Daem

BRAND GUIDELINES · V1.0 · NOVEMBER 2026

Help that stays.

دعمٌ دائم.

Everything you need to show Daem the same way everywhere: the name, the logo, colours, type, shapes, motion and the way we write.

The idea · The mark · Logo versions · Space and size · Please don't · Colour · Type · Shapes and icons · Motion · Voice · In use · Downloads

— 01 · THE IDEA

Daem means “lasting”.

The Arabic word دائم (Daem) means **lasting, always there**. That is the promise: help does not get lost. Every problem gets **a number, a person and an answer** — and people always know what happens next.

TAGLINE

Help that stays.

دعمٌ دائم.

Calm

No panic, no noise. Soft colours, one signal colour.

Clear

Short words. One idea per screen. Numbers you can trust.

Reliable

Every request is seen, answered and closed.

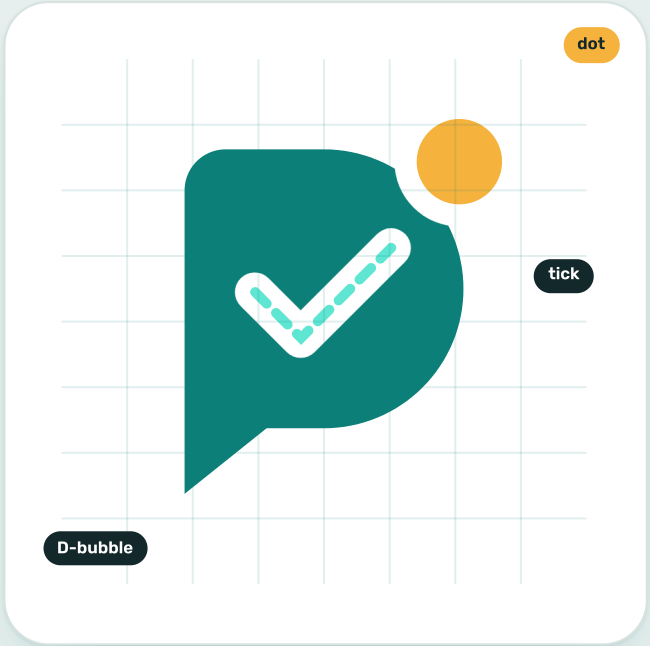
Human

Faces, names and friendly words — not ticket robots.

— 02 · THE MARK

Four small ideas, one sign.

- **Speech bubble** — someone asks for help.
- **The letter D** — the bubble is shaped like the D of Daem.
- **The tick** — the problem is solved.
- **The amber dot** — always on. A light that stays.



— 03 • LOGO VERSIONS

Pick the version that fits the background.



Primary
Light backgrounds. Use this one first.



On dark
Night, photos with a dark area.



Arabic
Arabic and Urdu pages. The mark stays on the right.



Bilingual
Signs, slides, the first screen of an event.



One colour
Stamps, engraving, fax — when colour is not possible.



App icon
Phone home screen, browser tab, social profile.

— 04 • SPACE AND SIZE

Give it room to breathe.

- **Free space** around the logo = **X**, the width of the bubble's tail (¼ of the mark). Nothing goes inside this space.
- **Smallest logo:** 96 px wide on screen, 25 mm in print.
- **Smallest mark:** 24 px. Below 24 px use the favicon version **without the dot**.



48 px 24 px 16 px • no dot

— 05 • PLEASE DON'T

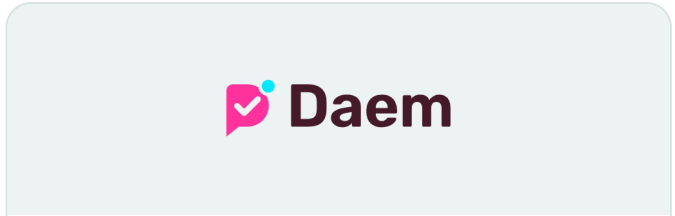
Six ways to break the logo.



