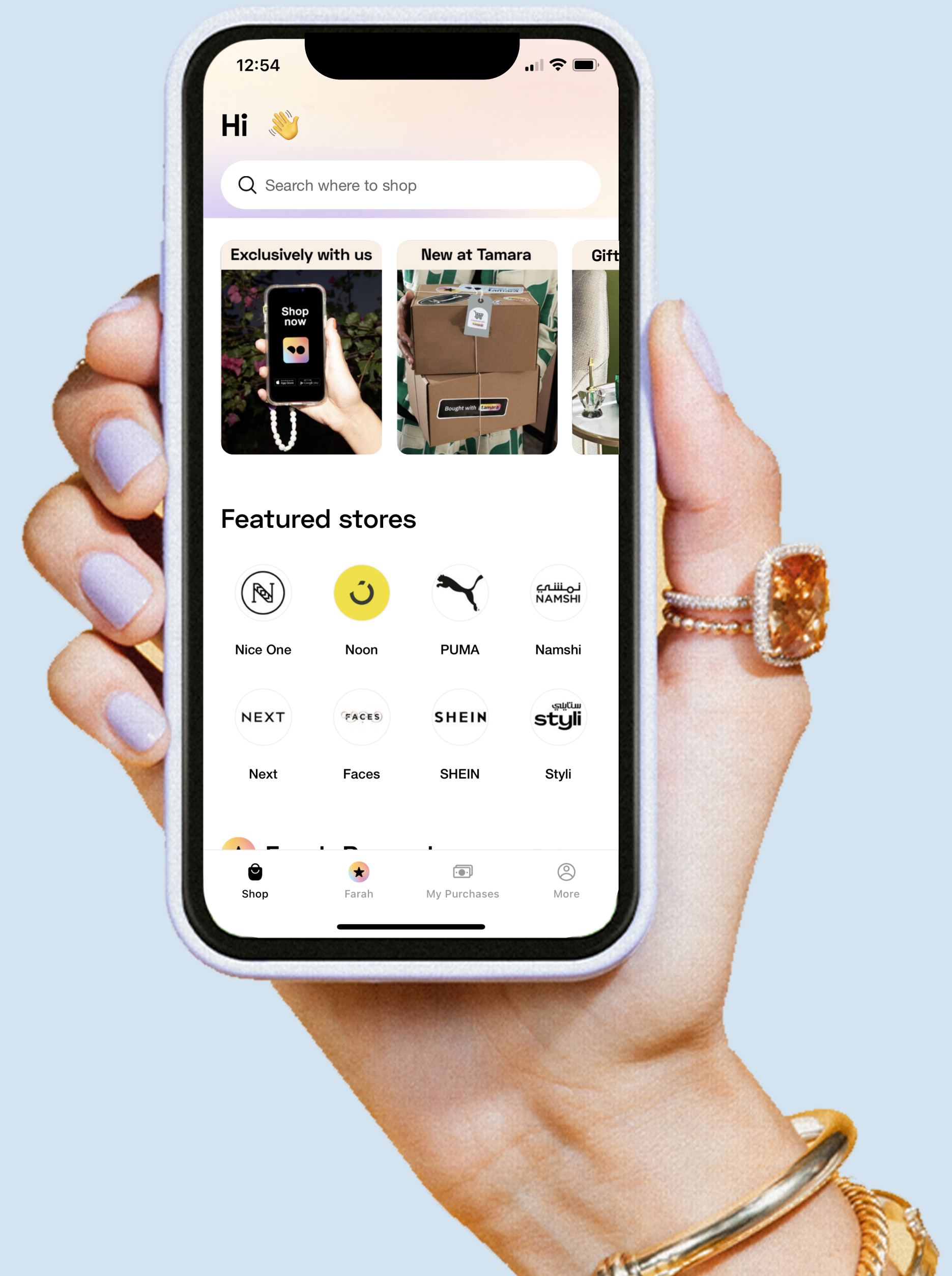


◆● tamara

Brand guidelines



Brand elements.

