



Diwan Al Muhanna  
— Syrian Brasserie —

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Brand Guidelines



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# Introduction

Our corporate identity expresses who we are as an organization. It reflects how we see ourselves, and it influences how others perceive us. When we express ourselves with consistency and care, we help create a professional, distinctive and consistent image.

These guidelines describe the basic rules of designing with/reproducing Diwan Al Muhanna brand identity. In order to gain maximum benefit from these guidelines they must be used consistently, as even small variations will undermine the impact of Diwan Al Muhanna brand identity.



# Basic Elements

- 01.0 The logo
- 01.1 Logo Grid
- 01.2 Logo Variations
- 01.3 Logo Alternate
- 01.4 Logo Sizes
- 01.5 Logo Clearspace
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## 01 The logo

Our signature is composed of two colors our symbol and our name.

These symbol should always remain in fixed proportion to one another. Their relationship never change.



ديوان المهنا  
براسري سورية



Diwan Al Muhanna  
Syrian Brasserie



## 01.2 Logo Grid / English & Arabic



### 01.3 Logo Variations / Horizontal Logo

There are three ways to display the symbol with the logotype: Central and Horizontal however the central version is preferred and should be used if space allows.



### 01.3 Logo Variations / Horizontal Logo





## 01.4 Alternate Logo / Arabic

Alternate logos must be used only in certain circumstances where the original logo is not possible to be replicated. This may include once color printing, grayscale or black and white.

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### One Color Logo



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### Grayscale Logo



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### Black & White Logo



## 01.4 Alternate Logo / English

Alternate logos must be used only in certain circumstances where the original logo is not possible to be replicated. This may include once color printing, grayscale or black and white.

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### One Color Logo



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### Grayscale Logo



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### Black & White Logo



## 01.4 Logo Sizes / Arabic

Three sizes were defined to be use with most of our publications.

Size (1): Business Cards



Size (2): Letterhead, C4 & DL envelopes, CD Cover and folder



Size (3): C3 Envelope



## 01.4 Logo Sizes / English

Three sizes were defined to be use with most of our publications.

Size (1): Business Cards



Size (2): Letterhead, C4 & DL envelopes, CD Cover and folder



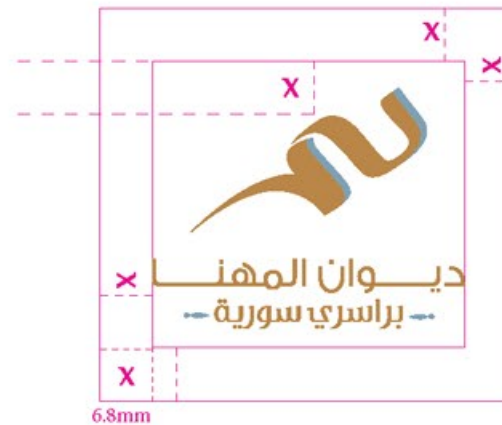
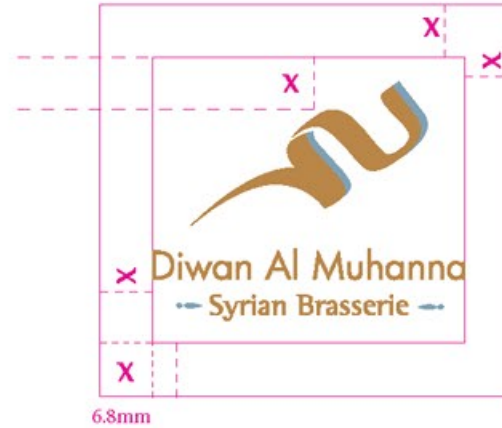
Size (3): C3 Envelope



## 01.5 Logo Clearspace

Clearspace refers to the area surrounding Diwan Al Muhanna logo. It must be kept free of graphics, text, other logos, and the edges of document or printed piece.

Whenever possible, clearspace dimensions should be increased so that the impact of the logo can be maximized.



## 01.5 Logo Clearspace



9.5mm



# 01.5 Logo Clearspace



9.5mm



## 01.6 Logo on Backgrounds / English

### Normal

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Where possible, Diwan Al Muhanna logo should be displayed on a flat white, light or dark backgrounds, that gives a sufficient contrast with the logo.



### Reversed

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When using a colored background with a similar hue and tone of the logo, the logo should be displayed as white reversed.





## 01.6 Logo on Backgrounds / Arabic

### Normal

Where possible, Diwan Al Muhanna logo should be displayed on a flat white, light or dark backgrounds, that gives a sufficient contrast with the logo.



### Reversed

When using a colored background with a similar hue and tone of the logo, the logo should be displayed as white reversed.



## 01.7 Logo Misuse

A few examples of inappropriate logo usage are shown on this page. These examples do not illustrate every possible misuse of the logo. In general, follow these basic rules:



**DO NOT** use another color variation for the logo except the one provided in this guideline



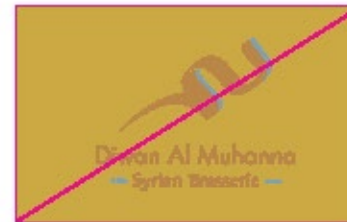
**DO NOT** reverse the colors of the logo



**DO NOT** stretch, compress or distort the logo



**DO NOT** use the logo in outline format



**DO NOT** place the logo on a background that doesn't provide sufficient contrast with the logo



**DO NOT** use another variation for the logo except the one provided in this guideline



**DO NOT** place the logo on a photography that doesn't provide sufficient contrast with the logo



**DO NOT** add shadow to the logo



**DO NOT** bevel or 3D the logo



## 01.8 Corporate Colors

### Primary Colors



PANTONE 876 C  
C 30, M 50, Y 85, K 0  
R 186, G 135, B 72



PANTONE 5425 C  
C 30, M 4, Y 0, K 31  
R 128, G 161, B 182

### Background



PANTONE 7506 C  
C 0, M 5, Y 15, K 0  
R 255, G 240, B 216

### Secondary



PANTONE 228 C  
C 0, M 100, Y 0, K 41  
R 156, G 0, B 89



PANTONE 7506 C  
C 58, M 17, Y 0, K 46  
R 59, G 110, B 143



PANTONE 201 C  
C 0, M 100, Y 63, K 29  
R 179, G 8, B 56



Black  
C 0, M 0, Y 0, K 100  
R 35, G 31, B 32



Pantone 7518 C  
C 0, M 40, Y 55, K 60  
R 126, G 84, B 58



## 01.9 Typography / English Typeface

The English primary typeface is “Rotis”, a well-designed and contemporary typeface that complements Diwan Al Muhanna modern new look. It offers also a big type family for maximum flexibility.

Headlines / Titles typeface: Rotis Semi Serif

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**Rotis Semi Serif 55**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
1234567890 {(E/**@**%\$?!+=)}

**Rotis Semi Serif / 65 Bold**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
1234567890 {(E/**@**%\$?!+=)}

Body copy typeface: Rotis Sans Serif

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**Rotis Sans Serif / Regular**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
1234567890 {(E/**@**%\$?!+=)}

**Rotis Sans Serif / 45 light**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
1234567890 {(E/**@**%\$?!+=)}

**Rotis Sans Serif / 65 Bold**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
1234567890 {(E/**@**%\$?!+=)}

*Rotis Sans Serif / 56 Italic*  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz  
1234567890 {(E/**@**%\$?!+=)}



## 01.10 Typography / Arabic Typeface

The Arabic primary typeface is “GE Hill”, a well-designed and contemporary typeface that complements Diwan Al Muhanna modern new look. It offers also a big type family for maximum flexibility.

Headlines / Titles typeface: GE Hill

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ديوان المهنا الخط العربي  
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 ة لا لآ لآء  
ج ح خ ه غ ف ق ك م ن ه و ي ة لا لآ لآء  
{(&/@ \$! 123 456789 { (=+ ]< > ,; :? .

Body copy typeface: GE SS

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ديوان المهنا الخط العربي  
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 ة لا لآ لآء  
ج ح خ ه غ ف ق ك م ن ه و ي ة لا لآ لآء  
{(&/@ \$! 123 456789 { (=+ ]< > ,; :? .

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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 ة لا لآ لآء  
ج ح خ ه غ ف ق ك م ن ه و ي ة لا لآ لآء  
{(&/@ \$! 123 456789 { (=+ ]< > ,; :? .

ديوان المهنا الخط العربي  
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 ة لا لآ لآء  
ج ح خ ه غ ف ق ك م ن ه و ي ة لا لآ لآء  
{(&/@ \$! 123 456789 { (=+ ]< > ,; :? .