✕ Stretch or squash it



✕ Turn it



✕ Change the colours



✕ Add shadows or outlines



✕ Put it on a busy picture



✕ Write “Daem” in another font

— 06 · COLOUR

Calm teal. One amber signal.

Click a colour to copy its code.

Daem Teal
#0B7F78
RGB 11, 127, 120
Main colour: buttons, links, the logo.

Deep Teal
#07595A
RGB 7, 89, 90
Hover, pressed states, dark end of gradients.

Lagoon
#14A394
RGB 20, 163, 148
Light end of gradients, highlights.

Mint
#5EE6D3
RGB 94, 230, 211
Glow and accents on dark backgrounds only.

Signal Amber
#F5B23D
RGB 245, 178, 61
The dot. One small spot per screen — never large areas.

Night
#061416
RGB 6, 20, 22
Dark sections, the landing hero, dark mode.

Ink
#13282B
RGB 19, 40, 43
Text on light backgrounds.

Fog
#EDF3F2
RGB 237, 243, 242
Page background in the app.

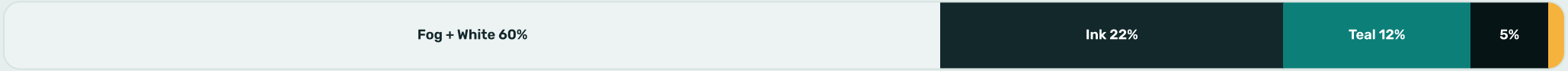
Mist
#DBF0EC
RGB 219, 240, 236
Soft fills, selected rows, chips.

White
#FFFFFF
RGB 255, 255, 255
Cards and panels.

Stage colours (only for status)

- Created #2A63A8
- In progress #5B4BB5
- Done #22764A
- Overdue #C0392B

How much of each



— 07 · TYPE

One family for Latin and Arabic: Rubik.

Aa | آب

Rubik

Variable 300–800 • Latin + Arabic • free (OFL)

Help that stays.

Every problem gets an answer.

The IT team sees your message and answers you. You can read the answer at any time.

كل مشكلة تحصل على رقم وشخص مسؤول وإجابة.

हर समस्या को एक नंबर, एक व्यक्ति और एक जवाब मिलता है।

ہر مسئلے کو ایک نمبر، ایک شخص اور ایک جواب ملتا ہے۔

USE	SIZE	WEIGHT	LETTER SPACING
Display (landing)	64–96 px	650	–4% (0 in Arabic, Urdu, Hindi)
Headline	32–58 px	650	–3%
Title in the app	18–22 px	600	–1%
Body	15–17 px	400	0
Labels, badges	12–13 px	500–600	0

Hindi uses **Noto Sans Devanagari**. Urdu uses **Noto Sans Arabic** (it has all Urdu letters). Both are free and inside Daem.

— 08 • SHAPES AND ICONS

Soft corners, clear lines.

7 10 14 18 24

Corner radius (px): badges 7 • inputs 10 • cards 14–18 • big panels 24 • pills 999

