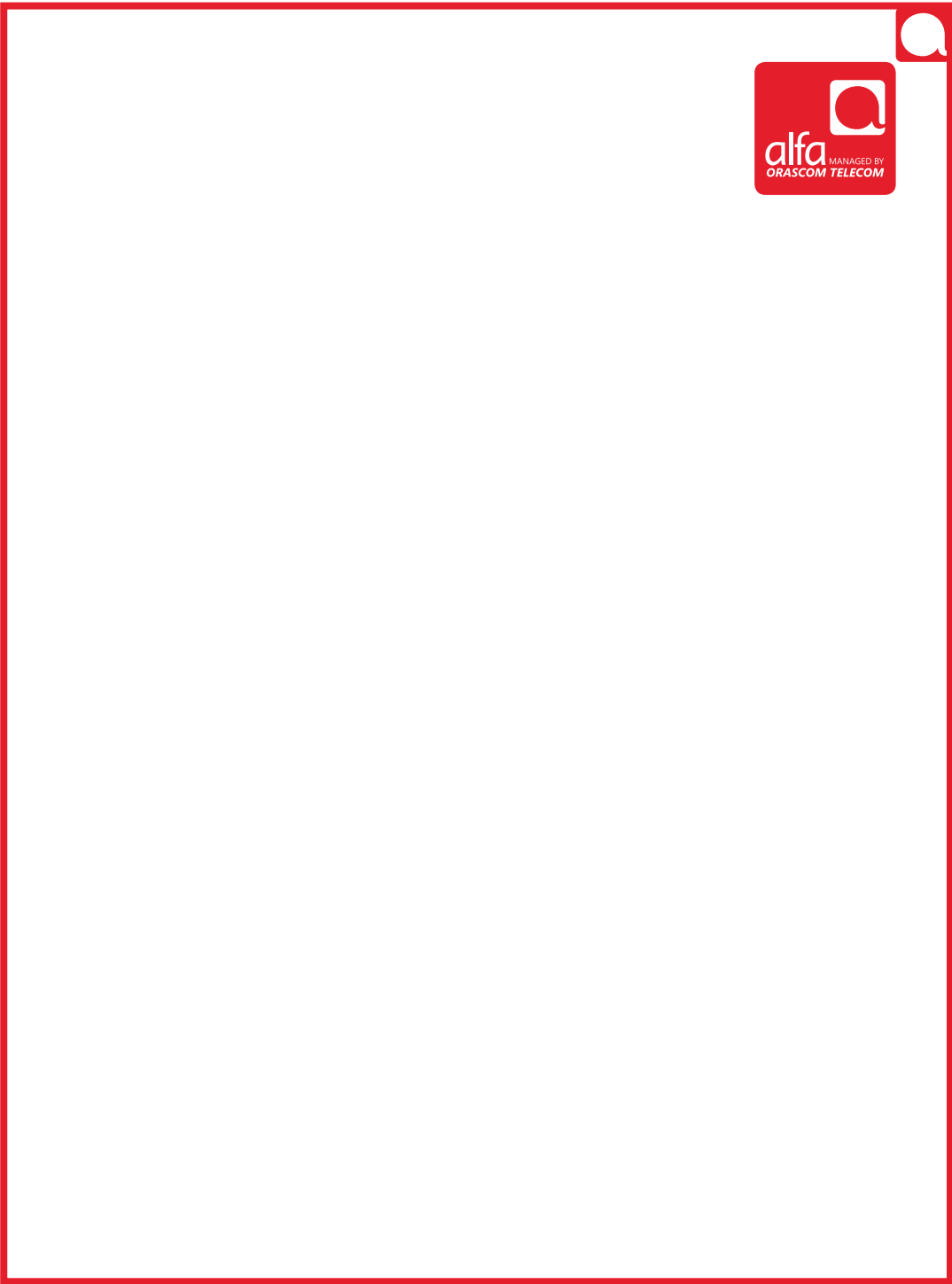


*These examples are intended to show a starting point.*

*Using these guidelines for some layouts might prove to be challenging,  
so adjust the size as appropriate for your application and design.*

# Vertical Layout (A4, A5, 5x50, 73.5x99)

For all printed vertical sizes, the logo has to be around 15% of the width of the visual.  
It can vary within a range that will be specified for each size.