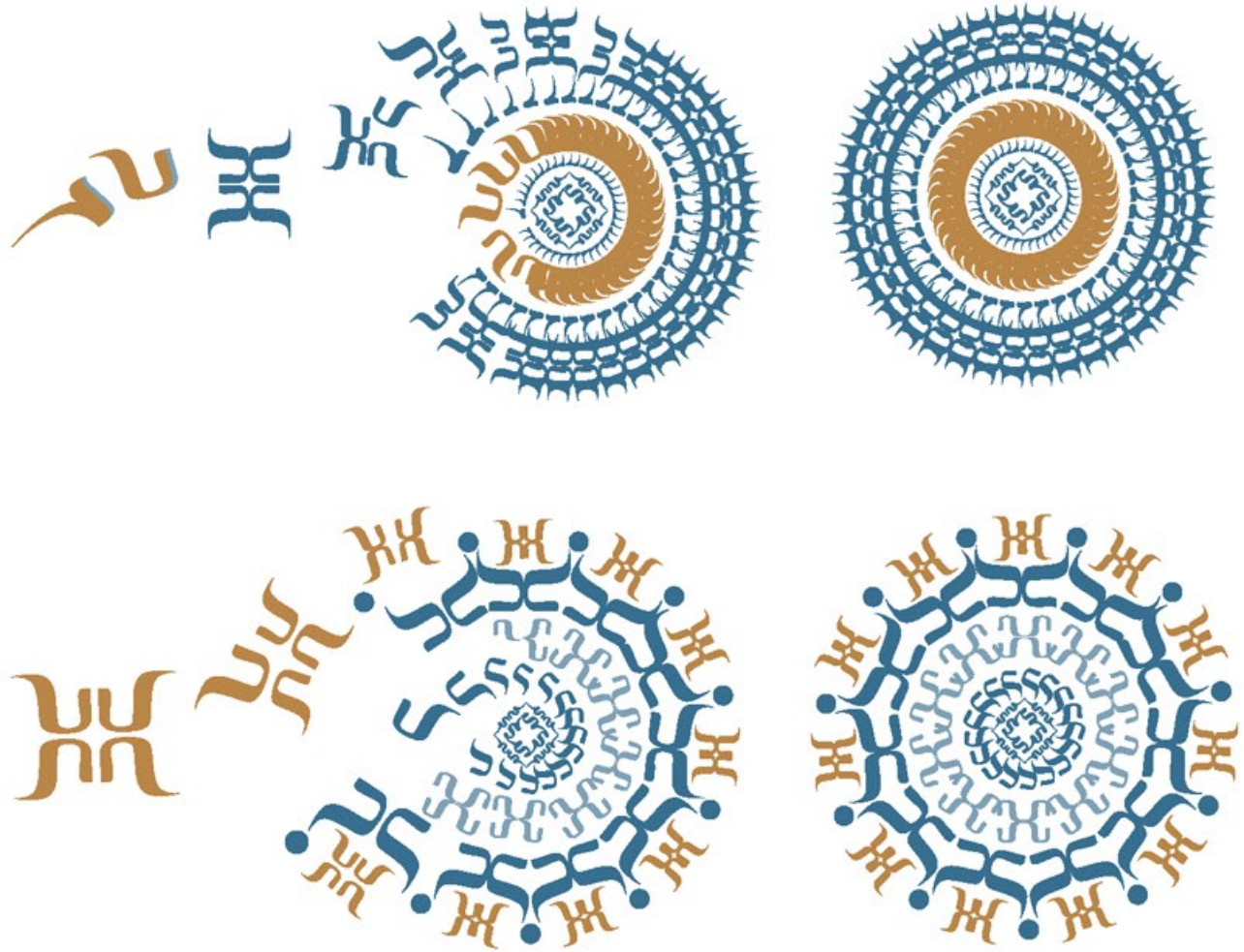


## 01.11 Style Elements

Style elements are an important part of any identity program, they help give a typical and distinctive look.

A pattern was created from our symbol to emphasize and give a consistent image to our brand.

In the following publications there are different examples for the usage of the Style Elements in Ads or Brochure covers.

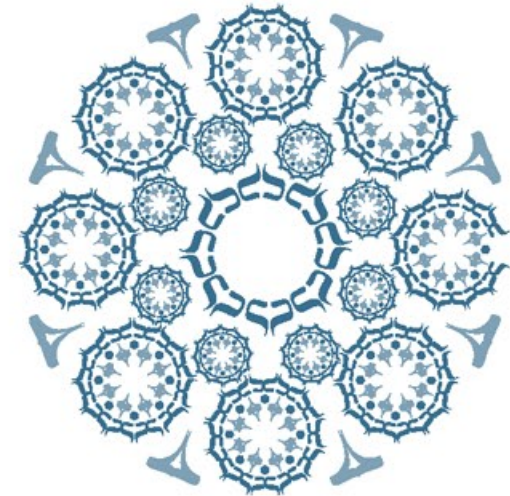


## 01.11 Style Elements

Style elements are an important part of any identity program, they help give a typical and distinctive look.

A pattern was created from our symbol to emphasize and give a consistent image to our brand.

In the following publications there are different examples for the usage of the Style Elements in Ads or Brochure covers.

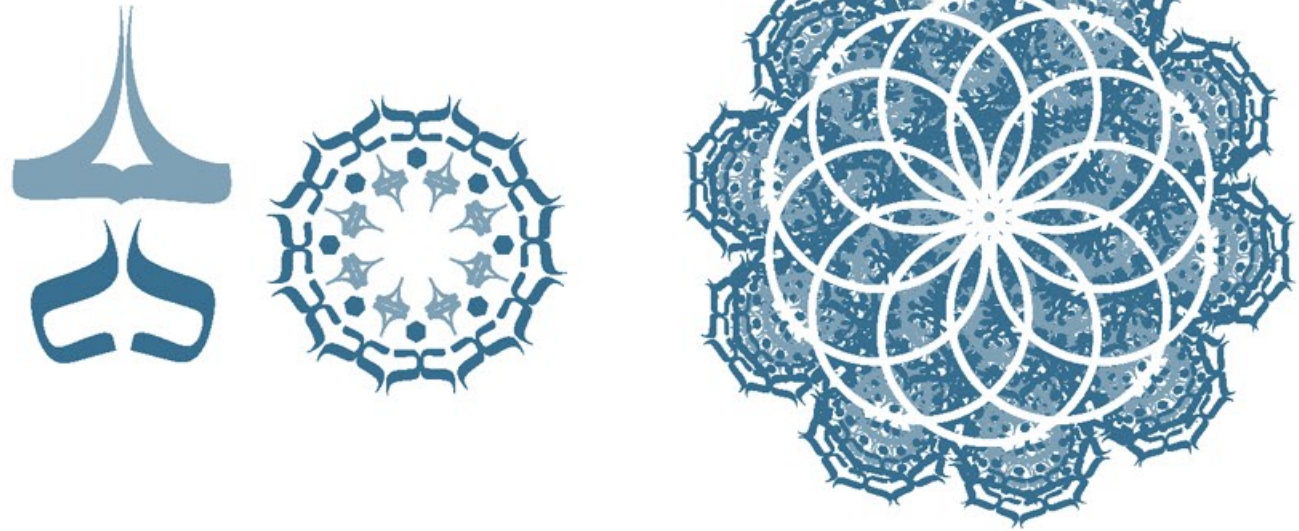


## 01.11 Style Elements

Style elements are an important part of any identity program, they help give a typical and distinctive look.

A pattern was created from our symbol to emphasize and give a consistent image to our brand.

In the following publications there are different examples for the usage of the Style Elements in Ads or Brochure covers.





## 01.12 Photographic Style



### Photography overview

Photographs play an important part in expressing the values of Diwan Al Muhanna.

The photography should include blurry background of food shots to emphasize the quality of dishes and sweets.

Some shots with white background only for menus purposes and other delivery collaterals.



# Applications

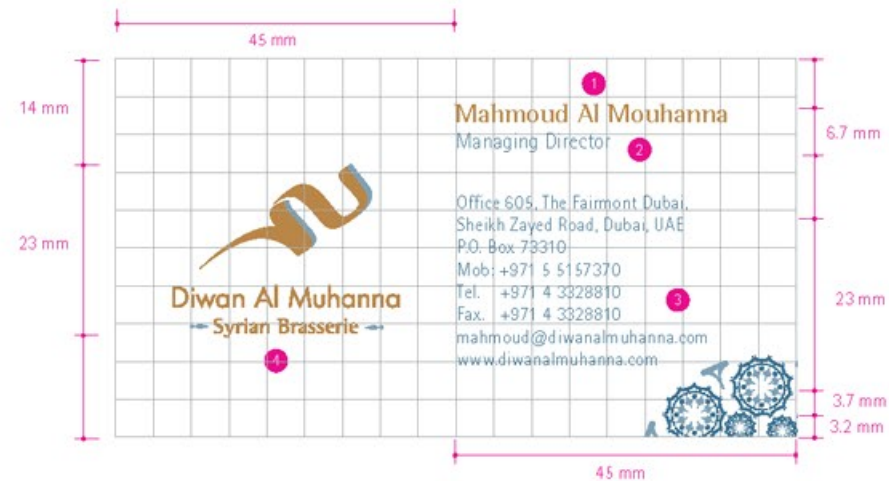
- 02.1 Business Cards
- 02.2 Letterhead English
- 02.3 Letterhead/DI Envelope
- 02.4 Continuation Sheet English
- 02.5 Letterhead Arabic
- 02.6 Continuation Sheet Arabic
- 02.7 Facsimile
- 02.8 Envelope DL
- 02.9 Envelopes A4
- 02.10 Envelope A3
- 02.11 Notepad A4



