



Brand Identity Manual

BUSINESS SETUP EXPERTS

UAE • KSA • UK • EGYPT

Since 1999



*I am my identity, with infinite existence I exude a definitive persona for time immemorial. My embodiment of corporate essence, is an everlasting presence that reveals the depth of my character, my promises and all that makes me and my relationship with you. The vibrant hues of my expression forge our unbreakable bond, symbolizing the steadfast values I stand for. I am **BusinessLink.***



Table of Contents

01_Our Brand	04 - 07
02_Success Stories	08 - 10
03_Logo	11 - 17
03_Color Palette	18 - 20
04_Typography	21 - 25
05_Paper Stock	26 - 27
06_Iconography	28 - 29
07_Stationery	30 - 45
08_Social Media	46 - 49
09_Imagery	50 - 51

- Introduction to BusinessLink
- Mission
- Vision
- Brand Values

Our Brand

01

01.1

Introduction to BusinessLink

Welcome to Business Link, where history intertwines with innovation to create a remarkable journey. For over two decades, Our business consultancy has been a beacon of excellence for over two decades, guiding entrepreneurs and businesses toward prosperity and success.

Our story began in **1999**, and since then, we have nurtured a profound understanding of the business landscape, spanning the **United Arab Emirates, the Kingdom of Saudi Arabia, Egypt, and the United Kingdom.**

Our expert consultants from across nationalities have deep knowledge of the business ecosystem and bring the world together to the most potential business central point in the globe. We have set up more than 20,000 businesses for clients from more than **40 countries.**

At BusinessLink, we believe that success is the result of meticulous planning, v flawless execution, and a commitment to legal compliance. Thus, our professional consultants have tailored solutions to meet every business's unique needs, ensuring that it flourishes in the ever-evolving marketplace.

01.2

Mission

Our mission is to empower entrepreneurs and businesses with our consultancy services. With a steadfast commitment to excellence, we are striving to be the leading global business setup consultancy.

01.3

Vision

Be the catalyst for business growth, fostering an ecosystem where entrepreneurs and companies can thrive and prosper. Apart from company formation, we consider varied aspects to drive business growth via networking, think tank groups and other activities.

01.4

Brand Values

Our brand values focus on **fostering connections, facilitating growth, and delivering exceptional value** to our **clients**. Here are the key brand values that define **BusinessLink**.

– Trust & Transparency

We believe in cultivating trust through open and honest communication and acting in the best interests of our clients. We keep them informed about the processes, fees, and timeframe from the beginning and ensure end-to-end visibility.

– Long-Lasting Partnerships

Building enduring partnerships based on trust and shared success is our core philosophy. We are committed to personalized attention, open communication, and unwavering support, ensuring a long-term partnership.

– Professionalism & Confidentiality

We uphold the highest standards of professionalism, ensuring that all client engagements are handled with discretion and confidentiality. Respecting the nature of the information entrusted to us, we follow strict confidentiality protocols to safeguard our clients' interests.

– Client-Centric Approach

We place our clients at the forefront of everything we do, embracing a client-centric mindset that drives our actions. By understanding their unique challenges and aspirations, we tailor our solutions to their specific needs, ensuring their success.

- Business Stories from across the Globe

Success Stories

02

02.1

Nurturing Long-Term Relationships; The Story of Cuatro Cinco

Company Name: Cuatro Cinco FZCO

Cuatro Cinco, a reputed project management company from the US, dreamed of spreading its wings and reaping success in the UAE. As the client was in the dark about the registration processes and business activity, our expert consultants enabled them to adapt to the Middle East quickly.

We provided a comprehensive solution that addressed all their challenges, including business registration, PRO services, and corporate bank account assistance, and ensured high comfort with a customized VIP package. We are delighted to maintain a strong bond with the client to date, where we are just a phone call away in their hour of need.

Client from the US 

02.2

Trust built on a Tailor-Made and Personalized Approach

Company Name: IAG Holding FZE

IAG Holding company based in the UK approached BusinessLink for business setup assistance as they wished to explore lucrative opportunities in the UAE. Overwhelmed by the complexities of the industry, the client required support from experts in the field. Being adept at solving the intricate processes of company formation, we helped them complete the process earlier than they expected.

At BusinessLink, we are committed to helping entrepreneurs realize their vision. We understand the challenges that businesses face in a new market, and our personalized approach was what the client precisely needed.

