

The image features a background of wind turbines at sunset. The sky is a gradient of orange and yellow, with the sun low on the horizon. The turbines are silhouetted against the bright light. In the foreground, a large, dark, curved shape, possibly a turbine blade, is visible on the left side. The overall mood is serene and industrial.

# Harith

FINANCIERS & DEVELOPERS OF INFRASTRUCTURE PROJECTS

## BASIC BRAND GUIDELINES

### **Using the Harith brand**

We have set this guide to help you use some of our logos. It shouldn't take long to read, so please review before starting. Also, please contact us if what you are looking for isn't covered here.

# Our logo

The Harith logo is one of our most important assets. Therefore, we are protective of it and ask you to follow the rules when you use it.

## Here's how:

- Only use the Harith primary logo. For certain exceptions, you can use the black logo.
- Don't alter, rotate, or modify the logo.
- Don't animate the logo.
- Don't use outdated versions of the logo.

### Primary logo



[Download logo pack](#) —>

### Black logo



[Download logo pack](#) —>

# Spacing

- Always leave some room around the logo.
- Don't make the logo too small.



# Colours

- Remember, the Harith logo has two colours: green and cool grey.
- Always use a white version of our logo when placing the logo over an image.
- There may be some exceptions to the rule, so please contact us for permission.



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# Misuse

- Don't alter, rotate, or modify the logo.
- Don't animate the logo.
- Don't add drop shadows.
- Don't add special effects.
- Don't add gradients.
- Don't add unapproved patterns.
- Don't personify.
- Don't skew, rotate, or stretch.
- Don't change orientation.
- Don't add elements.
- Don't stack multiple logos.
- Don't convert the logo outline stroke.
- Don't use random textures.
- Don't add colours to the logo.

# Harith

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**The name Harith is a North African** word with one dual meaning 'plough and protector'. Harith sees itself as ploughing the African continent and planting much needed infrastructure, whilst protecting the interests of its investors.

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