## 02.1 Business Card / English Typeface

Size: 90 x 50 mm

- 1 Diwan Al Muhanna Logo: size (1)  
Pantone colors 876 C, Pantone 5425 C
- 2 English Name:  
Font: Rotis Semi Serif Bold  
Size: 10 pt  
Color: Pantone 876 C
- 3 English Job Title:  
Font: Rotis Sans Serif  
Size: 8 pt  
Leading 10 pt  
Color: Pantone 7506 C
- 4 Address:  
Font: Rotis Sans Serif  
Size: 7 pt  
Leading 8.4 pt  
Color: Pantone 7506 c



## 02.2 Business Card / Arabic Typeface

Size: 90 x 50 mm

- 1 Diwan Al Muhanna Logo: size (1)  
Pantone colors 876 C, Pantone 5425 C

- 2 Arabic Name:  
Font: Rotis Semi Serif Bold  
Size: 10 pt  
Color: Pantone 876 C

- 3 Arabic Job Title:  
Font: Rotis Sans Serif  
Size: 8 pt  
Leading 10 pt  
Color: Pantone 7506 C

- 4 Address:  
Font: Rotis Sans Serif  
Size: 7 pt  
Leading 8.4 pt  
Color: Pantone 7506 C



## 02.3 A4 Letterhead

Size: 210 x 297 mm

- 1 Diwan Al Muhanna Logo: size (1)  
Pantone colors 876 C, Pantone 5425 C

- 2 Logo watermark

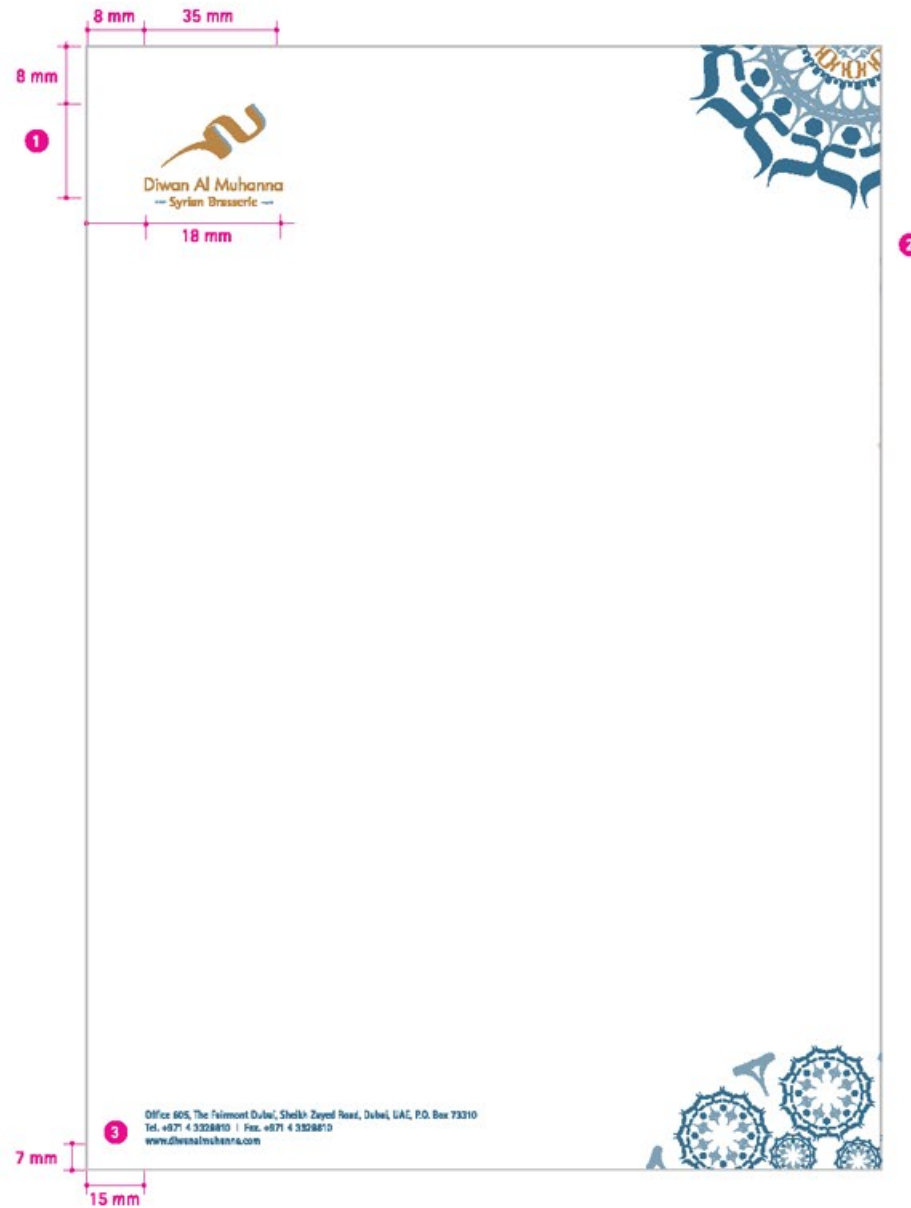
- 3 Address:

Font: Rotis Sans Serif

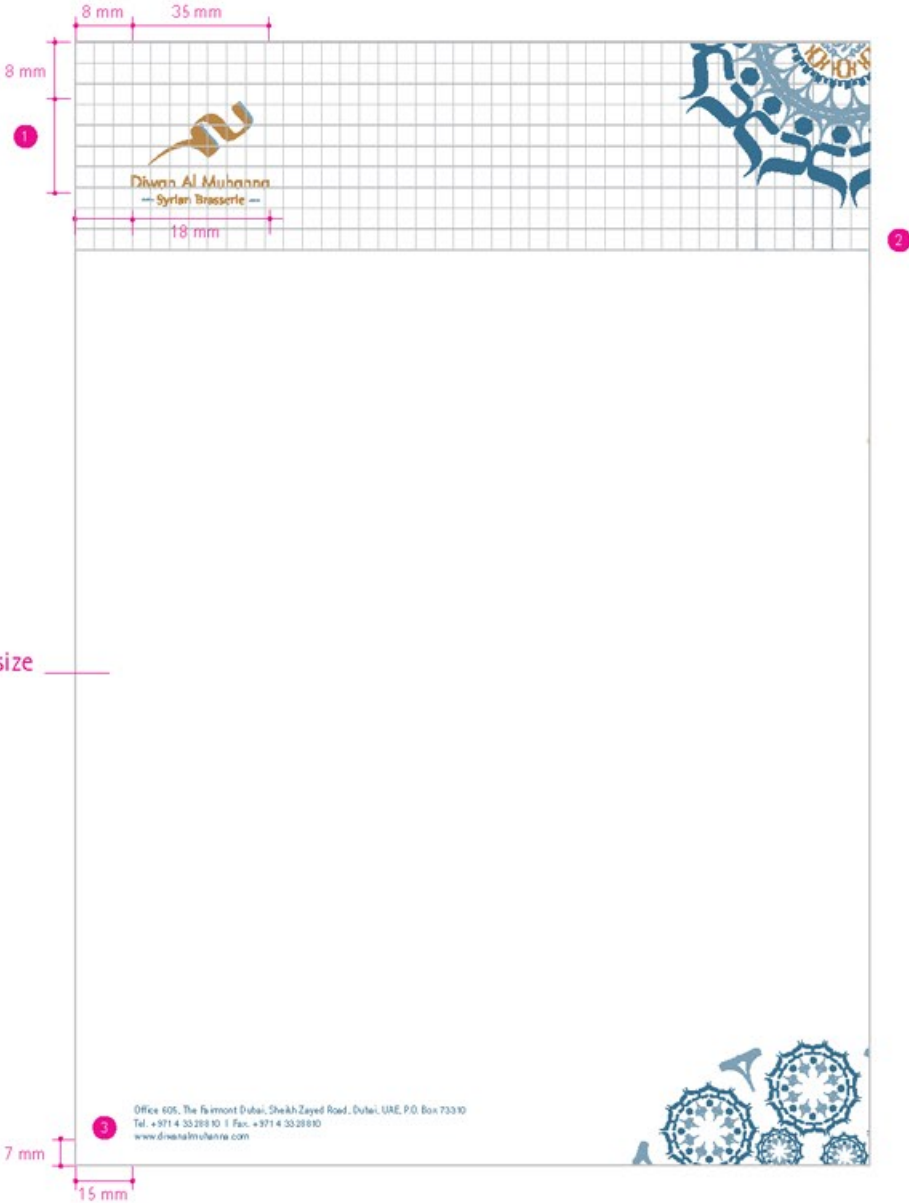
Size: 8 pt

Leading 9.5 pt

Color: Pantone 7506 c



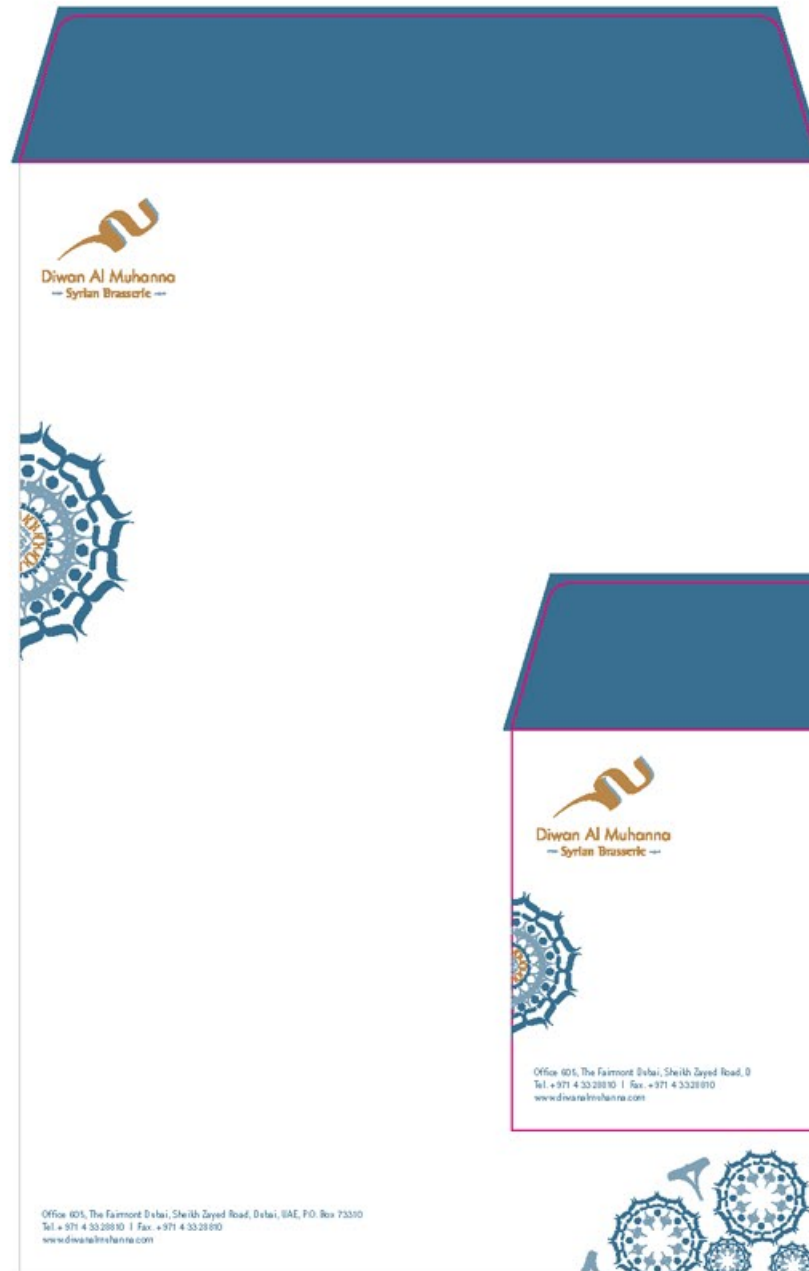
# 02.3 A4 Letterhead



## 02.4 A4 Letterhead

Shown opposite is a general overview of Diwan Al Muhanna stationery suite. Use of the typographic style and colour, along with a single paper stock, produce a powerful and visually consistent range of stationery.

Always use the specifications on the following pages when creating Diwan Al Muhanna stationery.



Trimmed size  
A4 - 210MM X 297MM

Print specifications  
Three colour: P 876 C 100%, P 7506 C 100%,  
P 5425 C

Paper specifications  
120 GSM Diamond White CX 22.

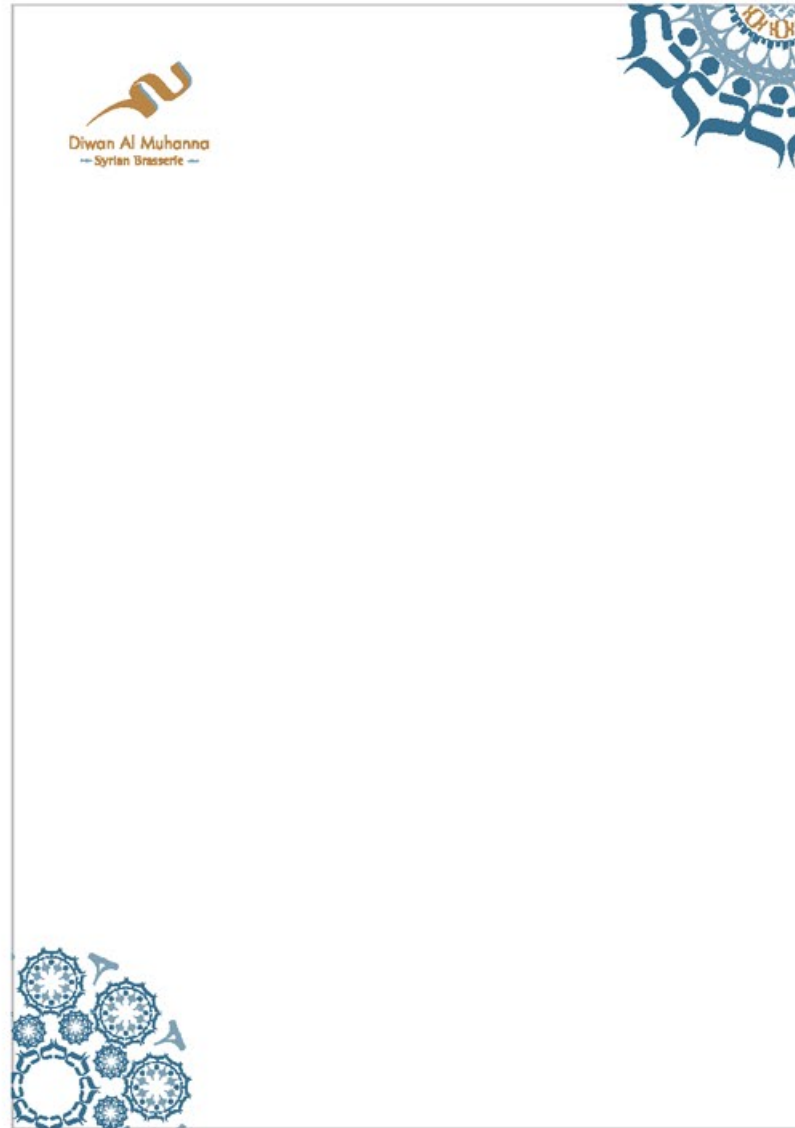
## 02.5 A4 Continuation Sheet

Shown opposite is the Diwan Al Muhanna continuation sheet.

Trimmed size  
A4 - 210MM X 297MM

Print specifications  
Four colour: P 876 C AND P 5425 C

Paper specifications  
120 GSM Diamond White CX 22.





## 02.6 C3 A3 and C4 A4 Envelope

Shown opposite is the Diwan Al Muhanna Envelope

Trimmed size

A3 - 324MM X 458MM / A4 - 229MM X 324MM

Print specifications

Three colour: P 7506 C 60%, P 876 C 100%,  
P 5425 C

Paper specifications

220 GSM Diamond White CX 22.



## 02.7 Notepad & Pen

The Pen and Notepad shown demonstrates layout branding.



# Advertising

- 03.1 Print Ad Vertical English A
- 03.1 Print Ad Vertical Arabic A
- 03.2 Print Ad Vertical English B
- 03.2 Print Ad Vertical Arabic B
- 03.3 Print Ad English Horizontal C
- 03.3. Print Ad Horizontal Arabic C
- 03.4 Print Ad English Horizontal D
- 03.4 Print Ad Horizontal Arabic D
- 03.5 Rollup Banners



## 03.1 Print Ad English



## Overview - Option 1

In this option a boxed image that bleeds off the top of the page is the hero.

Principles and rules of the grid are explained over the following pages and various size examples are specified.

For sizes not shown in these guidelines apply the same principles of size and proportion after calculating "x" in relation to 1 and 1/3 of the cap height of the benchmark.

## 03.1 Print Ad Arabic



Dummy reversed copy only



Dummy reversed copy only

## Overview - Option 1

In this option a boxed image that bleeds off the top of the page is the hero.

Principles and rules of the grid are explained over the following pages and various size examples are specified.

For sizes not shown in these guidelines apply the same principles of size and proportion after calculating "x" in relation to 1 and 1/3 of the cap height of the benchmark.

## 03.2 Print Ad English



## Overview - Option 2

In this option a cut-out image is the hero. Only one cut-out image can be used.

Principle and rules of the grid are explained over the following pages and various size examples are specified.

For sizes not shown in these guidelines apply the same principles of size and proportion after calculating "x" in relation to 1 and 1/3 of the cap height of the benchmark.

Endorsement appears above and left aligned with the contact details.

## 03.2 Print Ad Arabic



Dummy reversed copy only



Dummy reversed copy only

## Overview - Option 2

In this option a cut-out image is the hero. Only one cut-out image can be used.

Principle and rules of the grid are explained over the following pages and various size examples are specified.