Client from the UK 

02.3

Linking Businesses to Success through Meticulous Strategies

Company Name: Namaste Tea Trading

Aiming to expand their horizons, Namaste Tea Trading reached out to BusinessLink. Our knowledgeable team understood their business goals, created a meticulous strategy, and helped them register their business in **Dubai mainland**. Right from the PRO services to product registration, we made sure that the client had a seamless process.

The business setup is not a one-time process but a continued journey. We have a continued relationship with our clients to ensure that they have a sustainable business journey. Pertaining to our mission to link businesses with success, we are delighted to have supported Namaste Tea Trading to attain success on the e-commerce platform as well.

Client from France 

02.4

We Promise, We Deliver: Helping Prime Group Navigate through the Challenges

Company Name: Prime Group

Prime Group, a leading quality and compliance solutions provider in the UAE, planned to expand its business to Saudi Arabia. The organization sought to explore opportunities in the KSA market and cater to the needs of a broader customer base. They approached a consultancy to support their vision and implement their expansion plans. However, they faced challenges starting from the initial stage as their business license was rejected.

Searching for a reliable business setup partner, Prime Group reached out to BusinessLink. Our expert consultants investigated the issue and found out that a missing document had led to the rejection of the license. Our team reapplied for the license with the necessary documents and helped the client to receive the license within two weeks. This helped them turn their expansion plans into reality at the right time and stay ahead of the game.

Client from the UAE 

02.5

Empowering Women Entrepreneurs; A Customer-Centric Success Story

Company Name: Green Beauty Gardens

An aspiring Chinese entrepreneur faced language barriers and a lack of local market knowledge while pursuing her business dreams. Seeking a solution, she turned to BusinessLink, with meticulous planning and tailored strategies, BusinessLink empowered her to overcome obstacles and launch her venture, Green Beauty Gardens.

Navigating the complexities of permits and licenses can be daunting, but we were with her at every step to streamline the process and save her valuable time. Today, her success stands as a testament to the transformative power of customer-centric solutions and the unwavering support provided by BusinessLink. At BusinessLink, we take pride in empowering women entrepreneurs and breaking barriers. Barriers in business are no longer a concern when you have the perfect business setup partner.

Client from **China**

02.6

BusinessLink: The Trusted Partner for Businesses in the UAE

Company Name: The Friendly Early Childhood Center

The Friendly Early Childhood Center aspired to create an educational center for children aged from 1-5 years old. The company found the process of obtaining the necessary licenses and approvals complicated, creating bottlenecks in their journey. They needed support from an organization with extensive experience and knowledge in the educational sector and the local market to make things easier for them.

By partnering with BusinessLink, one of the most credible business consultancies in the region, Friendly ECC obtained all the approvals earlier than they expected and started their dream journey. Our PROs, who have a vast network of connections with government officials, made the registration process faster and easier. We value the trust of our clients and stand out in the market by providing quicker and more efficient solutions to challenges.

Client from **Russia**

02.7

Customer Retention Matters: The Story of Sunshine Group

Company Name: Sunshine Group

With a strategic goal of expanding their businesses in Saudi Arabia, Sunshine Group approached BusinessLink for business set-up services. The company, which is based in India, had an existing factory in Dubai and wished to reach out to more customers and test the waters in a new market. Our team considered all their business goals and formulated a customized expansion plan that would give the best results.

We helped them obtain the manufacturing license and manager visa in just two days. We also offered company formation, PRO services, and banking assistance, making the transition hassle-free for the client. They were impressed by the extensive knowledge of our consultants and professionalism and referred two other valuable clients. Our team strives to give the clients the best experience that leaves a long-lasting impression and helps build an enduring relationship.

Client from **India**

02.8

Forging Enduring Alliances – The Tale of Teriyag Academy

Company Name: Teriyag Academy

In the vast landscape of education, Teriyag Academy envisioned a new era by offering online courses tailored for professionals. However, the intricate process of starting an educational venture and obtaining the necessary approvals seemed like an insurmountable challenge. That's when Teriyag Academy turned to us for expert guidance and support. Through diligent collaboration, Teriyag Academy swiftly overcame the complexities of starting an online education platform in the UAE.

Our expertise in obtaining the required approvals and permits streamlined the setup process, allowing Teriyag Academy to focus on developing its high-quality courses and cutting-edge learning platform. Delighted with the support and results achieved, they couldn't help but refer another aspiring entrepreneur to BusinessLink's services.