New · In progress · Waiting · Resolved · Urgent · High · Medium · Low

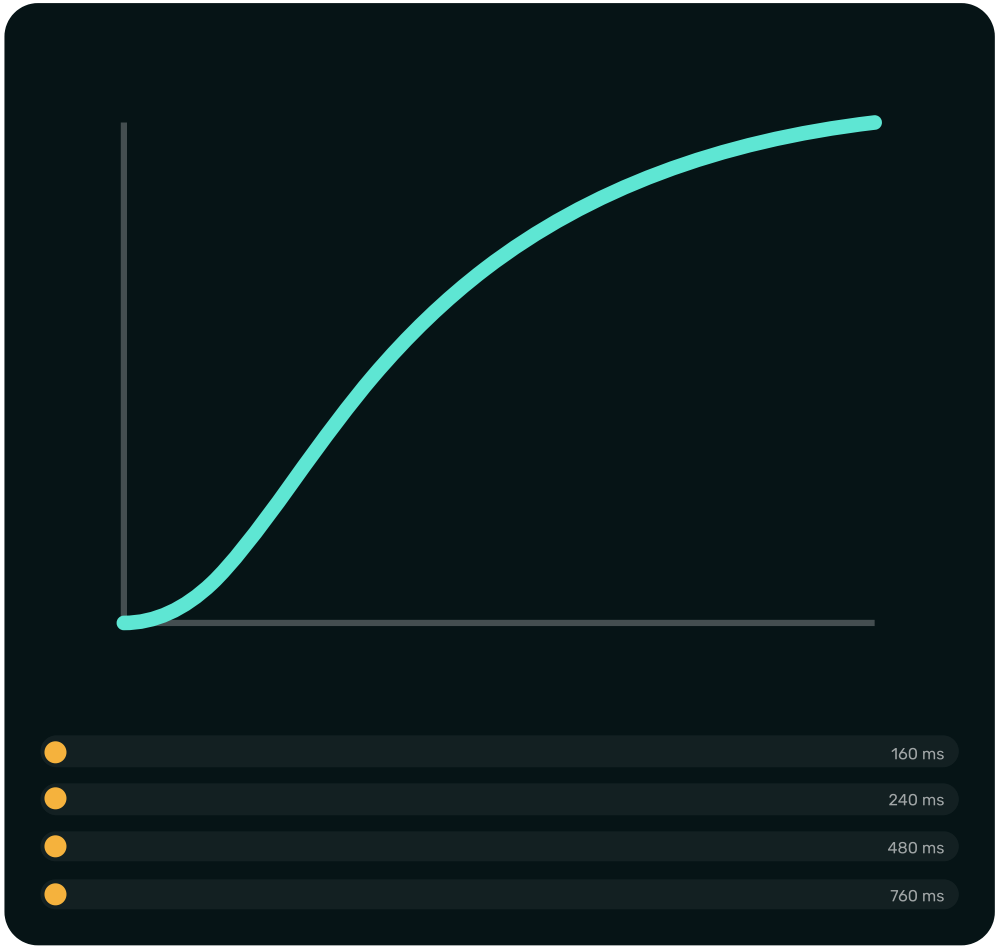


Line icons • 24 px grid • 2 px stroke • round ends

— 09 · MOTION

Quick, calm, with a reason.

- **Every move explains something:** a card moves because the work moved.
- **Daem ease:** `cubic-bezier(.2, .8, .2, 1)` — fast start, soft landing.
- **Times:** 160 ms small (hover) • 240 ms menus • 480 ms cards • 760 ms big moves.
- **Only move position and see-through** (transform, opacity): smooth on every phone.
- **“Reduce motion” on the device = no motion.** The page still shows everything.



— 10 · VOICE

Write like a helpful colleague.

Short and simple

One idea per sentence. Simple words (A1–A2). No IT words without a short explanation.

Say what happens next

Every message ends with the next step: who, what, when.

Never blame

“The file is too big (max 5 MB).” — not “You uploaded a wrong file.”

Same words everywhere

Created, In progress, Done. Ticket, agent, requester. Do not invent new names.

✓ Do

Your ticket TCK-2026-00042 is in progress. Hosam is working on it. You get an e-mail when it is solved.

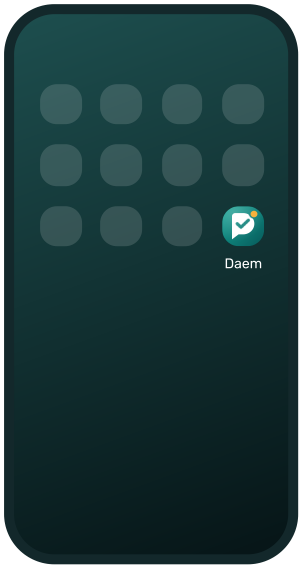
تذكرتك TCK-2026-00042 قيد المعالجة. حسام يعمل عليها. ستصلك رسالة عند الحل.

