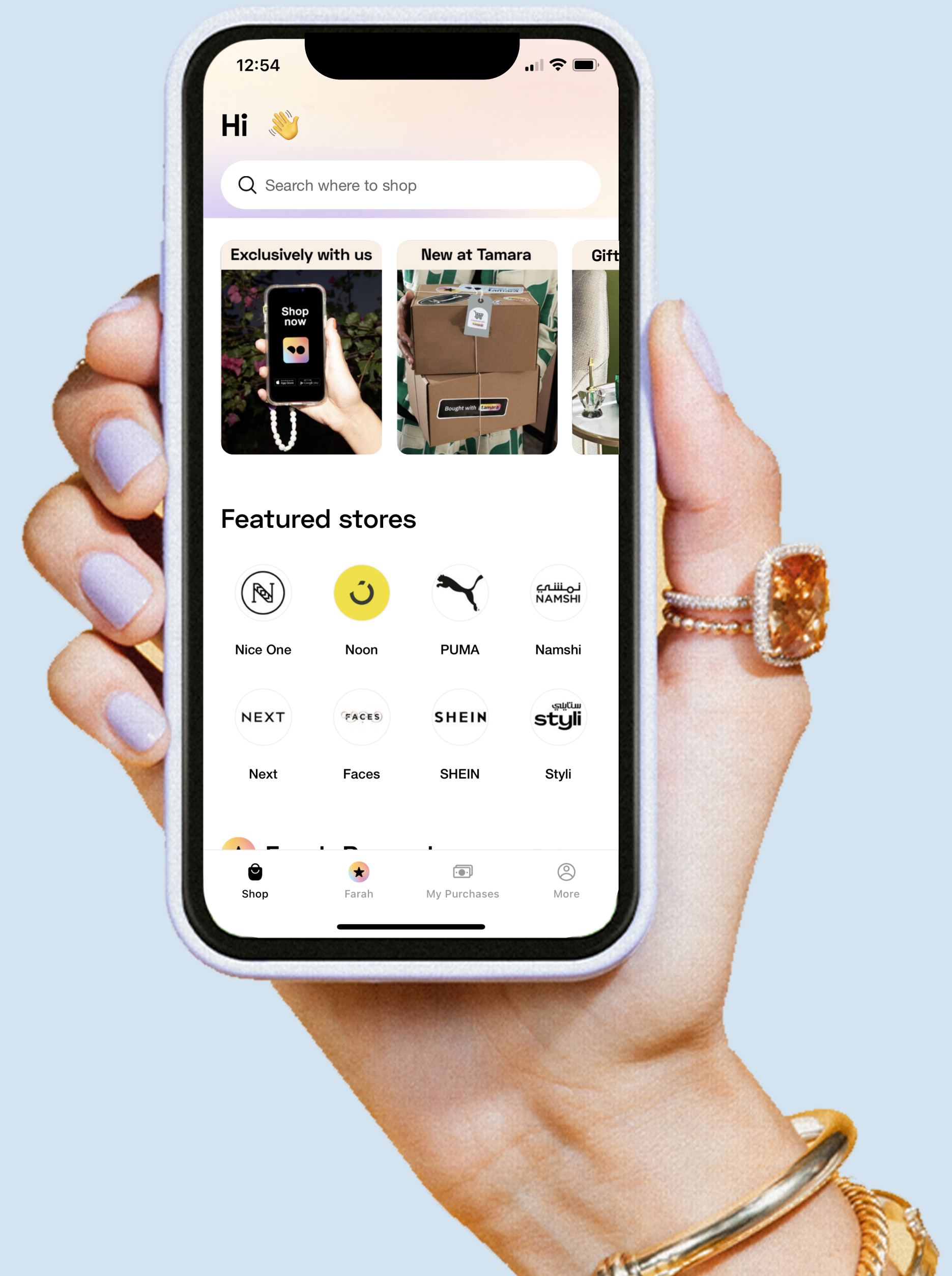




# Brand guidelines



# Brand elements.



# Logos.

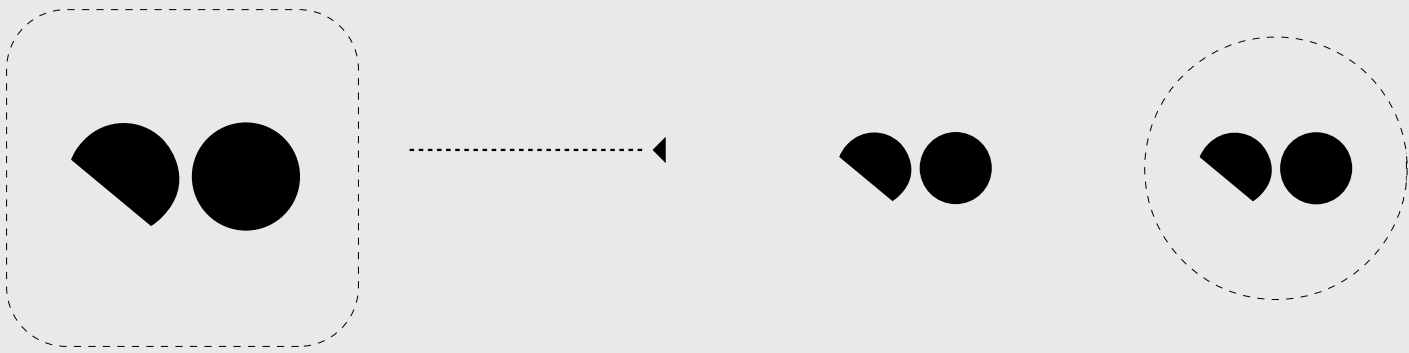
English logo



Arabic logo

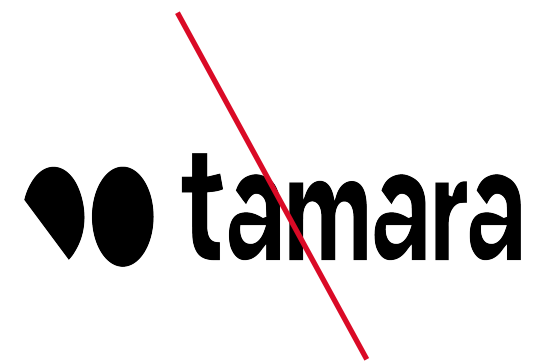


Logomark



Transform the image by cropping it into a circle or rectangle while maintaining the original aspect ratio and color scheme.

# Logos don'ts.



Don't distort



Don't apply drop shadow



Don't use any logo other than the one provided



Don't change the logo lockup when used in black and white.



# Colors.

Utilize our secondary colors as needed, particularly on backgrounds.

Secondary colors

F2EABD

D4E4F0

E3DEEF

Primary colors

Black

White

