سَنَدُ

SANAD

ALTUS SANAD

BRAND IDENTITY & BRANDING SERVICES

Until the Impact Is Complete.

حتى يكتمل الأثر.

COMPANY PROFILE

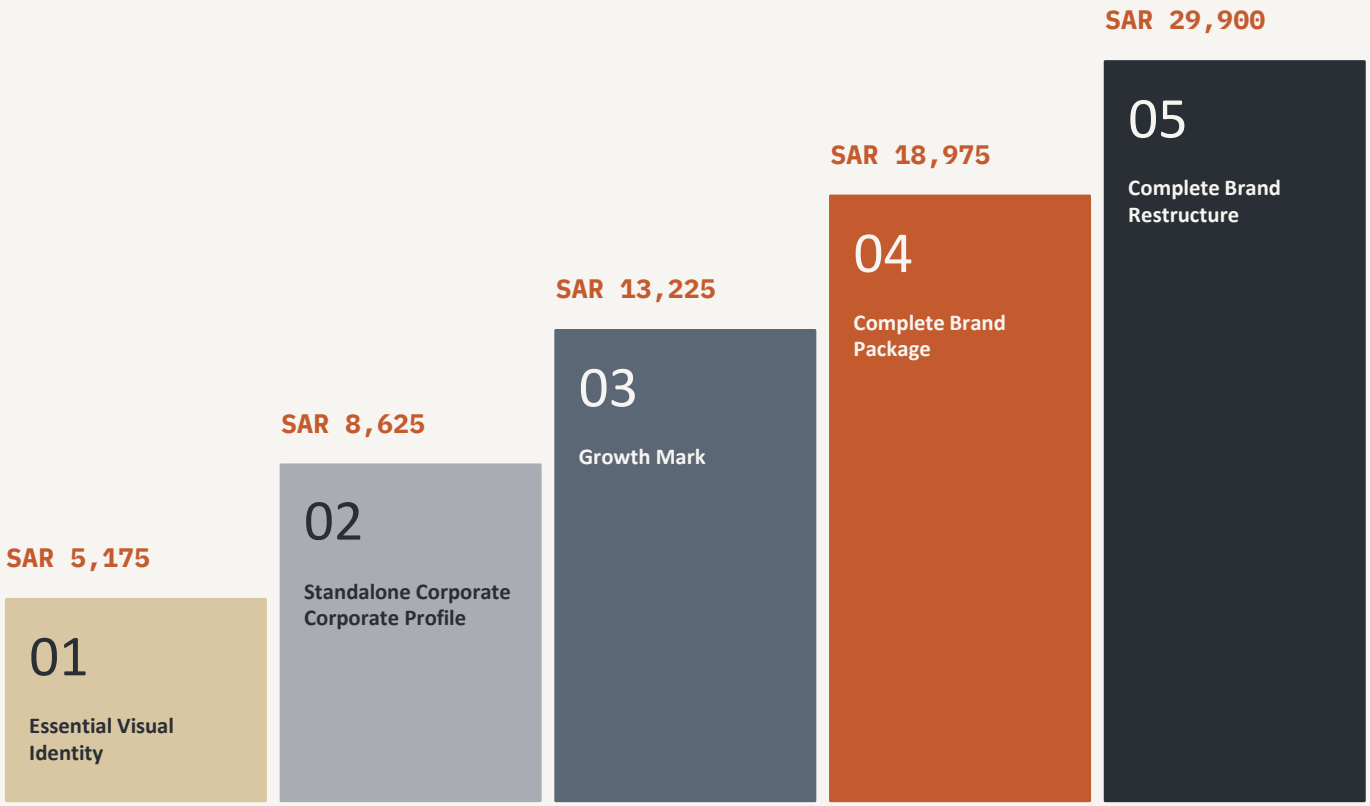
Five cumulative packages, from essential visual identity to complete brand restructure

A specialist in brand identity and branding branding services

ALTUS SANAD helps businesses establish, strengthen, present and rebuild their brand identities through five structured, cumulative packages, from an essential visual identity to a complete brand restructure.

