

THE FOURAUR STANDARD

Clarity is our signature.

—

An Egyptian company connecting places, technology, people and business to turn ambition into practical progress.

BRAND FOUNDATIONS

OUR PROMISE

Connect insight with execution.

WHO WE SERVE

Owners, organisations, institutions and ambitious professionals.

OUR CHARACTER

Precise. Inventive. Human. Accountable.

PRECISION BECOMES ALIGNMENT.

ACCOUNTABILITY BECOMES EVIDENCE.



Built environments



Intelligent technology



Human capability



Business development

One logic. Every decision.

Structured possibility.

The logo brings recognition. The grid brings order.
Type brings clarity. Orange marks the point that
matters.

A SYSTEM IS STRONG WHEN

every choice has a reason.

01

Lead with meaning.

Give one message visual priority.

Ideas into action.

A clear promise. A credible path.

03

Use colour with purpose.

One clear accent per composition.

A considered decision.

Explore our approach

02

Make space deliberate.

Group related ideas; separate decisions.

Strategy

Define the need.

Delivery

Make it work.

04

Show the next step.

End with a useful, specific action.

What happens next?

Discuss your brief

Recognition, protected.

One master signature. A clear role for every format.

PRIMARY / FORMAL COMMUNICATION



Clear space: X on every side. X = half the mark height.

SIZE & BACKGROUND

Primary: 120 px / 25 mm minimum in the supplied guide.

Use the compact mark when the descriptor cannot be read.

Full colour on white. Reverse on navy. Keep the logo off busy imagery.

COMPACT / DIGITAL

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SECONDARY / CENTRED

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For Innovation and Development

ICON / SMALL FORMATS



REVERSE / DARK FIELDS

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For Innovation and Development

Preserve proportions. No rotation, effects, recolouring or rearrangement. Use the supplied icon at 16 / 32 / 64 px.

The power is in the pairing.

Navy defines. White gives room.
Orange directs attention.

STARTING RATIO / ADAPT TO CONTENT



DEEP NAVY

#0F1061

RGB 15 / 16 / 97

BRIGHT ORANGE

#FF4D00

RGB 255 / 77 / 0

WHITE

#FFFFFF

RGB 255 / 255 / 255

PAIRINGS THAT WORK

16.57:1

White / navy: body text

4.98:1

Navy / orange: text + action

#F2F4F7

Soft neutral: supporting surfaces

White on orange is 3.33:1: do not use for body text. Colour never carries meaning alone.

Digital masters: sRGB. Print: convert with the production ICC profile and approve a physical proof.

LATIN / MANROPE

Designed to be read.

A calm voice with decisive emphasis.

Aa Bb Cc Dd Ee Gg Mm Rr
0123456789 / 24.09.2026

REGULAR 400 / SEMIBOLD 600 / BOLD 700

Arabic companion: Cairo

Match perceived size. Keep Arabic RTL. No Arabic letterspacing.
Office fallback: Arial. Font licences + bilingual specimens in the reference.

THE READING ORDER

A clear headline.

A useful explanation.

A direct sentence gives the reader enough information
to understand the value and act with confidence.

CAPTION / CONTEXT / SOURCE

72 / 80

DISPLAY

28 / 40

BODY

18 / 26

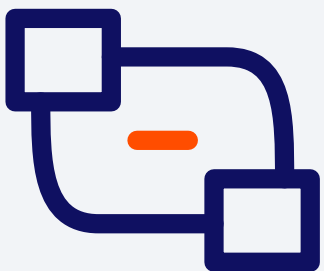
CAPTION

Different expertise. Shared geometry.

Four purpose-built pictograms. One open, precise stroke language.



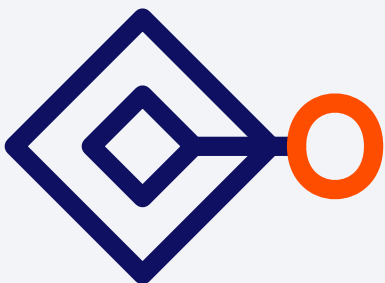
Built environments



Intelligent technology



Human capability

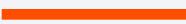


Business development

64-UNIT GRID / 3-UNIT STROKE / SOFT JOINS / ONE ACCENT

LOW DENSITY

One clear idea.