✕ Don’t

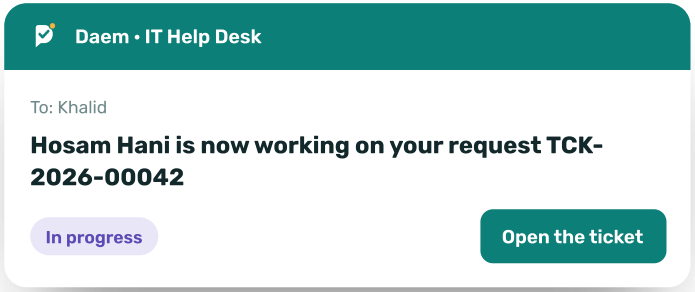
~~Your request has been escalated to tier-2 for further processing pursuant to the applicable SLA.~~

— 11 • IN USE

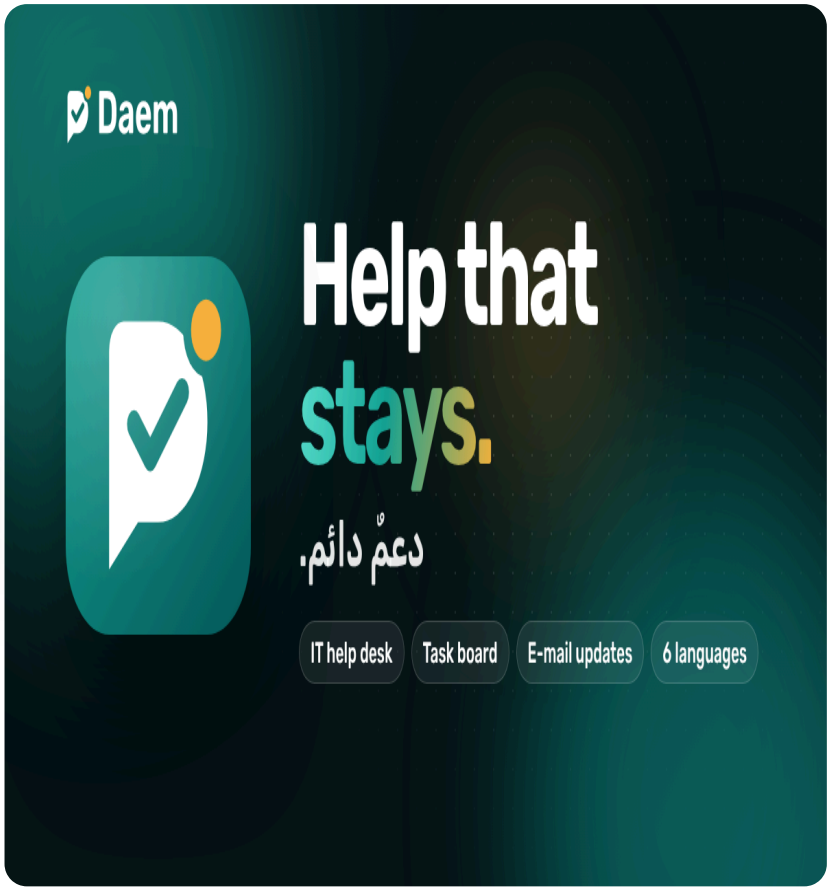
The same Daem everywhere.



App icon on a phone



E-mail: teal header, white card, one button



Share image (1200 × 630)

— 12 • DOWNLOADS

All brand files.

SVG **Logo — light backgrounds**
daem-logo.svg

SVG **Logo — dark backgrounds**
daem-logo-white.svg

SVG **Arabic logo (دائم)**
daem-logo-ar.svg

SVG **Bilingual logo**
daem-logo-bilingual.svg

SVG **Mark only**
daem-mark.svg

SVG **Mark — one colour**
daem-mark-mono.svg

SVG **App icon**
daem-icon.svg

PNG **App icon 512 × 512**
icon-512.png

PNG **Logo 160 px high**
logo-160.png

PNG **Social share image 1200 × 630**
og-image.png

PDF **These guidelines as PDF**
daem-brand-guidelines.pdf