Gradient



## Gradient use:

Apply the gradient solely to the widget and the Farah icon, not to any other elements.

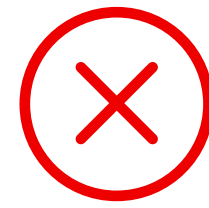
or Split it into 3 payments interest-free  
with **tamara** [Learn more](#)

Tamara logo on merchants web.



Farah icon

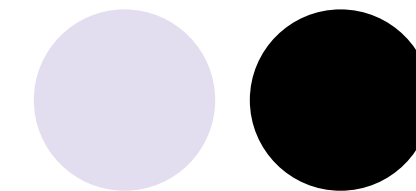
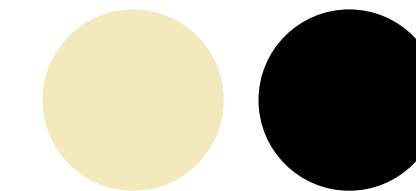
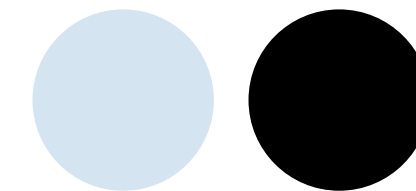
# Colors do's & don'ts



Avoid using a gradient background in all instances.



Color combinations



Use our secondary colors one at a time as dividers and backgrounds never combine them with each other. Use them one at a time.

Black is the preferred color for all copy.