MEDIUM DENSITY

One story. Three parts.

Understand

Design

Deliver

HIGH DENSITY

One structure. More detail.

Priority
Responsibility
Next milestone

Process mapping
Delivery lead
Scope review

1920 x 1080 / 96 px margins / 12 columns / 24 px gutters / 8 px spacing rhythm

Show the work. Show the people.

Quiet confidence. Natural light. Human decisions in real contexts.



PLACES

Frame scale and material.
Keep verticals considered.



SYSTEMS

Make technology useful.
Focus on the operator.



PEOPLE

Capture learning in action.
Stay at human eye level.



DECISIONS

Show the thinking process.
Make collaboration tangible.

USE: true skin tones, purposeful crops, restrained warmth.

AVOID: staged handshakes, neon effects, heavy filters.

CLEAR / CAPABLE / HUMAN

Make it clear.

Say what changes.
Explain how.
Give the next step.

CONFIDENT WITHOUT HYPE.

ADVERTISING

Turn a bottleneck into a better workflow.

Explore our approach.

WELCOME

Welcome to FourAur. Tell us what you want to achieve, and we will shape the next step together.

Share your brief.

PROPOSAL

We will map the current process, agree priorities and define a measurable delivery plan.

Review the scope.

SERVICE RECOVERY

We understand the disruption. Your case is under review, and we will confirm the next update with you.

Avoid promises you cannot verify.

FourAur connects built environments, intelligent technology, human capability and business development through practical innovation.

English and Arabic share intent, not literal phrasing. Formal Arabic by default.

A measured entrance. A lasting impression.

Resolve with purpose. Let the signature hold.

01 / ARRIVE

Establish the field.

0-160 ms

02 / REVEAL

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160-560 ms

03 / HOLD

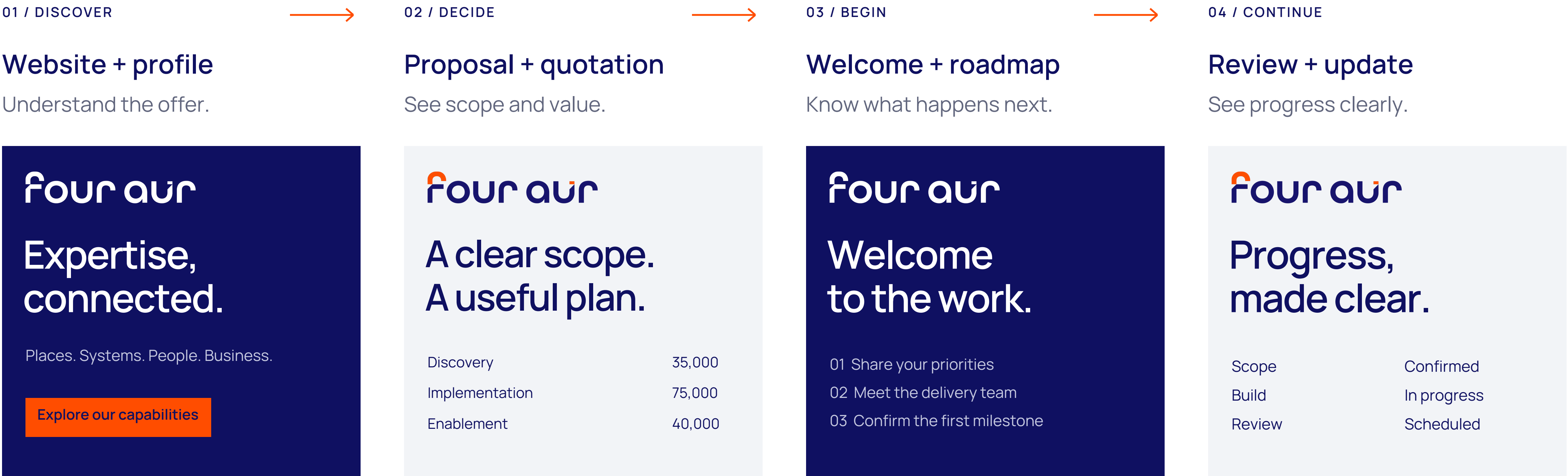
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560-1560 ms

MOTION	SOUND / PROPOSED	ACCESSIBILITY
Opacity + 16 px rise. 400 ms / ease-out / no bounce.	Three soft notes: D5, A5, E6. A short, warm resolve. Never autoplay.	Reduced motion: static signature. Voice: warm, precise, unhurried.