Client from **Palestine**

- Our Logo
- Arabic Logo
- Bilingual Logo
- Service Logos
- Logo Clear Space
- Reversed Logo Options
- Black & White Logo
- Misuse of Logo

Logo

03

03.1

Our Logo

The BusinessLink logo is a symbol of our company's identity and values. It features a dynamic and modern design, representing our innovative approach to business solutions. The interlocking circles signify strong partnerships with our clients, while the color palette reflects our energy and enthusiasm.

In our logo, red represents passion, determination, and energy, while blue signifies trust, and reliability and gives an overall modern aesthetic.

The red dot on the logo symbolizes attention to detail and accuracy, representing our commitment to excellence and passion in delivering precise business solutions.



03.2

Arabic Logo

It can be used in Arabic marketing communication such as print and website.



03.3

Bilingual Logo

This is to be used in spaces where Arabic is a must.

BusinessLink  **بزنس لينك**

03.4

Service Logos

BusinessLink offers various services, each represented by its own logo. These services encompass company formation, concierge services, marketing, and financial services. The primary color used in three out of four logos is blue, which represents corporate identity and reliability.

In the company formation logo, red is added to symbolize energy, while the concierge services logo uses orange to convey warmth and a welcoming atmosphere. Lastly, the banking services logo incorporates light blue to signify transparency, emphasizing the company's dedication to openness and trust.

The C4 MKTG logo, which stands out with a black background represents marketing services, giving it a chic look whilst representing a strong presence. The white text within signifies clarity and a fresh perspective.



03.5

Logo Clearspace

No matter where the BusinessLink logo is used, it should always have a clear space around it. The 40% width of the logo icon ' 

Calculation

40% or 4/10 of the Brand Logo Icon width is the safe Clear Space

20% or 2/10 of the Brand Logo Icon width is the gap between Logo Icon and Logo Text

74:8 Aspect Ratio for Primary and Arabic Logo

389:23 Aspect Ratio for Bilingual Logo

03.6

Logo on Backgrounds

Preferred set and style of backgrounds.

The BusinessLink logo, consisting of a red circular icon with a white stylized 'B' and the word 'BusinessLink' in a dark blue sans-serif font, is centered on a white rectangular background.

#f2f5f7

The BusinessLink logo is centered on a light gray rectangular background.

#f2f5f7

The BusinessLink logo is centered on an off-white rectangular background.

#f2f2f2

The BusinessLink logo is centered on a light beige rectangular background.

#e6e6e6

The BusinessLink logo is centered on a light gray rectangular background.

#d9d9d9

The BusinessLink logo is centered on a light blue rectangular background.

#dce2f0

The BusinessLink logo is centered on a light pink rectangular background.

#fcd2d5

The BusinessLink logo is centered on a light green rectangular background.

#c8e2b3

The BusinessLink logo is centered on a teal rectangular background.

#b8dad9

The BusinessLink logo is centered on a gray rectangular background.

#b9bfbf

The BusinessLink logo is centered on a light purple rectangular background.

#d2d1df

The BusinessLink logo is centered on a blue rectangular background.

#b9cedf

03.7

Reversed Logo Options

Reversed versions of the logo are used to ensure optimal visibility in places where the original logo may not stand out or blend well on certain backgrounds.



#003462



#194871



#4c7191



#143f84



#000000



#212121



#333333



#6b6b6b

03.8

Black & White Logo

Mono White Logo



Mono Black Logo



03.9

Misuse of Logo

To maintain the integrity and consistency of our brand, it is essential to adhere to the following guidelines regarding the use of our company logo.



BusinessLink

Unauthorized Alterations

The company logo should never be altered, modified, or distorted in any way. This includes changing its colors, proportions, or any other visual elements. The logo must always be used in its original form or approved varied form as provided in the brand assets.



BusinessLink

Angle and Rotation

The logo should always be reproduced using the approved color palette specified in the brand guidelines. Any deviation from the authorized colors is considered misuse.



BusinessLink

Incorrect Colors

The logo should always be reproduced using the approved color palette specified in the brand guidelines. Any deviation from the authorized colors is considered misuse.



BusinessLink

Unapproved Backgrounds

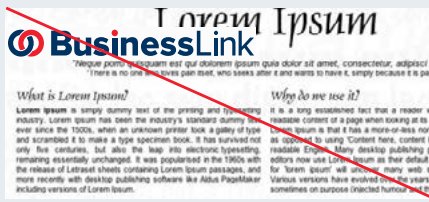
The logo should be used on backgrounds that do not diminish its visibility or legibility. Using the logo on visually distracting backgrounds that interfere with its clarity is considered misuse. The approved backgrounds are displayed above.