For sizes not shown in these guidelines apply the same principles of size and proportion after calculating "x" in relation to 1 and 1/3 of the cap height of the benchmark.

Endorsement appears above and left aligned with the contact details.

## 03.3 Print Ad Horizontal English



## Landscape

The landscape grid for this option is based on the A4 grid shown opposite, where 'x' is defined as 14mm square.

For sizes not shown in these guidelines apply the same principles of size and proportion after calculating "x" in relation to 1 and 1/3 of the cap height of the brandmark.

Always maintain in border of 'x'.

The brandmark of Diwan Al Muhanna on a white background positioned as shown. Ensure that Diwan Al Muhanna element within brandmark lock-up is not used below its minimum size specification.

Headlines and body text range left. Headline is in Gold Pantone, the point size is flexible, as long as it maintains consistent visual impact (please see the Typography section in the guidelines for further clarification).

Body text is Rotis SansSerif and is recommended to be set at least at 9pt.



## 03.3 Print Ad Horizontal Arabic



Dummy reversed copy only

## Landscape

The landscape grid for this option is based on the A4 grid shown opposite, where 'x' is defined as 14mm square.

For sizes not shown in these guidelines apply the same principles of size and proportion after calculating "x" in relation to 1 and 1/3 of the cap height of the brandmark.

Always maintain in border of 'x'.

The brandmark of Diwan Al Muhanna on a white background positioned as shown. Ensure that Diwan Al Muhanna element within brandmark lock-up is not used below its minimum size specification.

Headlines and body text range left. Headline is in Gold Pantone, the point size is flexible, as long as it maintains consistent visual impact (please see the Typography section in the guidelines for further clarification).

Body text is Rotis SansSerif and is recommended to be set at least at 9pt.

## 03.4 Print Ad Horizontal English



### Landscape

The landscape grid for this option is based on the A4 grid shown opposite, where 'x' is defined as 14mm square.

For sizes not shown in these guidelines apply the same principles of size and proportion after calculating "x" in relation to 1 and 1/3 of the cap height of the brandmark.

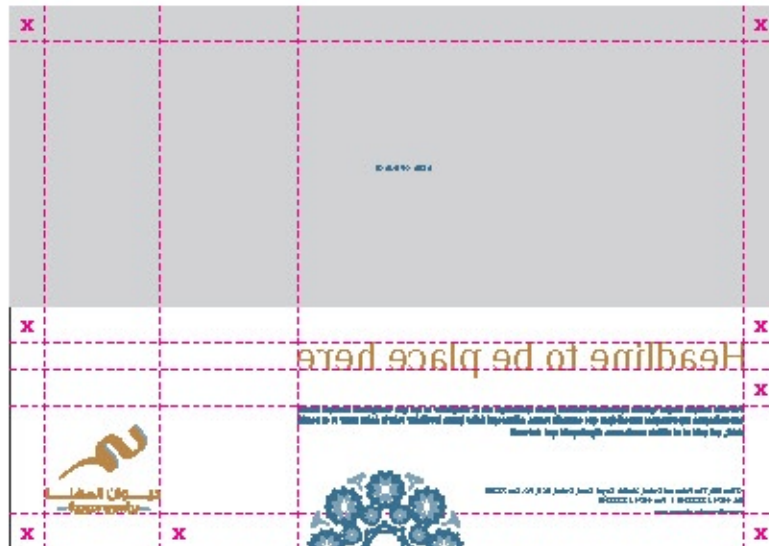
Always maintain in border of 'x'.

The brandmark of Diwan Al Muhanna on a white background positioned as shown. Ensure that Diwan Al Muhanna element within brandmark lock-up is not used below its minimum size specification.

Headlines and body text range left. Headline is in Gold Pantone, the point size is flexible, as long as it maintains consistent visual impact (please see the Typography section in the guidelines for further clarification).

Body text is Rotis SansSerif and is recommended to be set at least at 9pt.

## 03.4 Print Ad Horizontal Arabic



Dummy reversed copy only

### Landscape

The landscape grid for this option is based on the A4 grid shown opposite, where 'x' is defined as 14mm square.

For sizes not shown in these guidelines apply the same principles of size and proportion after calculating "x" in relation to 1 and 1/3 of the cap height of the landmark.

Always maintain in border of 'x'.

The landmark of Diwan Al Muhanna on a white background positioned as shown. Ensure that Diwan Al Muhanna element within landmark lock-up is not used below its minimum size specification.

Headlines and body text range left. Headline is in Gold Pantone, the point size is flexible, as long as it maintains consistent visual impact (please see the Typography section in the guidelines for further clarification).

Body text is Rotis SansSerif and is recommended to be set at least at 9pt.

## 03.5 Advertising/Roll-ups



### Roll-ups Option 1

The example shown opposite, demonstrates option 1 of the layout styles that should be applied to our Roll-ups.

It shows the use of the typographic style, the clean white space and the visually impactful cut-out photography.

## 03.5 Advertising/Roll-ups



### Roll-ups - Option 2

The example shown opposite, demonstrates option 2 of the layout styles that should be applied to our Roll-ups.

It shows the use of the typographic style, the clean white space and the visually impactful cut-out photography.

The examples shown on the left are based on a size of 85cm x 200cm.

# Communication Collaterals

- 04.1 Digital Menu
- 04.2 Dine-In Menu
- 04.3 Delivery Menu
- 04.4 Table Acrylic Stand Flyer



## 04.1 Digital Menu



Dimension: 42 x 30 cm



Dimension: 42 x 30 cm

The example shown opposite, demonstrates Digital Menu layout that should be applied.

It shows the use of the typographic style, the clean white space and the visually impactful cut-out photography.

The examples shown on the left are based on a size of 42 cm x 30 cm

## 04.2 Dine-In Menu



Dimension: 46cm x 30cm

The example shown opposite, demonstrates Dine-In Menu layout that should be applied in front and back printing.

It shows the use of the typographic style, the clean white space and the visually impactful cut-out photography.