A brand people can use.

From first impression to an ongoing relationship. Every touchpoint earns its place.



Working examples, not live offers. Templates include editable text and clearly labelled sample data.

Clarity survives the detail.

A long title. A scoped engagement. A quotation you can actually read.

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PROPOSAL / OPERATIONS

Connecting customer enquiries, internal workflows and management reporting.

Discover / Implement / Enable

Prepared for your next stage of growth.

ILLUSTRATIVE QUOTATION / EGP			
Workflow improvement programme			
DELIVERABLE	QTY	RATE	AMOUNT
Process discovery and mapping	1	35,000	35,000
Workflow implementation	1	75,000	75,000
Team training and handover	1	40,000	40,000
TOTAL / EGP			150,000
Sample prices only. Tax and third-party costs excluded.			
Final scope, fees and terms must be confirmed before issue.			

One character. Many conversations.

A mobile page, a campaign message and a client email share a recognisable rhythm.

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MOBILE / SERVICES

**Make the
complex
work.**

AI, software and automation
shaped around your operation.

Discuss your workflow

CAMPAIGN / ACADEMY

**Learn it.
Apply it.
Lead with it.**

Applied learning for ambitious professionals.

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CLIENT EMAIL

Your next steps with FourAur

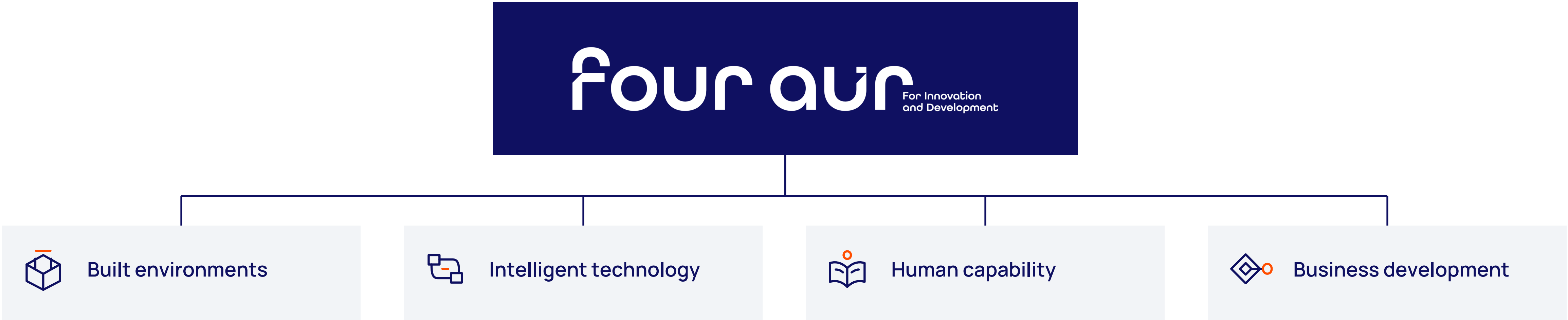
Thank you for sharing your priorities. We
will use them to shape a focused
discovery session.

Please send your current process notes
and the main outcome you want to
improve.

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Fixed at the core. Open at the edge.

One corporate brand. Four capability descriptors. Room to grow without fragmentation.



CAPABILITY DESCRIPTORS / NOT SEPARATE COMPANY LOGOS

ALWAYS FIXED

Logo artwork, core palette, type hierarchy and clear space.