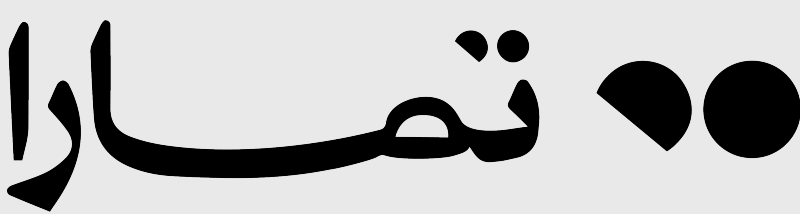
①

Logos.

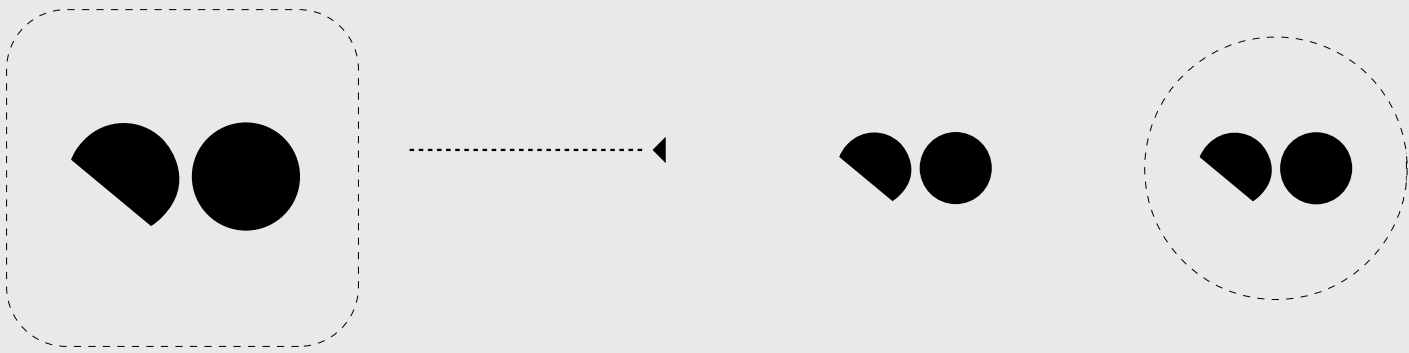
English logo



Arabic logo

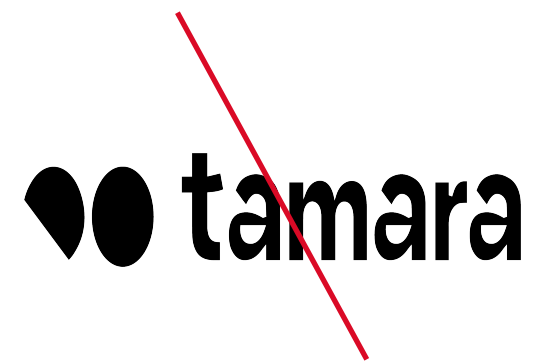


Logomark



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.

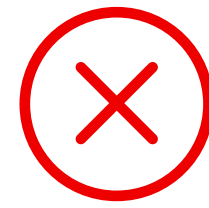
or Split it into 3 payments interest-free
with **tamara** [Learn more](#)

Tamara logo on merchants web.



Farah icon

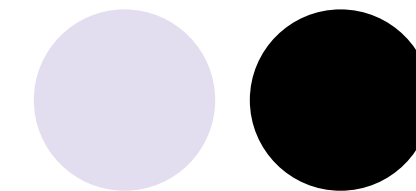
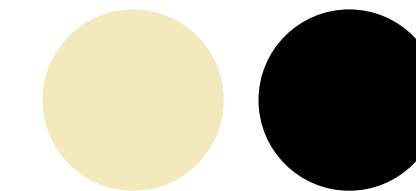
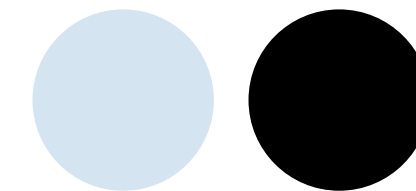
Colors do's & don'ts



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.