Each package has a defined scope, defined deliverables and one clear total price, so you know exactly what you are commissioning before work begins.

THE FIVE PACKAGES AT A GLANCE



Each package includes the complete scope of the one before it. All prices are totals in Saudi Riyals, inclusive of VAT.

Three ideas behind the name



In Arabic, SANAD carries the sense of support and of a verified chain: something dependable to rely on, and a line of reasoning that can be traced. The name sets the standard for how every brand is built.

01 Support

The foundation a brand can rely on. on.

IN PRACTICE: DESIGN

Identity is built as one coherent system, so every colour, typeface and layout supports the others.

02 Verified Chain

Decisions supported by a clear rationale.

IN PRACTICE: CLARITY AND ACCOUNTABILITY

Each design decision can be explained and traced back to the brief and to the agreed scope.

03 Commitment

Clearly defined scope, deliverables deliverables and pricing.

IN PRACTICE: DELIVERY

You know what is included before work begins, and the agreed deliverables are completed and handed over.

Until the Impact Is Complete.

حتى يكتمل الأثر.

We commit to completing the agreed brand identity deliverables to the required standard. The work does not stop at a first draft: it continues, through refinement within the agreed scope, until what was agreed is complete and ready to use.

Defined scope

Every package states its deliverables and total price in advance.

Completed deliverables

The agreed work is carried through to completion.

Ready for use

Final files are organised so the identity can be applied in practice.

The promise applies to the agreed scope of the selected package. It is not a promise of specific commercial outcomes or business performance.

A brand identity is a system you use every day

A logo handed over on its own rarely carries a brand far. A coherent identity gives every material a shared visual language and gives your team a reference to work from.

01

Consistency across materials

One set of colours, typography and rules brings every brand material into the same visual language.

02

Clear scope and pricing

Each package defines its deliverables and its total price up front, with no guesswork.

03

A structured progression

Five cumulative packages let a brand start with the essentials and build in clear stages.

04

A unified visual system

Logo, colour, typography and applications are designed together, not as separate pieces.

05

Deliverables built for use

Materials are designed for everyday application and delivered as organised files.

06

Bilingual where included

From Package 03, bilingual materials are part of the scope, as defined in each package.

Clarity in what you buy, and in what you you receive

01	Five clear, cumulative packages	Each higher package includes the complete scope of the one before it and adds further deliverables.
02	Transparent total pricing	Every package carries one total price in Saudi Riyals, inclusive of VAT.
03	A coherent brand system	Elements are designed to work together, rather than arriving as disconnected visual pieces.
04	Refinement within the agreed fee fee and scope	Refinement needed to reach the agreed deliverables is part of the work.
05	Organised, usable deliverables	Final files are organised so the identity can be applied in practice.
06	A structured transition for full restructuring	Package 05 includes a scheduled transition plan and a coordinated bilingual launch.

PACKAGE 01

01

Essential Visual Identity

TOTAL PRICE

SAR 5,175

Saudi Riyals, inclusive of VAT

Cumulative level 1 of 5

OVERVIEW

The essential visual foundation of a professional brand: a logo, a coordinated colour palette and coordinated typography, supported by core typographic elements and business cards.

DELIVERABLES

- ✓ Logo design
- ✓ Coordinated colour palette
- ✓ Coordinated typography
- ✓ Core typographic elements
- ✓ Business cards

THE FOUNDATION

Logo, colour, typography and business cards are designed together as one visual system.

SUITED TO

Businesses establishing a professional presence that need a clear, consistent visual foundation.

ROLE IN THE SYSTEM

The starting point of the system. Every higher package includes this scope in full.

PACKAGE 02

02

Standalone Corporate Profile

TOTAL PRICE

SAR 8,625

Saudi Riyals, inclusive of VAT

Cumulative level 2 of 5: includes all of Packages 01 to 01

OVERVIEW

Combines the visual identity with a professional company presentation, so the brand can be introduced to clients, partners and stakeholders in print or digital form.