ALLOWED TO FLEX

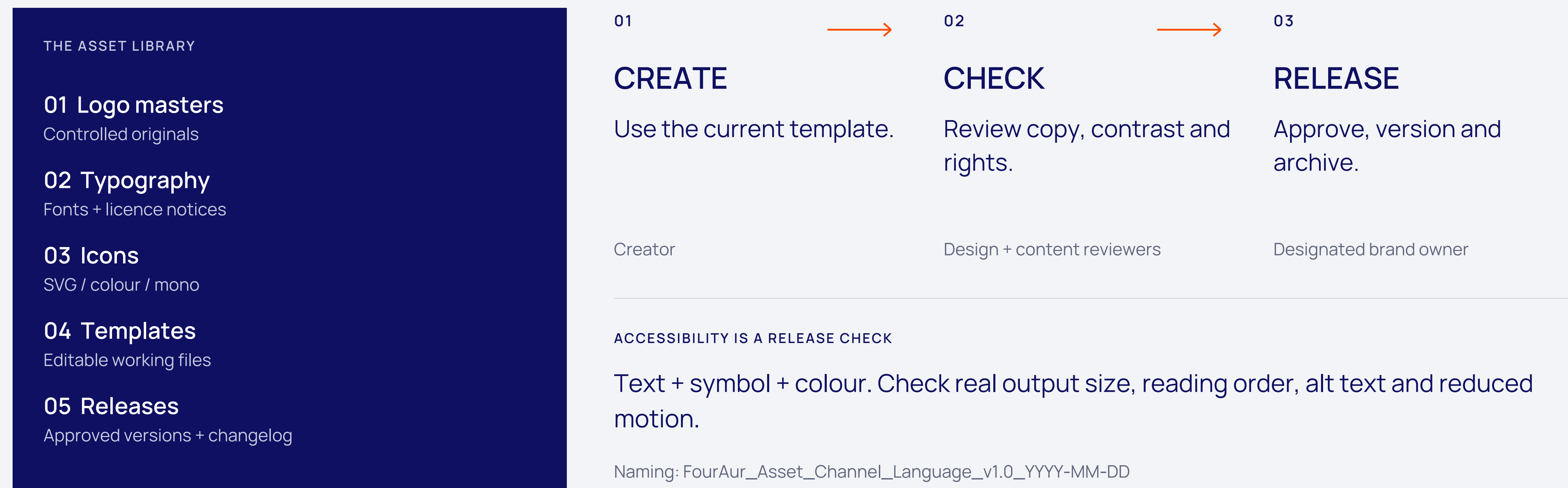
Headline scale, content density, image crop and the amount of colour.

EXPANSION RULE

Endorse new offerings with FourAur. Confirm the relationship before naming.