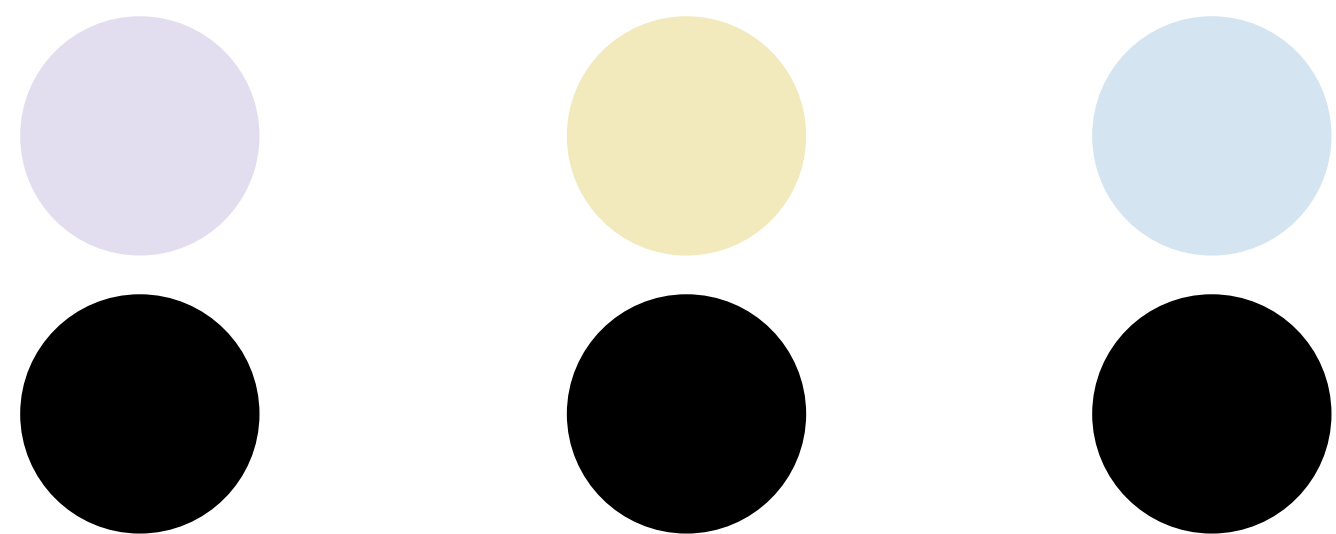
**Split your  
payments**

**Split your  
payments**

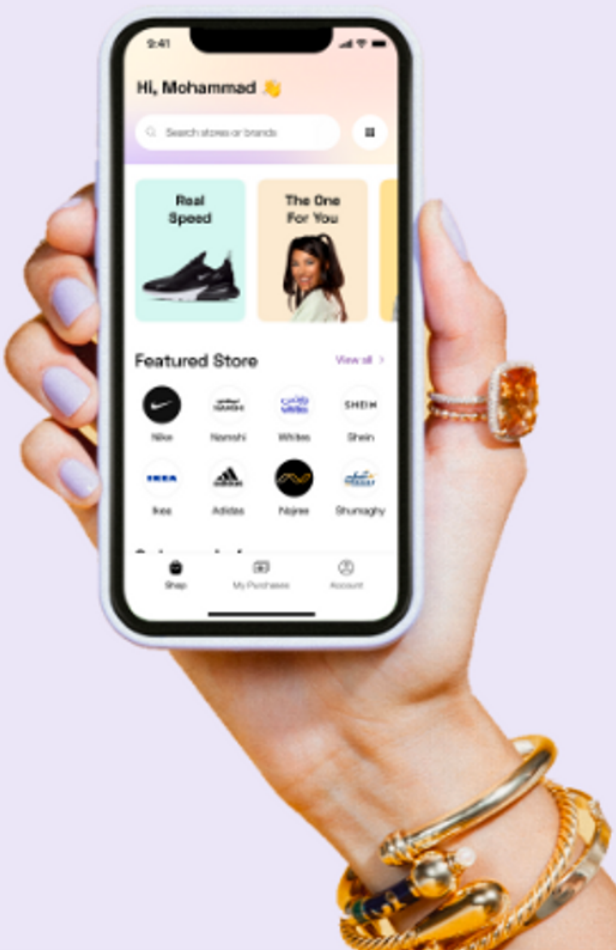
**Split your  
payments**



# Color combos



# In store Payment Solution



# BNPL

Lorem ipsum dolor  
amet, consectetur  
adipiscing elit, sed  
diam nonummy dn  
eiusmod tincidunt  
laoreet dolore ma



# Typography.

Tamara's fonts are suitable for both print and digital media.

Please use **bold** weight for headlines and lighter weights body text for both languages. For Latin headlines, apply -40 point kerning.

ع  
أ ب ج د  
• •

Arabic font:  
IBM Plex Sans

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ظ ط  
ع غ ف ق ك ل م ن ه و ي  
1234567890

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

English font  
IBM Plex Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Marketing messaging.

Please refer to the descriptions provided on the upcoming pages when describing Tamara on your website, social media platforms, or any customer communications.





# Do's & don'ts.

## Do say:



Tamara: split your payments.  
No hidden fees, no interest!



تمارا: قسّم فاتورتك على دفعات.  
بدون فوائد ورسوم خفية!

## Don't say:



Split your bill



قسط مشترياتك



Buy Now, Pay Later



اشتر الحين وادفع بعدين



Instalments



قسط

# Approved messaging.

Here is the approved messaging to use when introducing Tamara to your customers or explaining it to them.

## Split in X

## قسم فاتورتك على x دفعات



**Tamara: split in X, interest-free**

Pay a fraction of your total now, and the rest over time.  
No hidden fees, no interest!



**تمارا: قسم فاتورتك على (X) دفعات بدون فوائد**

ادفع جزء من المبلغ الآن والباقي على حسب خطة الدفع، بدون فوائد ورسوم خفية!

## Split it up to 4 payments

## قسم فاتورتك حتى 4 دفعات



**Tamara: split it up to 4 payments, interest-free**

Make your first payment now, and the rest according to your payment plan.  
No hidden fees, no interest!



**تمارا: قسم فاتورتك حتى 4 دفعات بدون فوائد**

سدد دفعتك الأولى والباقي على حسب خطة الدفع. بدون فوائد ورسوم خفية!

**Thank you!**