BusinessLink

Improper Scaling

It is important to maintain the proper proportions of the logo when resizing or scaling it. Distorting the logo by stretching or compressing is a misuse.



BusinessLink

Misplacement and Crowding

Maintaining a proper balance between the logo and other design elements is crucial. A well-placed logo enhances the brand image, communicates the intended message more effectively, and creates a visually appealing design.

- Primary Color Palette
- Secondary Color Palette

Color

04

Primary Color Palette

Our primary colors ensure BusinessLink's consistency and recognition across different mediums and platforms, for example, on social media graphics, publications, signage, etc. By defining a set of primary colors, we create a cohesive and unified visual identity that is instantly recognizable. This consistency represents our brand loyalty, reinforces brand recognition, and distinguishes us from competitors.

BusinessLink's primary colors are **Red and Blue**.

Red is modern and reflects the company's **commitment to excellence and its relentless pursuit of success**. It captures the essence of BusinessLink's proactive approach, instilling a sense of urgency and excitement in employees and clients. Moreover, red conveys a sense of confidence, establishing BusinessLink as a trustworthy and capable partner.

Blue exudes a **feeling of trustworthiness, reliability, and dependability**. It conveys BusinessLink's dedication to maintaining a steady hand in navigating complex challenges and delivering exceptional results. Blue also represents the depth of knowledge and expertise possessed by BusinessLink, reassuring clients that their aspirations are in the hands of a competent and experienced team.

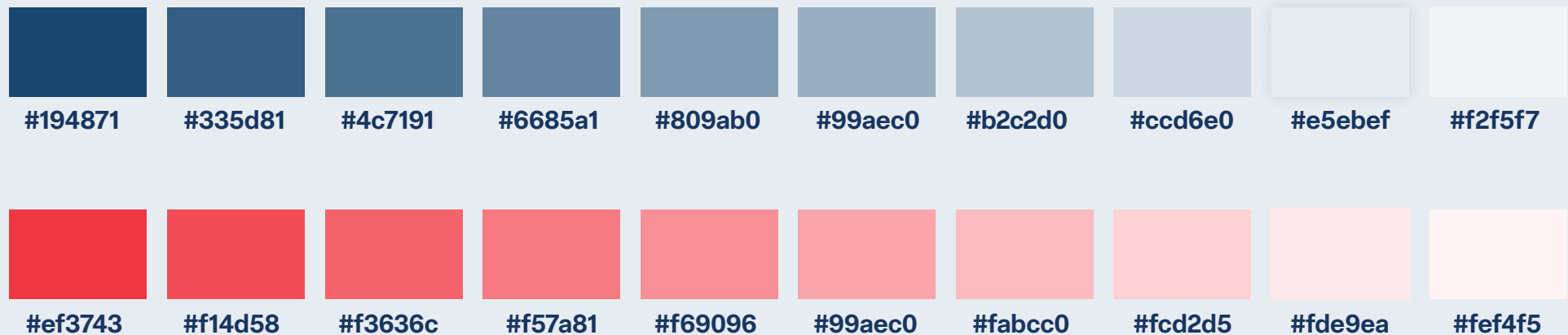
This duality of colors showcases BusinessLink as a versatile and forward-thinking organization, capable of embracing change while upholding the highest standards of professionalism.



04.2

Secondary Color Palette

A preferred color palette or secondary colors are collections of colors derived from the primary colors. The secondary brand colors are used throughout the company website, social media, and packaging. The secondary colors are as follows:



The importance of a secondary color palette lies in its ability to complement and enhance the primary colors of our brand. By expanding the color range, a secondary color palette adds depth, versatility, and visual interest to our brand's identity.

Using secondary colors allows for **more flexibility in visual communication**. They provide additional options for **creating contrast, highlighting key elements, and evoking specific emotions**. Secondary colors can be used to differentiate different sections or aspects of a brand while maintaining a cohesive overall look.

- Primary English Font
- Primary Arabic Font
- Primary Website English Font
- Misuse of Typography

Typography

05

05.1

Typography

The primary typeface of BusinessLink is Elza. With its impeccable blend of sophistication and readability, Elza serves as the ideal choice for our diverse range of digital and print media applications.