The examples shown on the left are based on a size of 46 cm x 30 cm



Wooden base Dine-In menu with Clip



# 04.3 Delivery Menu

## BOOKLET TYPE DELIVERY MENU



Back Cover



Front Cover



Page 1 & 2



Page 3 & 4



Page 5 & 6



Page 7 & 8



Page 9 & 10



Page 11 & 12

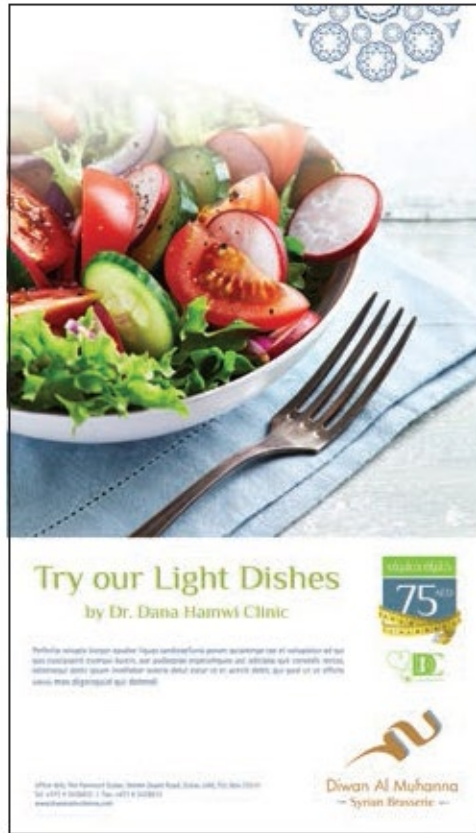


Left Inner Page

Last Inner Page



## 04.4 Table Acrylic Stand Flyer



Dimension: 13 cm x 22 cm



Table Acrylic Stand

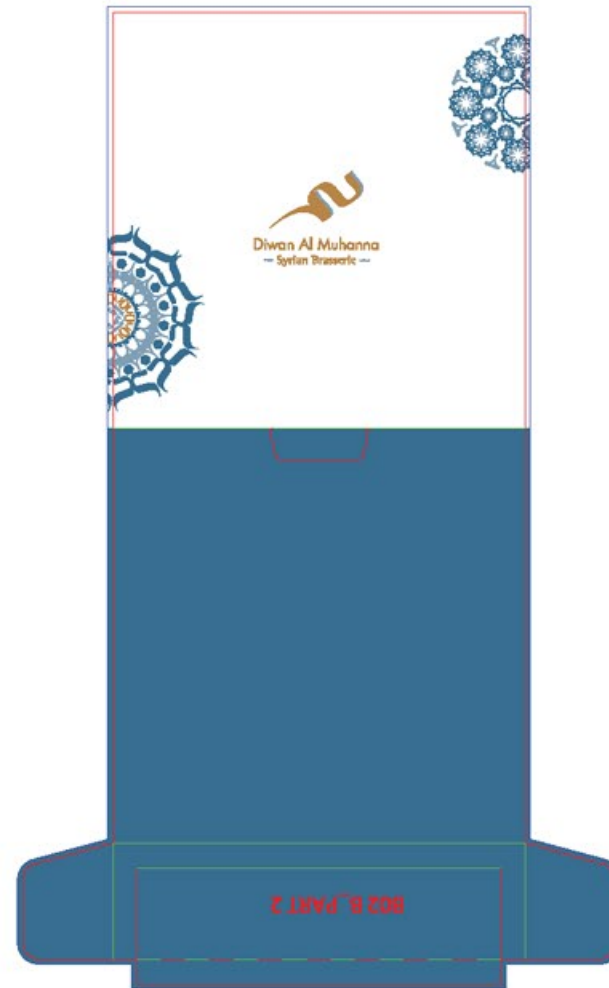
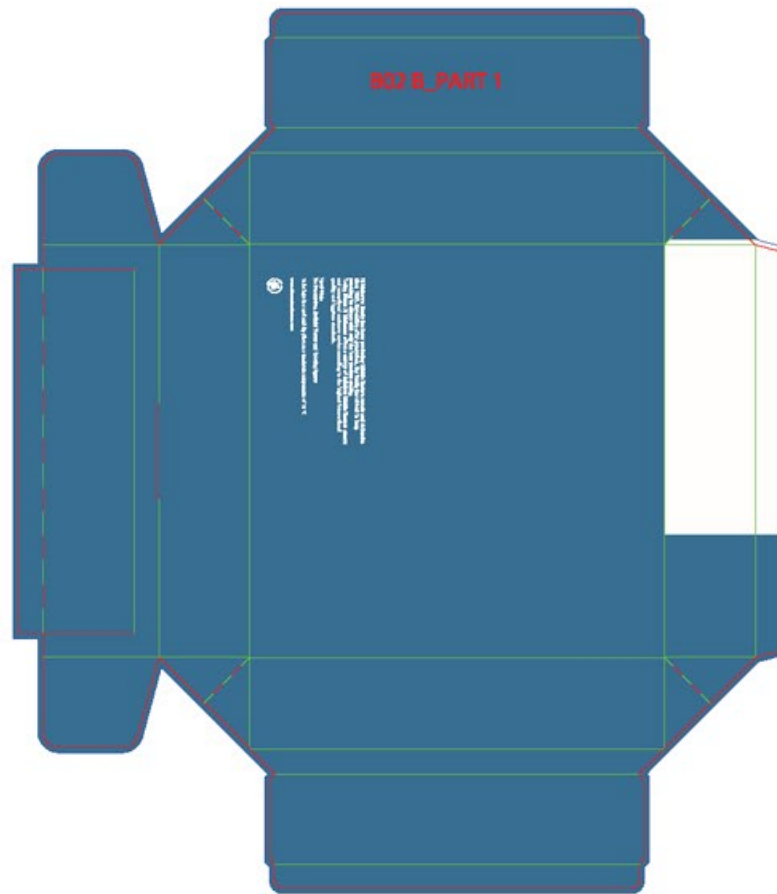
# Packaging

- 05.1 DM Mold B Box Design
- 05.2 DM Mold B Sleeve Design
- 05.3 DM Assorted Baklava Outer Tray
- 05.4 DM Mold C Box Design
- 05.5 DM Mold C Sleeve Design
- 05.6 DM Light Lunch Box (With Gold)
- 05.7 DM Light Lunch Box (ONE Color)
- 05.8 DM In-store Collaterals
- 05.9 DM Paper Placemat