NEW IN THIS PACKAGE

- ✓ A professionally designed corporate profile, ready for print or digital distribution
- ✓ Written content presenting the company's vision and services

INCLUDED FROM PRECEDING PACKAGES

01	**Essential Visual Identity**	✓

SUITED TO

Businesses that need to present themselves formally, as well as establish the visual foundation.

WHAT IT ADDS TO PACKAGE 01

A designed corporate profile and the written content presenting vision and services.

PACKAGE 03

03

Growth Mark

TOTAL PRICE

SAR 13,225

Saudi Riyals, inclusive of VAT

Cumulative level 3 of 5: includes all of Packages 01 to 02

OVERVIEW

An expanded brand system that connects identity, corporate materials and online presence, with a brand standards guide to keep applications consistent.

NEW IN THIS PACKAGE

- ✓ Professional identity development
- ✓ Printed and informational collateral
- ✓ Brand standards guide
- ✓ Bilingual corporate profile (Arabic and English)
- ✓ Company website (basic, single-language)

INCLUDED FROM PRECEDING PACKAGES

01	**Essential Visual Identity**	✓
02	**Standalone Corporate Profile**	✓

SUITED TO

Growing businesses that need a more developed identity, supporting materials, a bilingual profile and a web presence.

WHAT IT ADDS TO PACKAGE 02

Identity development, collateral, a brand standards guide, a bilingual corporate profile and a company website.

PACKAGE 04

04

Complete Brand Package

TOTAL PRICE

SAR 18,975

Saudi Riyals, inclusive of VAT

Cumulative level 4 of 5: includes all of Packages 01 to 03

OVERVIEW

A complete brand system that unifies visual identity, communication and brand narrative, from the website to the way the brand speaks to its customers.

NEW IN THIS PACKAGE

- ✓ Responsive bilingual website
- ✓ Comprehensive brand usage manual
- ✓ Defined brand tone of voice
- ✓ Customer communication style and vocabulary
- ✓ Company story
- ✓ Brand promise

INCLUDED FROM PRECEDING PACKAGES

01	**Essential Visual Identity**	✓
02	**Standalone Corporate Profile**	✓
03	**Growth Mark**	✓

SUITED TO

Organisations that want one complete system covering how the brand looks, speaks and tells its story.

WHAT IT ADDS TO PACKAGE 03

A responsive bilingual website, a comprehensive usage manual and the full communication layer: tone of voice, vocabulary, story and promise.

PACKAGE 05

05

Complete Brand Restructure

TOTAL PRICE

SAR 29,900

Saudi Riyals, inclusive of VAT

Cumulative level 5 of 5: includes all of Packages 01 to 04

OVERVIEW

The comprehensive option for rebuilding an existing brand identity: a completely new visual identity across every element, with an organised transition from the old identity to the new.

NEW IN THIS PACKAGE

- ✓ Assessment of why the existing identity needs to change
- ✓ A completely new visual identity across all elements
- ✓ Signage
- ✓ Printed materials
- ✓ Marketing materials
- ✓ Scheduled transition plan from the old identity to the new one
- ✓ Coordinated bilingual launch

INCLUDED FROM PRECEDING PACKAGES

01	Essential Visual Identity	✓
02	Standalone Corporate Profile	✓
03	Growth Mark	✓
04	Complete Brand Package	✓

SUITED TO

Organisations with an existing identity that no longer serves them and that need to rebuild it comprehensively.

WHAT IT ADDS TO PACKAGE 04

A new identity across all elements, signage, printed and marketing materials, a scheduled transition plan and a coordinated bilingual launch.