The logo can't go smaller than 15% of the width



The logo can't go bigger than 18% of the width



20  
YEARS

**Alfa 4x4**  
**\$12 PREPAID**



**400 SMS**  
**40 Min**  
**4 hours**  
*to a preferred number*

**400 MB**

Limited Offer



20  
YEARS

**5GB**  
**1000 MIN**  
**60 MIN (INT'L)**  
**300 SMS**

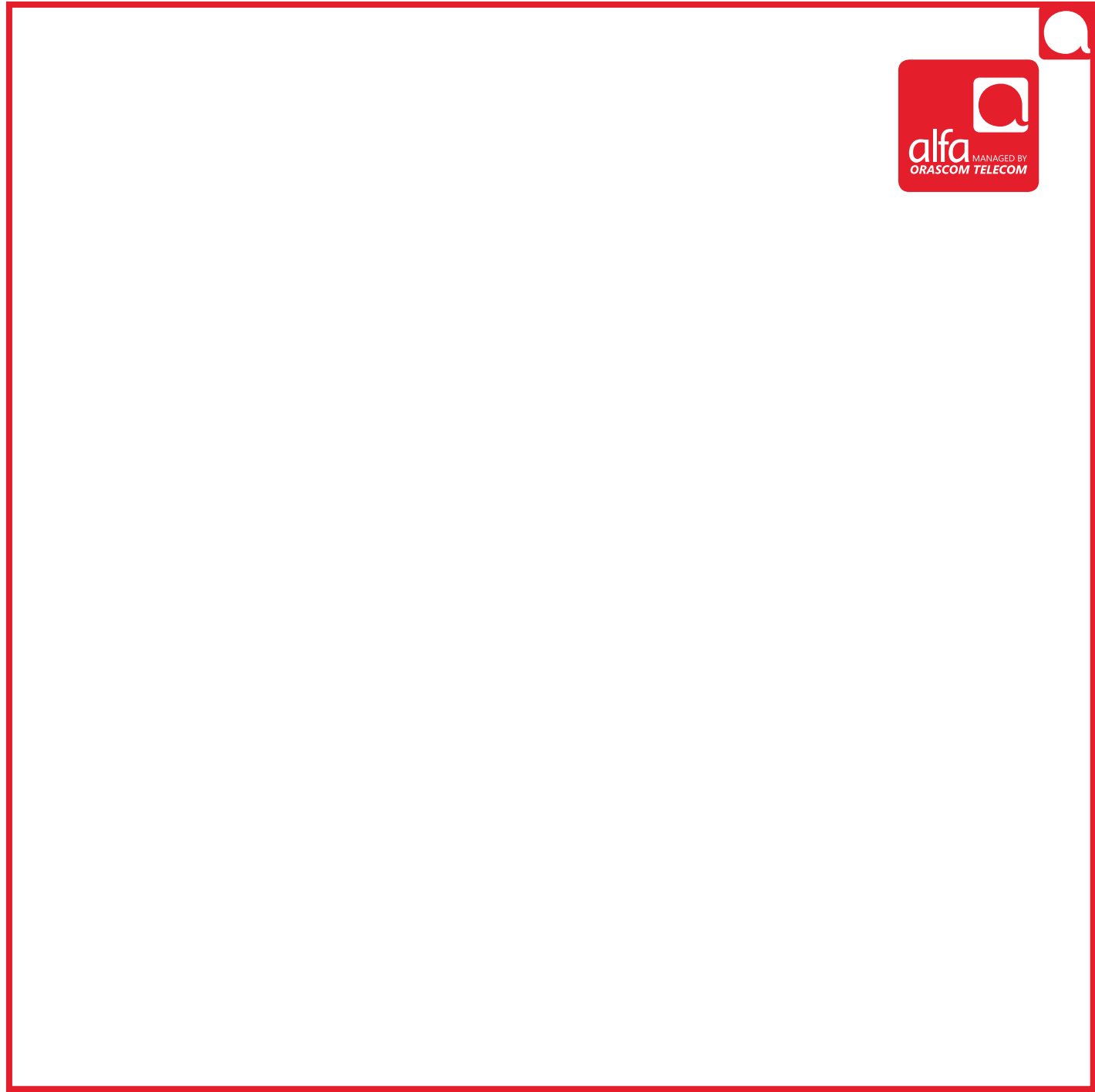


**\$90** للخطّ الثابت

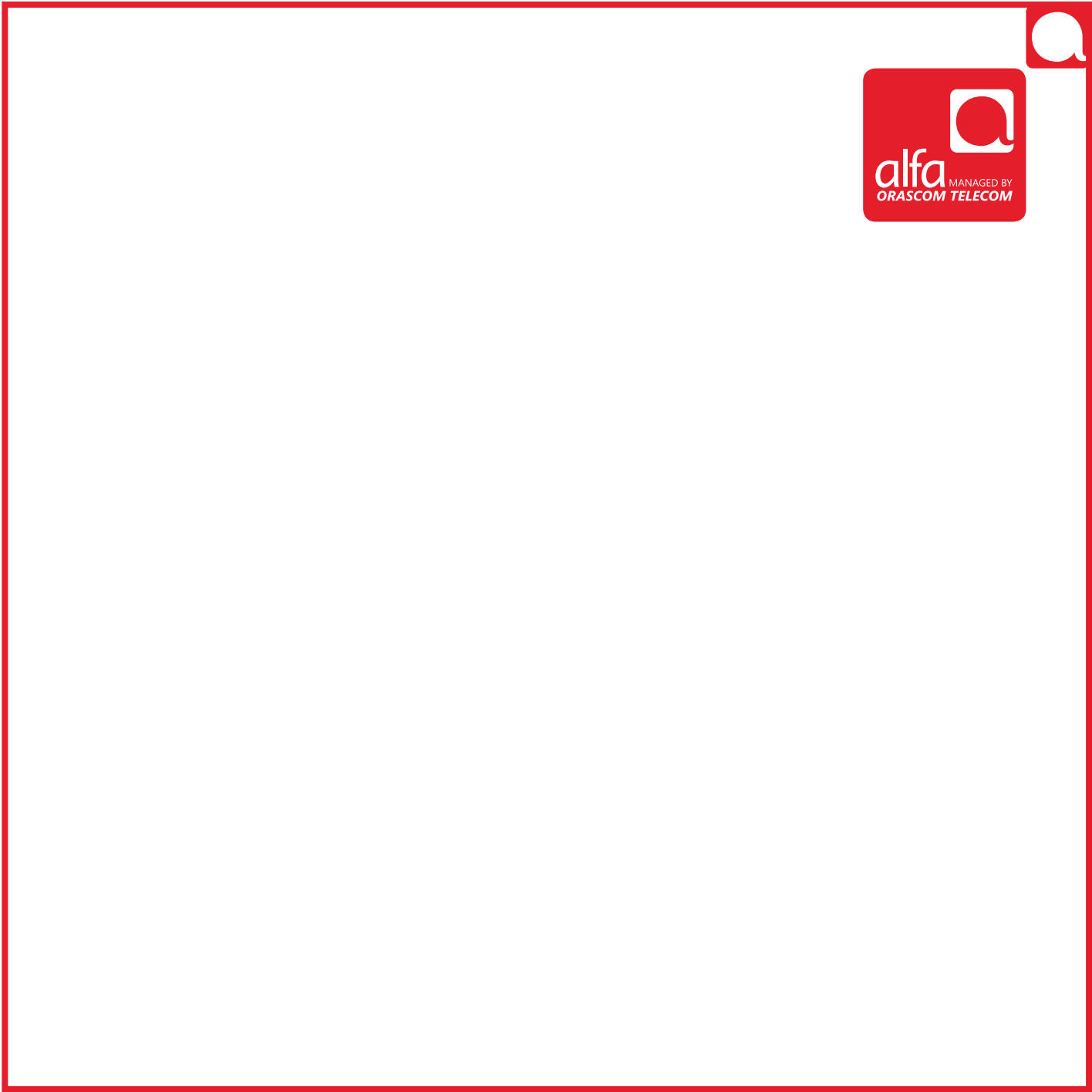




# Square Window Branding



The logo can't go smaller than 13% of the width



The logo can't go bigger than 15% of the width

**Alfa 4x4**  
**\$12 PREPAID**



**20**  
**YEARS**

**400 SMS**  
**40 Min**

**4 hours**  
*to a preferred number*

**400 MB**

Limited Offer



*For the very vertical and horizontal banners, the logo should vary between 60% and 70% of the short side.*