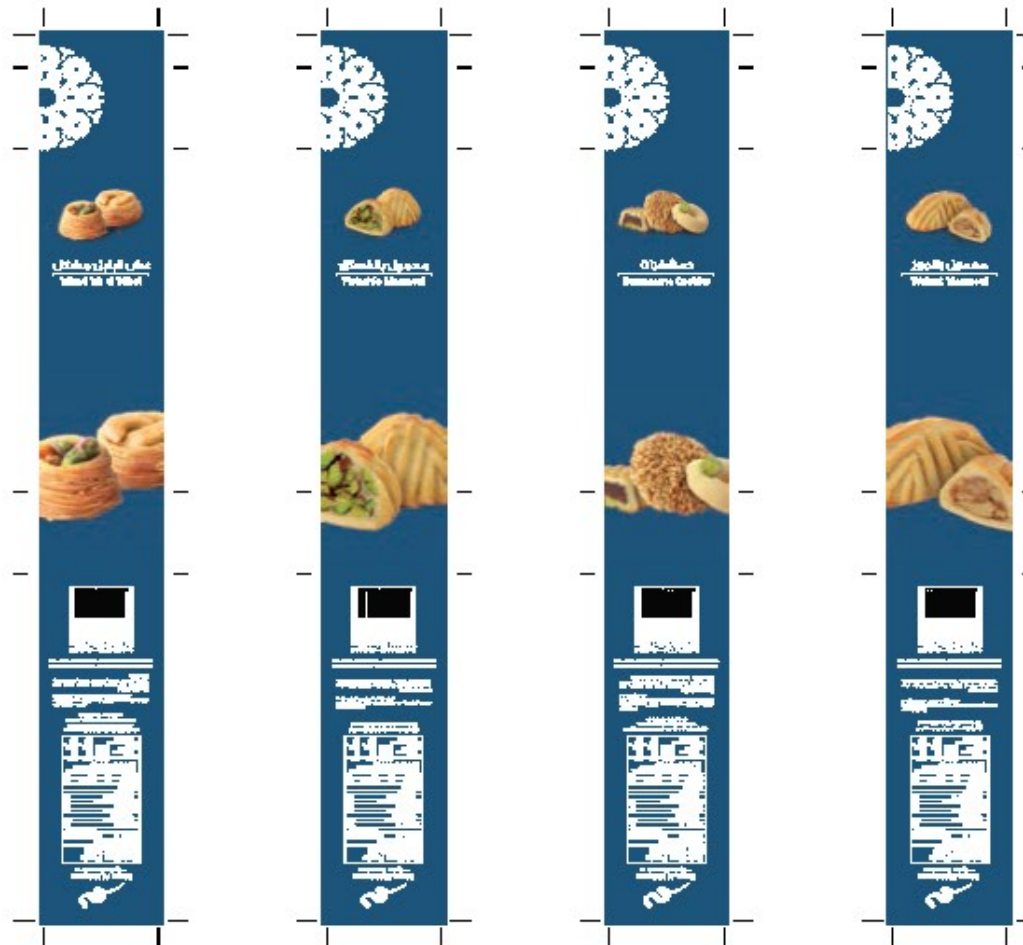


# 05.1 DM Mold B Box Design

Actual size not shown

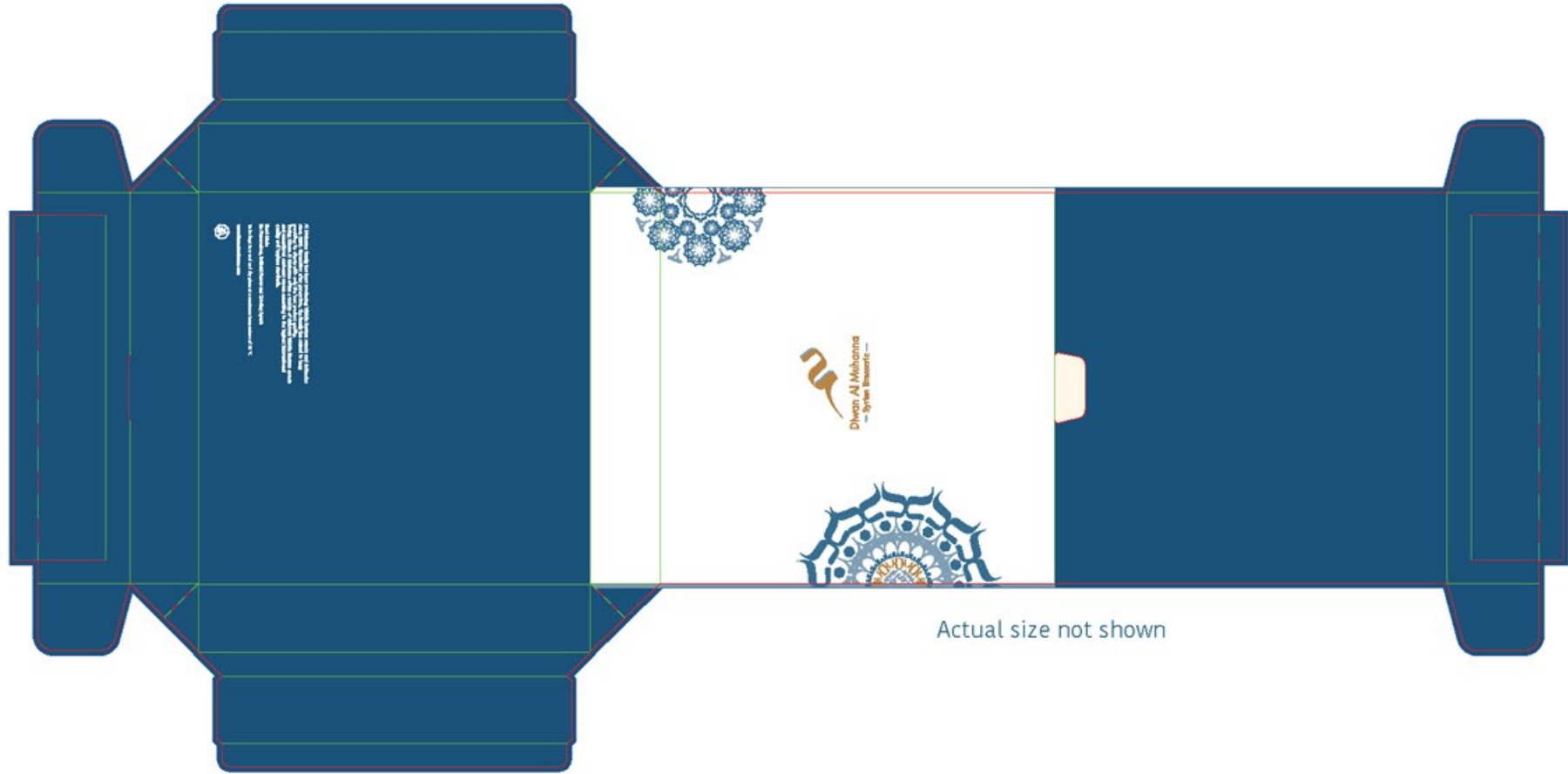


## 05.2 DM Mold B Sleeve Design



Actual size not shown

## 05.3 DM Assorted Baklava Outer Tray



Actual size not shown

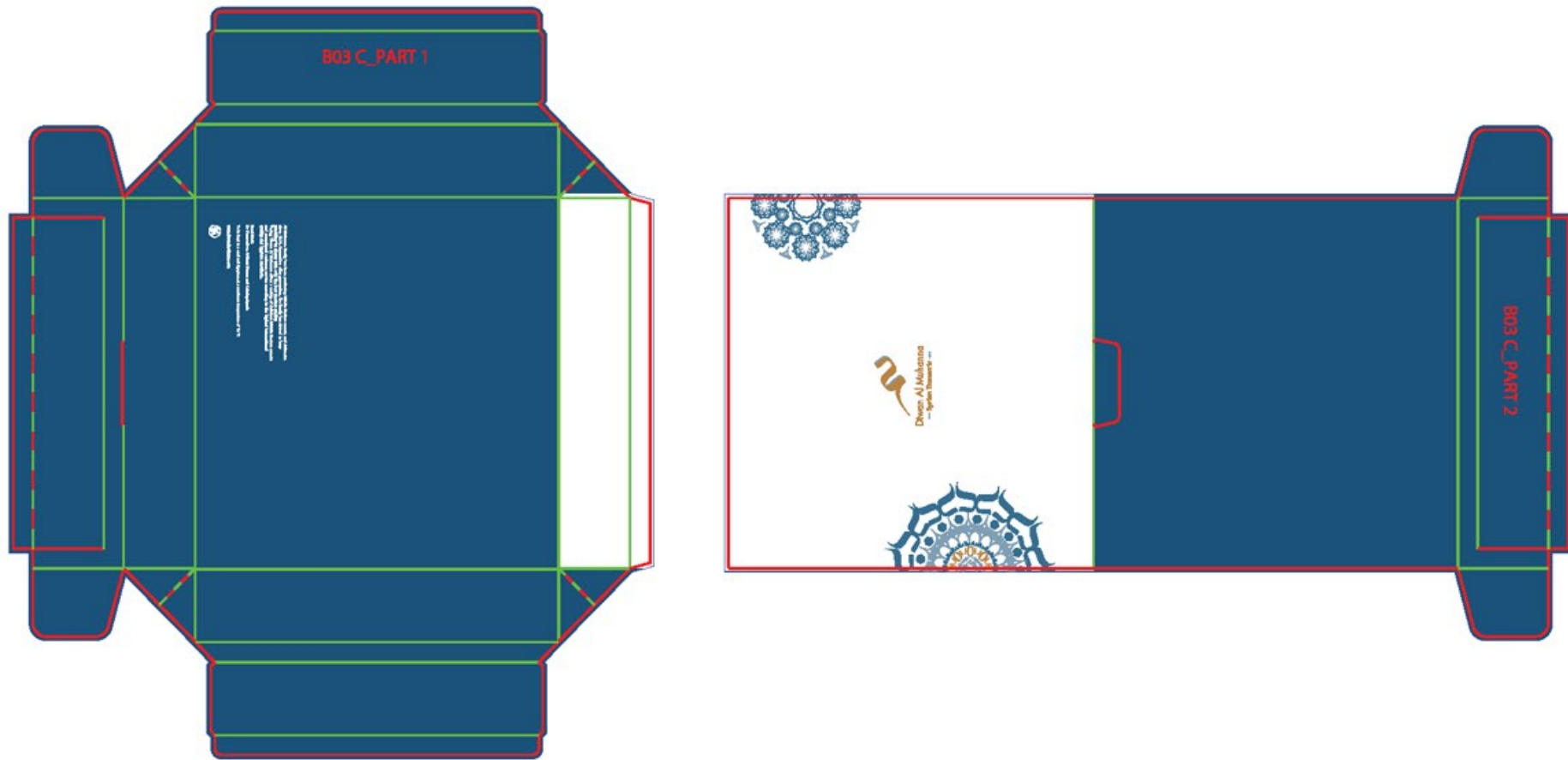


PANTONE 876 C  
C 30, M 90, Y 05, K 0  
R 106, G 115, B 72

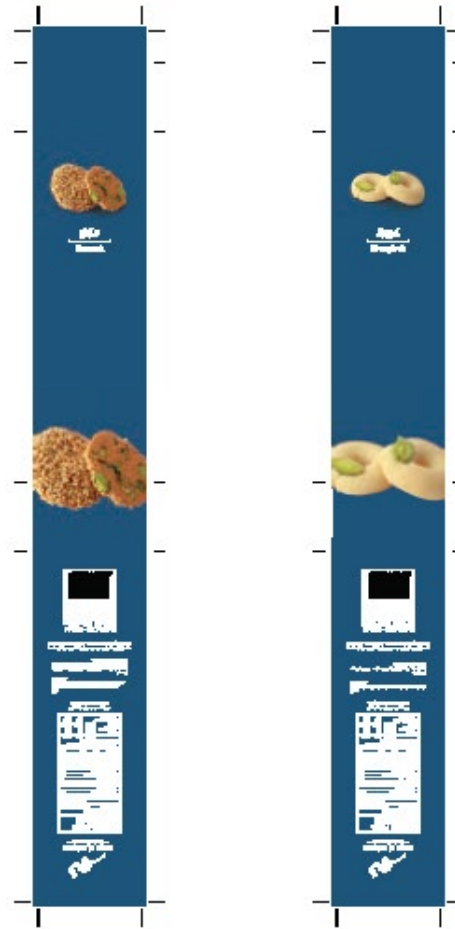
PANTONE 5405 C  
C 30, M 4, Y 0, K 31  
R 128, G 161, B 182