The Elza font includes all major font styles in Regular face and Oblique face (sliced version of the regular face) like **Thin, Extra Light, Light Regular, Oblique, Medium, Semi Bold, Bold & Black.**

Aa

PRIMARY ENGLISH TYPEFACE

FONT : ELZA

Thin...*Thin Oblique*

Light...*Light Oblique*

Regular...*Regular Oblique*

Medium...Medium Oblique

Semibold...Semibold Oblique

Bold...Bold Oblique

Black...Black Oblique

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

1234567890!@#\$%^&*()_+

05.2

Typography

Noto Kufi has been selected as the Arabic language font in our brand to align with the style and visual impact of the English font, while also reflecting our connection to and understanding of the UAE and the broader Middle East region.

The font is used in all kinds of Arabic print mediums, social media copy, and the Arabic website.

ت ب

PRIMARY & WEBSITE ARABIC TYPEFACE

FONT : NOTO KUFİ ARABIC

ر ف ي ع
ع ا د ي
ق ل ي ل الع ر ض
ع ر ي ض

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

05.3

Typography

Public Sans is the chosen typeface for web usage, symbolizing our dedication to modernity, readability, and accessibility. As a versatile and open-source font, Public Sans embodies a clean and contemporary design, rendering it perfectly suited for web applications.

Aa

WEBSITE ENGLISH TYPEFACE

FONT : PUBLIC SANS

Extra Light...*Extra Light Italic*

Light...*Light Italic*

Regular...*Regular Italic*

Medium...*Medium Italic*

Semibold...*Semibold Italic*

Bold...*Bold Italic*

Black...*Black Oblique*

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ-
NOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+

05.4

Misuse of Typography

We emphasize the utmost significance of upholding typography guidelines to ensure consistency and professionalism within our brand. **Deviating from chosen fonts, sizes, or spacing can result in visual inconsistency and an unprofessional aesthetic, leading to the misuse of typography.** Furthermore, it can also lead to the excessive use of decorative or unsuitable typefaces that do not align with our brand identity.

~~Use
Different
Font Family~~

***Never use different font family**

~~You can
Stretch the
font~~

***Never stretch the font**

– Paper Stock Guide

Paper Stock Guide 06

Paper Stock Guide

Maintaining brand consistency and projecting a refined image requires careful selection and consistent utilization of designated paper stock in print production. Opting for **premium-quality paper** enhances the value of the brand, while low-quality paper can adversely affect brand perception. Whenever feasible, giving priority to **eco-friendly paper** aligns with our commitment to sustainability.

In the context of **paper stock**, **GSM (Grams per Square Meter)** is a measurement used to determine the weight and thickness of the paper. It indicates the density of the paper and affects its overall feel and durability. A higher GSM value signifies a heavier and more substantial paper stock, while a lower GSM value indicates a lighter and thinner stock.

Print Media

Medium	Size/Sizes	Paper Model	Minimum Weight(gsm)
Business Card	W: 9cm - H: 5cm	Art Matt Card	350 gsm
Envelope	DL, C3, C4	Woodfree fine paper	100 gsm
Letterhead	A4	Woolf paper	100 gsm
Receipt Voucher	A5	NCR Paper	55 gsm
A4 Folder	A4	Matt Laminated Art Board Double Sided	400 gsm

– Iconography

Iconography

07

07.1

Iconography

The below iconography is preferable to represent and symbolise the given services.

Adhere to the below visual language for the representation.



- Business Card Design
- A4 Folder
- Envelope
- Letterhead
- Sales Proposal
- Referral Partner Agreement
- Receipts
- Calendar
- Diary
- Mug
- Smart Mug
- Pendrive
- Giveaway Box
- Bag

Stationery

08

08.1

Stationery

Our stationery artfully weaves the infusion of captivating our brand's primary colors, along with their variations, to breathe life into our brand identity. The hues - thoughtfully complemented by their diverse shades- elevate the aesthetic and impact of our stationery. Each piece is a constant reminder of our carefully crafted values, reinforcing the very essence of BusinessLink.