*For the rest, the logo should be around 20% of the width.*

# Horizontal Online Banner



The logo can't go smaller **60%** of the height



The logo can't go bigger than **70%** of the height



# \$90

عرض محدود

ما فيك تتحكم بالموضة،  
بس فيك تتحكم بفاتورة خطك الثابت



**Alfa 4x4**  
**\$12 PREPAID**

Limited Offer



400 SMS  
40 Min  
**4 hours**  
to a preferred number  
**400 MB**



**20**  
YEARS



# Vertical Online Banner



The logo can't go smaller than **60%** of the width



The logo can't go bigger than **70%** of the width



**1000 min**  
**300 SMS**  
**60 min (int'l)**

**5GB**

**\$90**

عرض محدود



**Alfa 4x4**  
**\$12 PREPAID**

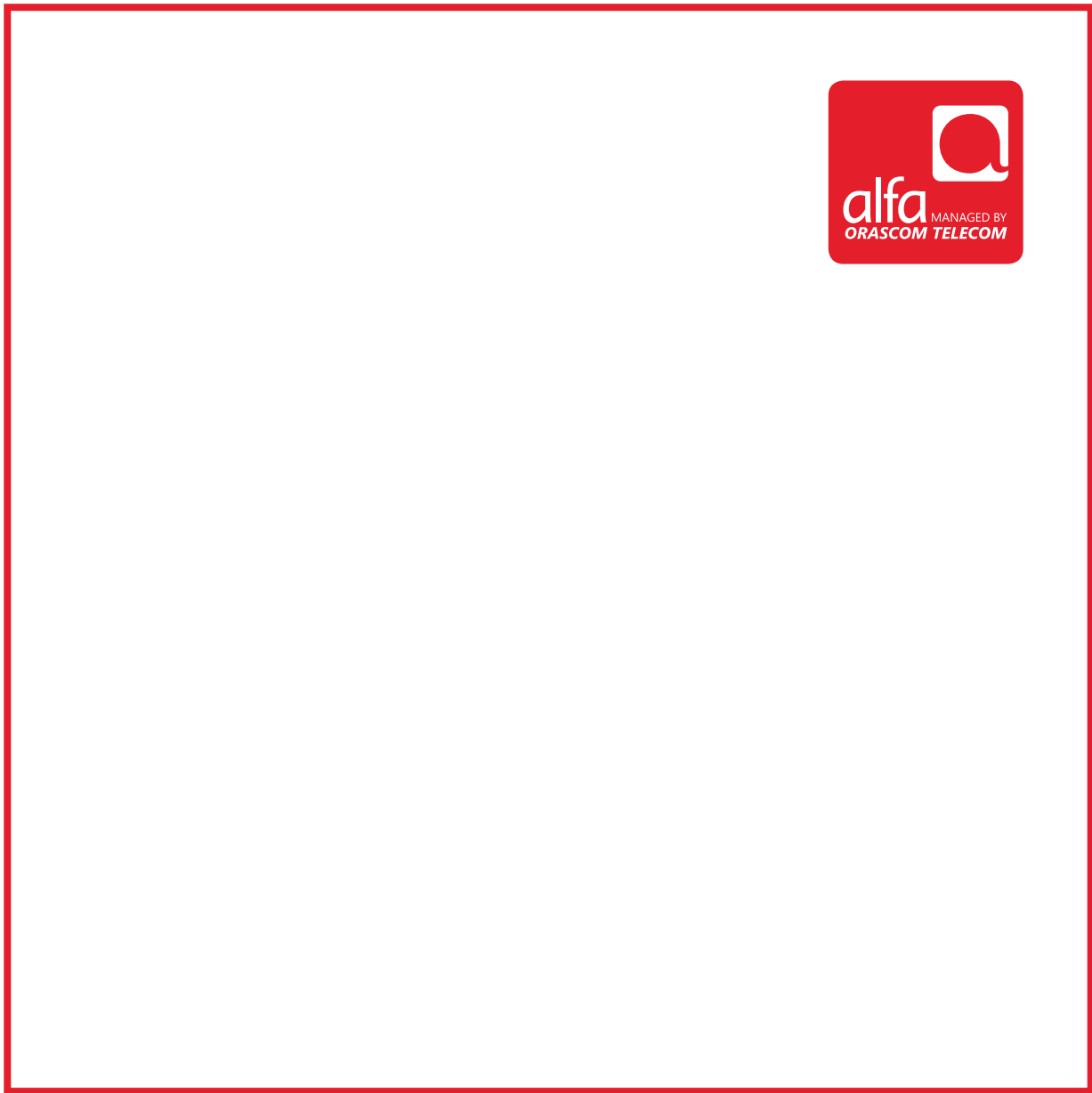


**400 SMS**  
**40 Min**  
**4 hours**  
*to a preferred number*  
**400 MB**

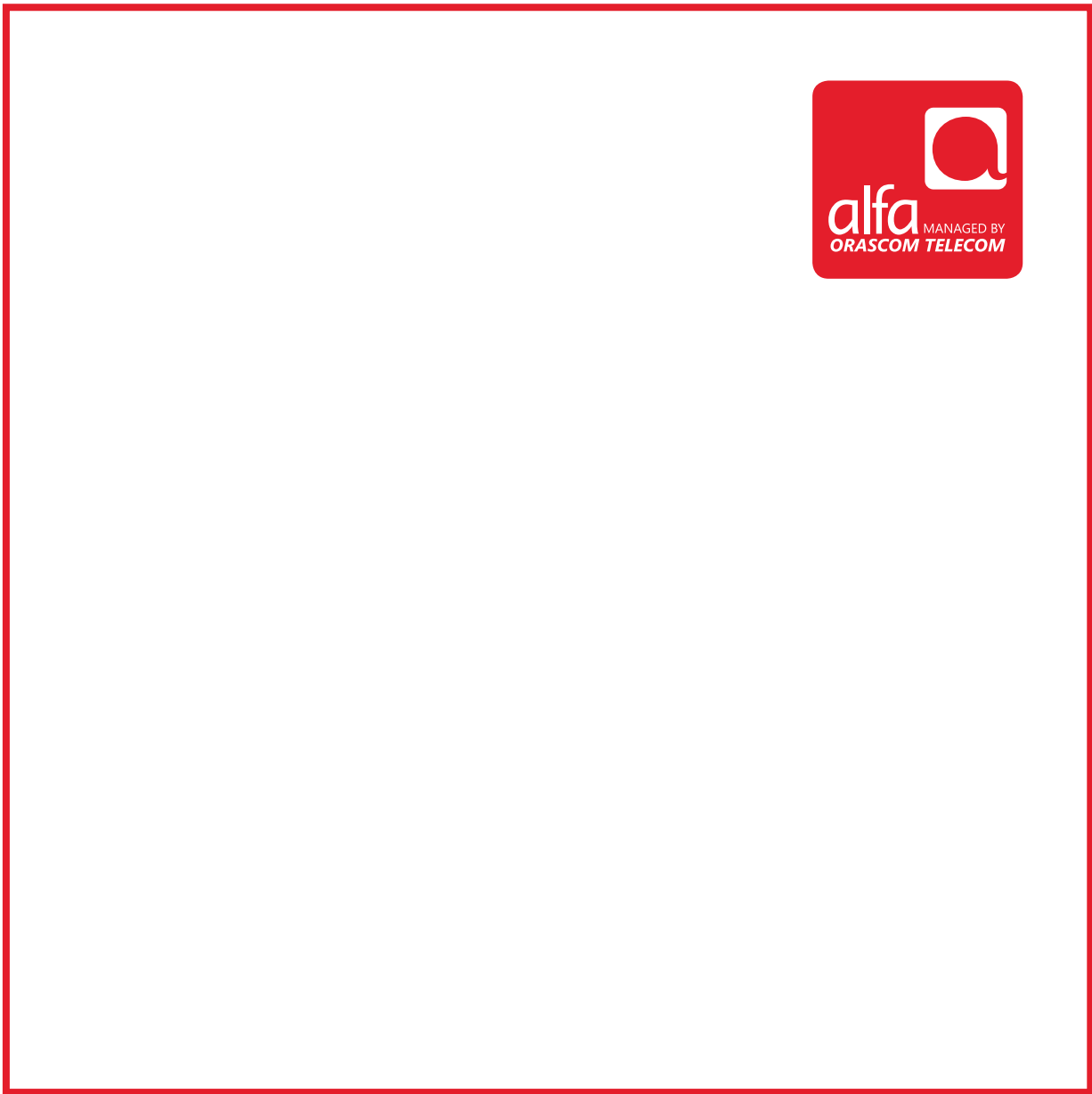
Limited Offer



# Square Online Banner



The logo can't go smaller than 18% of the width



The logo can't go bigger than 20% of the width



**Alfa 4x4**  
**\$12 PREPAID**

alfa  **20 YEARS**

**400 SMS**  
**40 Min**  
**4 hours**  
to a preferred number  
**400 MB**

Limited Offer