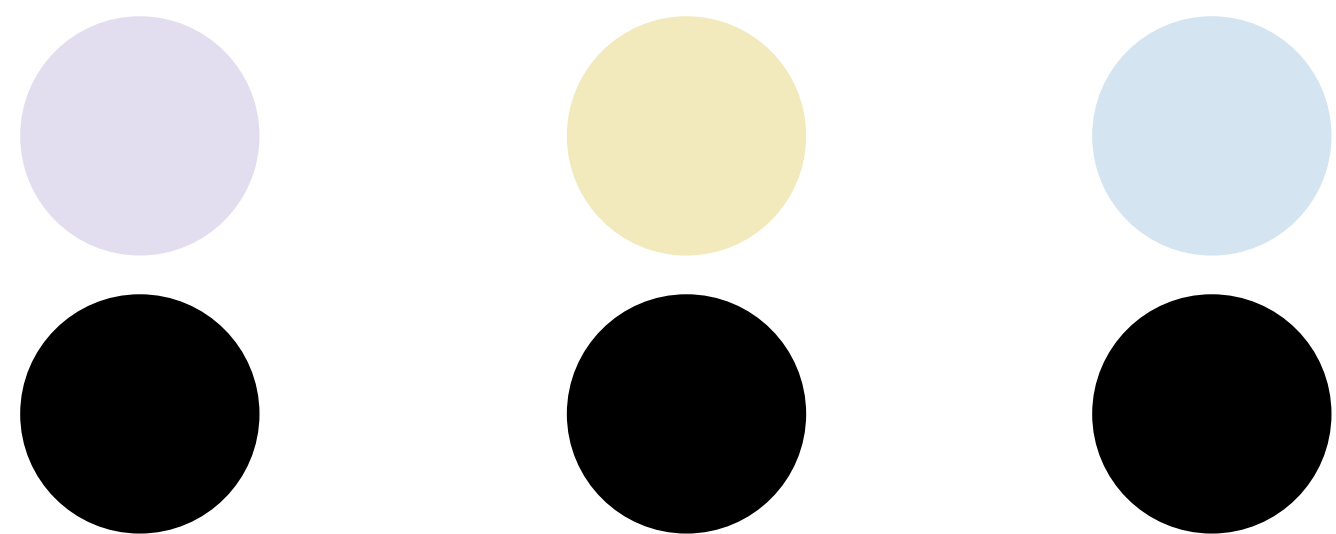
Black is the preferred color for all copy.

**Split your
payments**

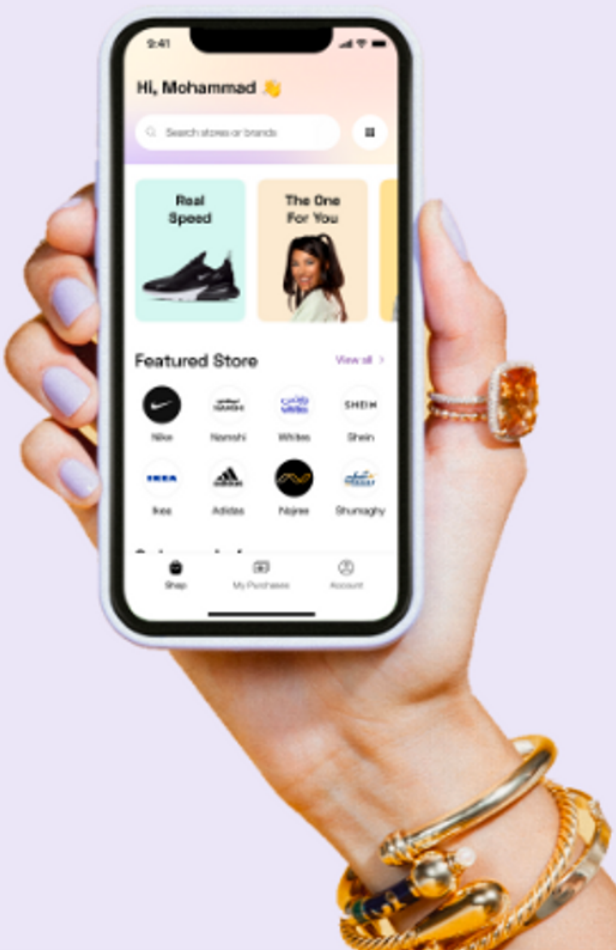
**Split your
payments**

**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



Tamara: split in X, interest-free

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

قسم فاتورتك على x دفعات



تمارا: قسم فاتورتك على (X) دفعات بدون فوائد

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

Thank you!