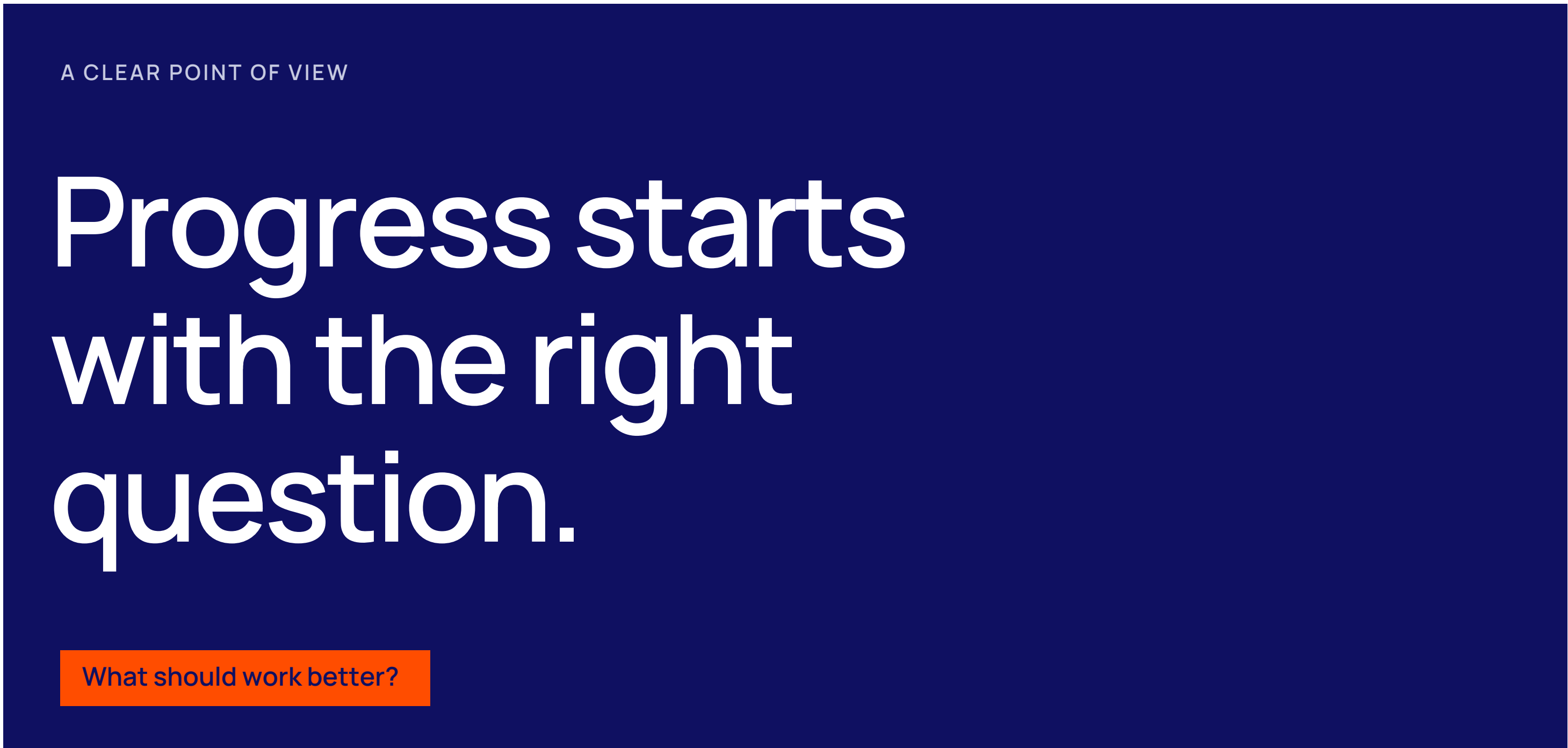
Keep the standard alive.

A shared library, clear ownership and a visible route from draft to release.



Recognisable, before the signature.

The mark is intentionally absent. Colour, spacing, typography and purpose carry the identity.



COLOUR

A stable navy field and one deliberate orange action.

TYPE

Open letterforms, decisive scale and a clear reading order.