PANTONE 7506 C  
C 56, M 17, Y 0, K 46  
R 95, G 110, B 140

## 05.4 DM Mold C Box Design



## 05.5 DM Mold C Sleeve Design





## 05.6 DM Light Lunch Box



Actual size not shown

## 05.7 DM Lunch Box One Color



## 05.8 In-Store Collateral



Disposable Coffee Cup



Coaster



DM Bag



DM Napkin



## 05.9 In-Store Collateral / Placemat



DM Paper Placemat

# Staff Uniforms

06.1 Hostess & Waitress Uniforms

06.2 Manager Uniform

06.3 Chef Uniform



## 06.1 Hostess & Waitress Uniforms



Design Patterns



## 06.1 Chef Uniform



Design Patterns



## 06.2 Manager Uniform





## 06.2 Manager Uniform



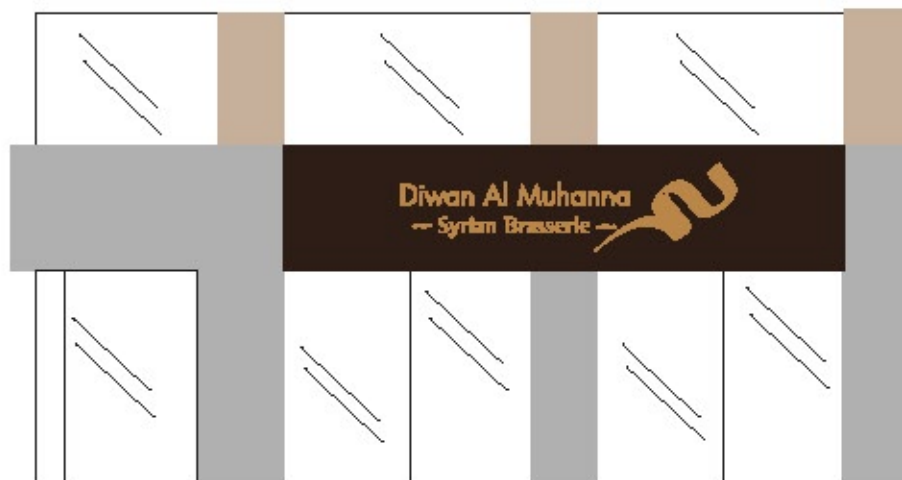
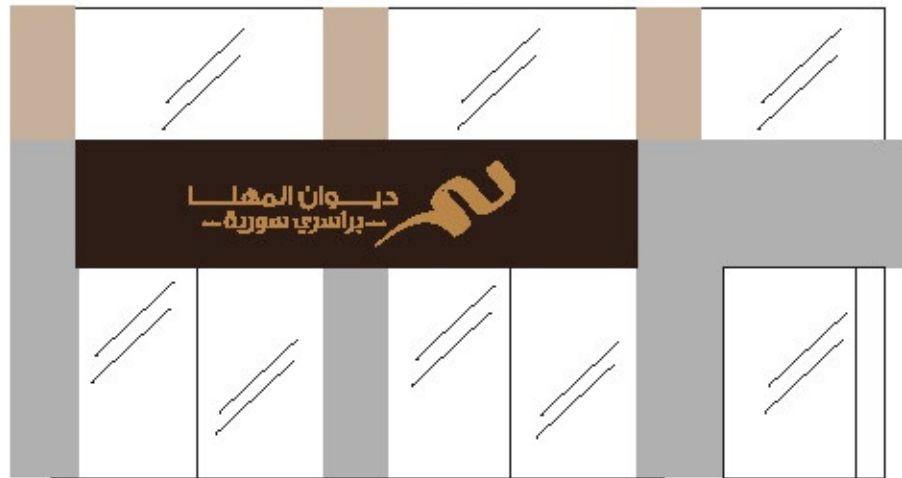
# Signage

## 07.1 Restaurant Signage



## 07.1 Signage

LEFT SIDE



RIGHT SIDE



Diwan Al Muhanna Shop

# Vehicles

08.1 Truck

08.2 Car

08.3 Van



## 08.1 Vehicle Branding / Truck



## 08.2 Vehicle Branding / Car



## 08.3 Vehicle Branding / Van



# Digital Media

09.1 Email Signature

09.2 HTML-Mailer

09.3 HTML E-newsletter

09.4 Powerpoint Template

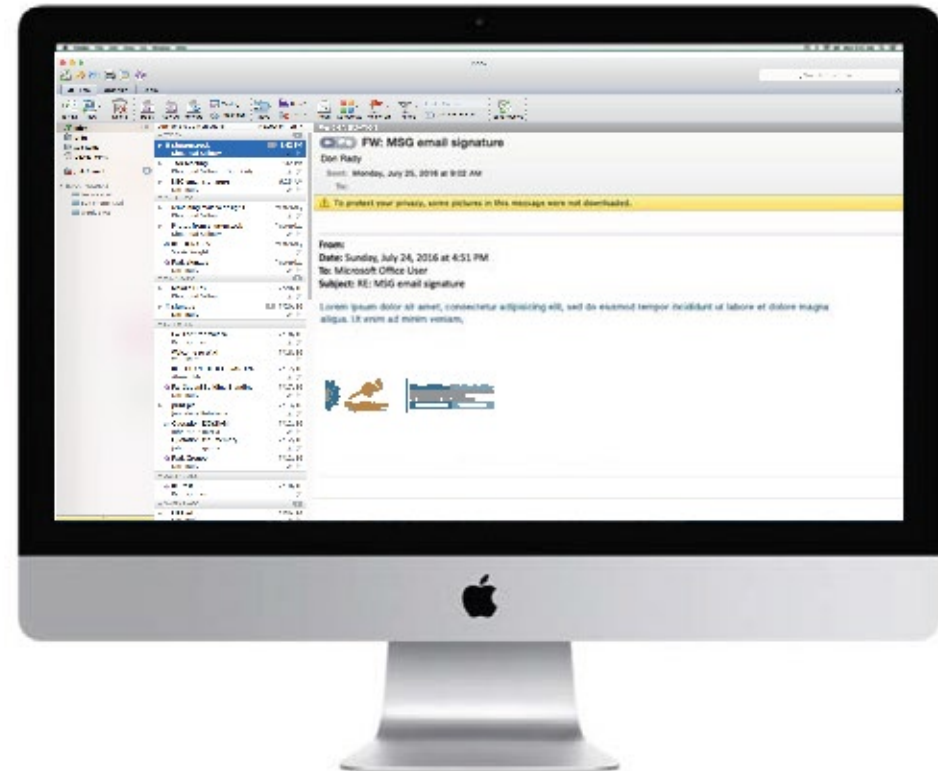
09.5 Facebook

09.6 Instagram





## 09.1 Email Signature



## 09.2 Digital Media / HTML Mailer



## HTML Mailer

Shown opposite is an example of the HTML mailer for Diwan Al Muhanna.

## 09.2 Digital Media / HTML Mailer



## HTML Mailer

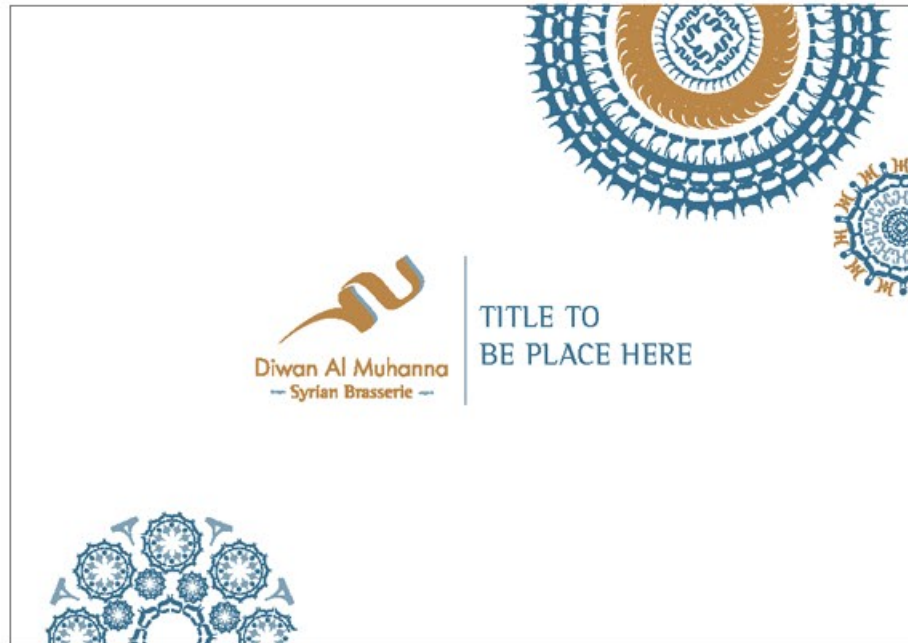
Shown opposite is an example of the HTML mailer for Diwan Al Muhanna.

## 09.3 Digital Media / HTML Newsletter

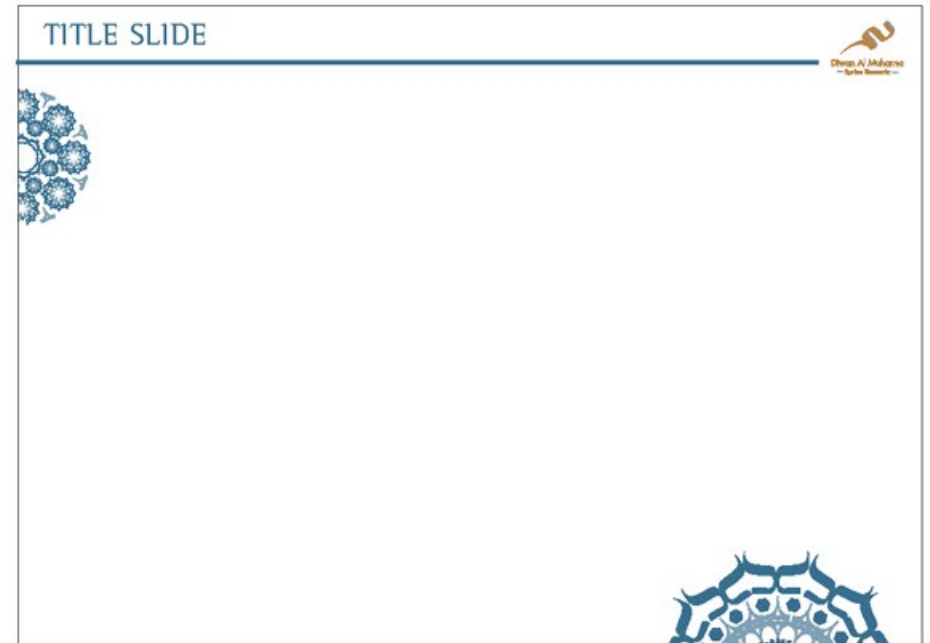


Shown opposite is an example of the HTML mailer for Diwan Al Muhanna.

## 09.4 Powerpoint Template



COVER PRESENTATION - A4 HORIZONTAL



SLIDE TEMPLATE - A4 HORIZONTAL



## 09.5 Social Media /Facebook Header



## 09.6 Social Media /Instagram