08.2

Business Card Design



Details

Background Color : #f2f5f7

Icons : Custom Icons

Font Used : Elza

Measurement in Centimeter : H 5.5cm X W 9.1cm

Paper : Matt Finished Art Matt Paper (350 gsm One Side, total 700 gsm)

08.3

A4 Folder



Details

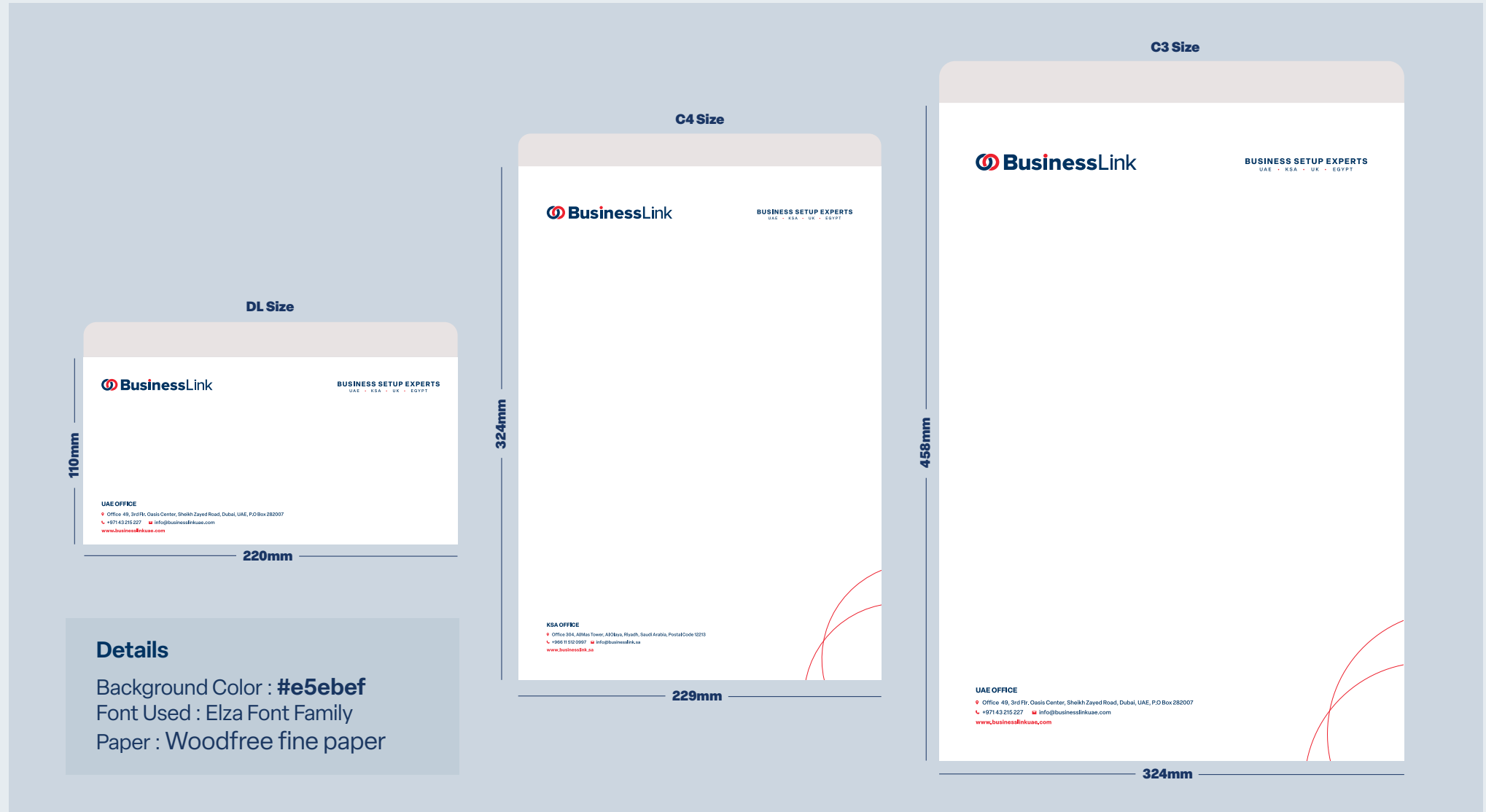
Background Color : #e5ebef

Font Used : Elza Font Family

Paper : Matt Laminated Art Board Double Sided

08.4

Envelope



08.5

Letterhead



08.6

Sales Proposals



Details

Font Used : Elza Font Family

Paper : 80 Gsm Normal White Paper

Size : A4

08.7

Referral Partner Agreement



Details

Font Used : Elza Font Family Size : A4
Paper : 80 Gsm Normal White Paper

Receipts

210mm

156mm


BusinessLink

License Number: 162182
A: 41 B, Al Moltaka, Al Areeby District, Masaken Sheraton, Autostrad Road, Cairo, Egypt
T: +20 22 692 826 M: +20 11 511 444 9 E: info@businesslinkuae.com
www.businesslinkuae.com