COMPOSITION

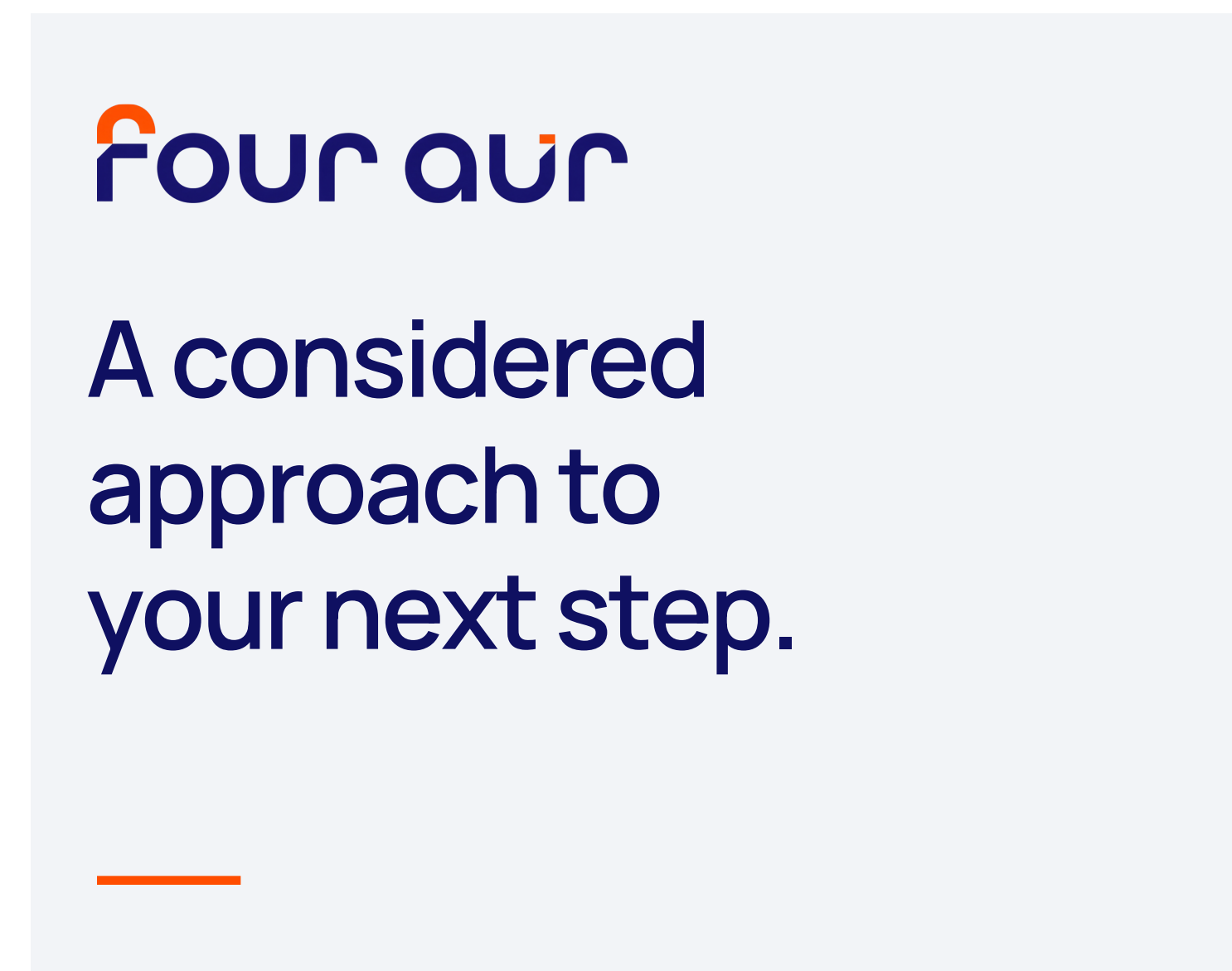
Generous margins and content aligned to a shared structure.

Recognition hypothesis: test with your audience before treating recognition as proven.

Turn up expression. Keep control.