SANAD

Five packages, each building on the last

DELIVERABLE	01 Essential Visual Identity	02 Standalone Corporate	03 Growth Mark	04 Complete Package	05 Complete Brand Restructure
Total price, inclusive of VAT	**SAR 5,175**	**SAR 8,625**	**SAR 13,225**	**SAR 18,975**	**SAR 29,900**
Logo design	✓	✓	✓	✓	✓
Coordinated colour palette	✓	✓	✓	✓	✓
Coordinated typography	✓	✓	✓	✓	✓
Core typographic elements	✓	✓	✓	✓	✓
Business cards	✓	✓	✓	✓	✓
Corporate profile, print or digital		✓	✓	✓	✓
Written content: vision and services		✓	✓	✓	✓
Professional identity development			✓	✓	✓
Printed and informational collateral			✓	✓	✓
Brand standards guide			✓	✓	✓
Bilingual corporate profile (Arabic and English)			✓	✓	✓
Company website (basic, single-language)			✓		
Responsive bilingual website				✓	✓
Comprehensive brand usage manual				✓	✓
Defined brand tone of voice				✓	✓
Customer communication style and vocabulary				✓	✓
Company story				✓	✓
Brand promise				✓	✓
Assessment of why the identity needs to change					✓
Completely new visual identity, all elements					✓
Signage					✓
Printed materials					✓
Marketing materials					✓
Scheduled transition plan					✓
Coordinated bilingual launch					✓

✓ New in this package ✓ Included from a preceding package Website: Package 03 is a basic, single-language site; Packages 04 and 05 include the responsive bilingual website.

Start from what you need

IF

You need a professional visual foundation. foundation.

→

PACKAGE 01

Essential Visual Identity

SAR 5,175

IF

You need a corporate profile as well as the visual foundation.

→

PACKAGE 02

Standalone Corporate Profile

SAR 8,625

IF

You need a more developed identity, with collateral, a bilingual profile and a website.

→

PACKAGE 03

Growth Mark

SAR 13,225

IF

You need a complete brand system, including tone of voice, company story and brand promise.

→

PACKAGE 04

Complete Brand Package

SAR 18,975

IF

You need to rebuild an existing brand identity comprehensively.

→

PACKAGE 05

Complete Brand Restructure

SAR 29,900

Packages are cumulative: each one includes everything in the packages below it. Prices are totals in Saudi Riyals, inclusive of VAT.

Understand, agree, design, deliver, enable

1	Understand	We begin with the activity, the audience and the context, so decisions rest on evidence rather than taste alone.
2	Agree	Scope, deliverables and total price are defined and agreed in advance.
3	Design and Refine	Design develops within the agreed scope. Refinement needed to reach the agreed deliverables is part of the work.
4	Approve and Deliver	Approved work is finalised and delivered as organised files.
5	Enable Use	Final files are organised so your team can apply the identity in practice.

Refinement Is Part of the Fee

Refinement needed to achieve the agreed deliverables, within the agreed package scope, is part of the work and is included in the package fee.

This is not unlimited revision. A materially different scope, a new deliverable or a new objective is a new requirement, outside the agreed package scope.

Ten values that shape the work

01 Evidence Before Opinion

Identity starts from the activity, audience and context, not from taste alone.

02 Clarity

Clear scope, clear deliverables and a clear rationale behind each design decision.

03 Accountability

Every decision can be explained and every deliverable traced to the agreed scope.

04 Precision

Careful attention to alignment, spacing, colour values and typographic detail.

05 Practicality

Identities designed to be used every day, across real materials.

06 Calm Confidence

A composed, assured visual presence, without exaggeration.

07 Commitment

Agreed work is carried through to completion.

08 Maturity

Restrained, considered design that signals credibility.

09 Quality

Work finished to a professional standard, in files ready for use.

10 Empowerment

Your team is equipped to apply the identity confidently after delivery.

Five packages. One coherent brand brand identity.

01	Essential Visual Identity	SAR 5,175
02	Standalone Corporate Profile	SAR 8,625
03	Growth Mark	SAR 13,225
04	Complete Brand Package	SAR 18,975
05	Complete Brand Restructure	SAR 29,900

Each package includes the complete scope of the one before it. Total prices in Saudi Riyals, inclusive of VAT.



ALTUS SANAD

Until the Impact Is Complete.

Explore the ALTUS SANAD brand identity services through the ALTUS GULF website, and choose the package that fits your brand.