No. **01256**

☐ Receipt Voucher **سند صرف**
☐ Payment Voucher **سند قبض**

Date _____ **التاريخ**

Received From / Paid to Mr./Ms _____ **وصلتنا من السيد/السادة**

The sum of ☐ USD ☐ EGP _____ **مبلغ و مدره ☐ دولار ☐ جنيه مصري**

☐ By Cash ☐ Online Transfer ☐ Cheque
نقدًا تحويل عبر الإنترنت شيك

Bank _____
Number _____

البنك رقم

Rating _____ **و ذلك عن**

Account sent _____ **الحساب**

Received by _____ **توقيع المستلم**

220mm

Details

Background Color : **#e5ebef**
Font Used : Elza Font Family, Noto Kufi Font Family
Paper : Woodfree fine paper

 **BusinessLink**

BUSINESS SETUP EXPERTS
 UAE • KSA • UK • EGYPT

ACKNOWLEDGEMENT RECEIPT

UAE OFFICE

Office 49, 3rd Flr, Oasis Center, Sheikh Zayed Road, Dubai, UAE, P.O Box 282007

☎ +971 43 215 227 ✉ info@businesslinkuae.com

www.businesslinkuae.com

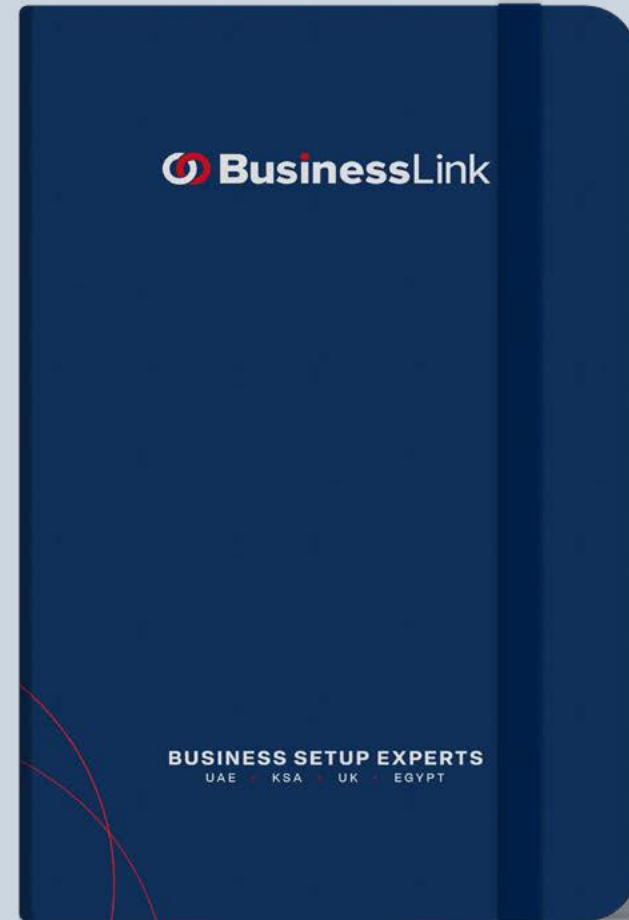
210mm

08.9
Calendar



08.10

Diary



08.11

Mug



Color Tone



#f2f5f7



08.12

Smart Mug



 **BusinessLink**

Color Tone



#f2f5f7



#d6d6d6



08.13

Pendrive

Right Side

 **BusinessLink**



Background
Color

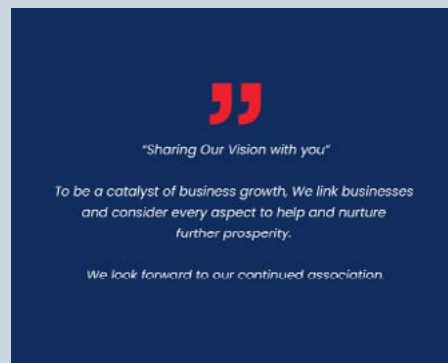


#003462



08.14

Giveaway Box



Background
Color



#112d5f



08.15

Bag Design



- Social Media Designs
- Social Media Videos

Social **Media**

08

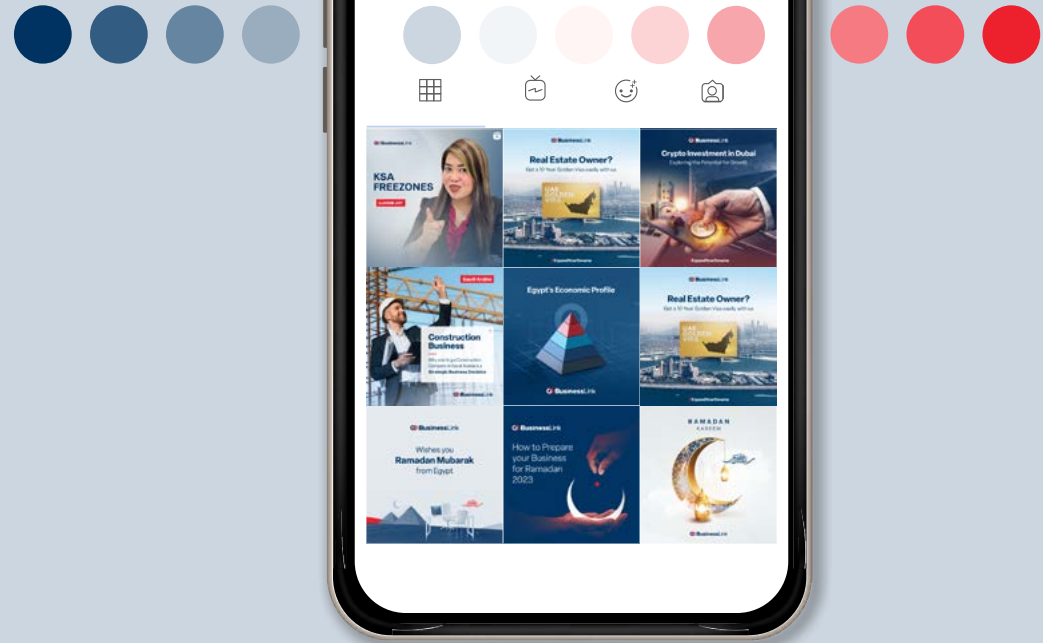
09.1

Social Media

Our brand's social media presence plays a pivotal role in upholding our identity, ensuring uniformity and captivating aesthetics across various platforms such as **Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok.**

To maintain a cohesive visual experience, we mingle on our primary color palette dominated by blue and red. These colors serve as the bedrock of our brand's visual identity. However, we also embrace a secondary palette that expands on our primary colors, incorporating variations that complement and enhance our brand's vibrancy. Additionally, the introduction of white, where suitable, adds a touch of purity and balance to our visual composition.