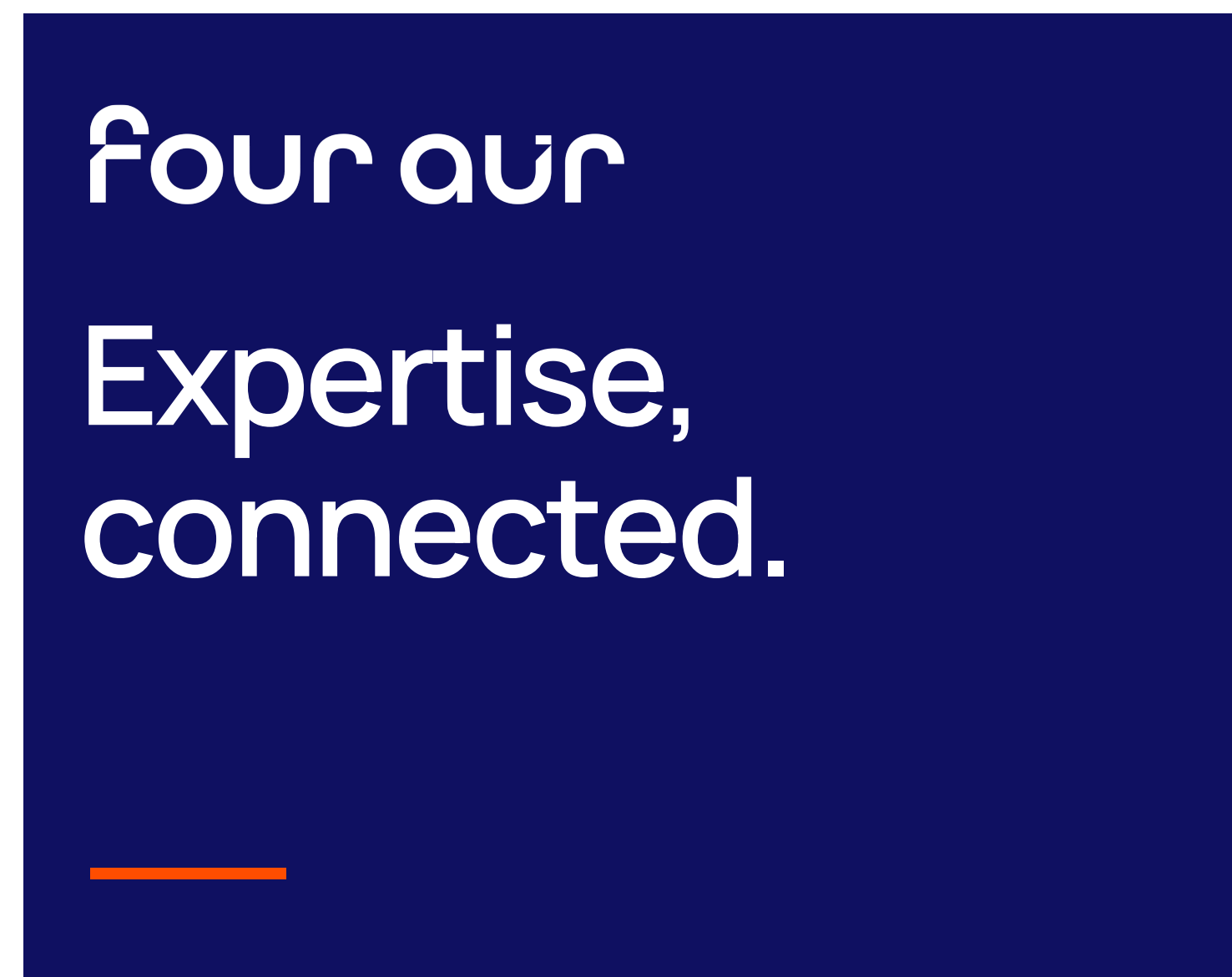
Change emphasis to suit the moment. Keep the signature and reading order intact.

QUIET / PROPOSAL



Low colour coverage. More evidence. Clear document hierarchy.

CONFIDENT / PROFILE



Strong contrast. Short narrative. One focal point.

BOLD / CAMPAIGN



Large headline. A clear call to action. No added visual noise.

Different scripts. Equal character.

Translate the intent. Match the visual weight. Respect each reading direction.

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ENGLISH / MANROPE

Ideas into action.

Connect expertise with execution.

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العربية / خط كايزرو

من الفكرة إلى التنفيذ.

نجمع الخبرة والقدرة على التنفيذ.

OPTICAL PARITY

Match perceived size and hierarchy, not just numeric font sizes.

DIRECTION

English aligns left. Arabic aligns right. Keep the logo unchanged.

LOCALISATION

Formal Arabic for institutional use. Adapt meaning, never force a literal phrase.

Test the edges. Protect the core.

Small formats, one-colour production, dense content and difficult backgrounds.

SMALL / ACTUAL CANVAS PIXELS



16 px



32 px



64 px

Use the icon.
Never squeeze in the full
name.

ONE COLOUR / NAVY



Labels carry meaning when the accent disappears.

DENSE / LONG CONTENT

Integrated operations and management reporting

Customer enquiry management

Discovery

Internal approval workflow

Implementation

Leadership reporting and handover

Enablement

DIFFICULT BACKGROUND / SOLID FIELD



Place the mark on a solid carrier. Keep
contrast and clear space.

At output size: inspect first, then approve.

FOUR AUR / BRAND ESSENCE

Built to be used. Made to endure.



One recognisable company.
Many ways to make progress.

START

Use the current asset.

ADAPT

Keep the fixed principles.

CHECK

Review the real output.

RELEASE

Version it. Share it.