By harnessing the power of social media and aligning our color choices with our brand's personality, we ensure that our online presence remains consistent, engaging, and harmonious. This approach not only strengthens our brand identity but also resonates with our audience, forging a lasting connection in the digital realm.



09.2

Social Media Designs

**1:1 ratio****9:16 ratio**

Fonts

English: Elza

Arabic: Noto Kufi Arabic

Color

Primary & Secondary Colors

Assets

Use original or licensed photos

Use same icons for uniformity

Logo Placement

Ensure safe zone in logo placements

Ratio

Follow the posting platform ratio rules

09.3

Social Media Videos

Thumbnail



Fonts

English: Elza
Arabic: Noto Kufi Arabic

Color

Primary & Secondary Colors

Assets

Use original or licensed photos
Use same Icons for uniformity

Logo Placement

Ensure safe zone in logo
placements

– Imagery

Imagery

09

10.1

Imagery

In order to maintain our brand identity, it is crucial to establish and uphold a consistent visual style and tone in the corporate images that represent our brand. These images play a significant role in guiding the desired look and feel, ensuring a unified and professional visual identity.

At BusinessLink, we adhere to a corporate imagery tonality, which encompasses the mood and atmosphere conveyed through visual or descriptive elements employed in our corporate branding, marketing, and communication materials. This tonality captures the essential qualities associated with our brand, serving as a compass for our visual storytelling:

– Professional and Trustworthy

Our imagery exudes a sense of professionalism and instills trust, reflecting our commitment to delivering reliable and credible services.

– Modern and Innovative

We embrace a contemporary aesthetic in our imagery, showcasing our forward-thinking nature and innovative approach to business.

– Friendly and Approachable

Through our imagery, we convey a warm and approachable nature, creating a welcoming environment for our clients.

– Sophisticated and Reliable

Our visual identity exudes sophistication, portraying our brand as a trusted and dependable partner in the industry.



Thank You



BUSINESS SETUP EXPERTS

UAE • KSA • UK • EGYPT

Since 1999