BRAND GUIDELINES

This brand identity guide defines the visual and strategic elements that shape the **COMMANDER** brand — a bold presence in the oil and gas trade sector. Every detail, from color to typography, has been crafted to reflect **strength**, **precision**, and **authority**. By following these guidelines, we ensure a unified image and a commanding voice across every touchpoint.

Our brand doesn't just represent what we do — it represents how we lead.

ABOUT
BRAND GUIDELINES

Logo Elemants

Wordmark:
Text: **COMMANDER**
Typeface: **Oswald Bold,** all-uppercase
Color: **White #FFFFFF**
Container:
Shape: Rectangular box with clean edges
Color: **Military Green #4B5320**
Optional: Thin white border inside the green block

Logo Layout

Width-to-height ratio: ~5:1 (adjusted for legibility)
Padding inside the box: ~10–15% of height
Letter spacing (tracking): Slightly increased to improve impact

Clearspace Rule

Maintain a clearspace around the logo equal to the height of the letter "C".
No elements (text, images, UI) should intrude into this area.

Minimum Size
Print: Minimum width = 25 mm
Digital: Minimum width = 120 px

COMMANDER

COLOR LOGO

Primary (Default): White text on Military Green background
Inverted: Military Green text on white background
(for white or light backgrounds)
Single Color: All white or all black for simplified use
(embossing, embroidery)

BRAND COLOR

Primary Color

HEX: #4B5320
RGB: 75, 83, 32

HEX: #FFFFFF
RGB: 255, 255, 255

Primary

1. Military Green (Main Brand Color)
HEX: #4B5320
RGB: 75, 83, 32
Strength, discipline, command — reinforces the "COMMANDER" identity.

2. White (Text & Contrast)
HEX: #FFFFFF
RGB: 255, 255, 255
Cleanliness, transparency, professionalism — ensures high contrast and readability.

Secondary

1. Oil Black
HEX: #1C1C1C
RGB: 28, 28, 28
Represents crude oil and industrial grit.

2. Steel Gray
HEX: #7B8D8E
RGB: 123, 141, 142
Symbolizes machinery, infrastructure, and resilience.

3. Flame Orange (Highlight – use sparingly)
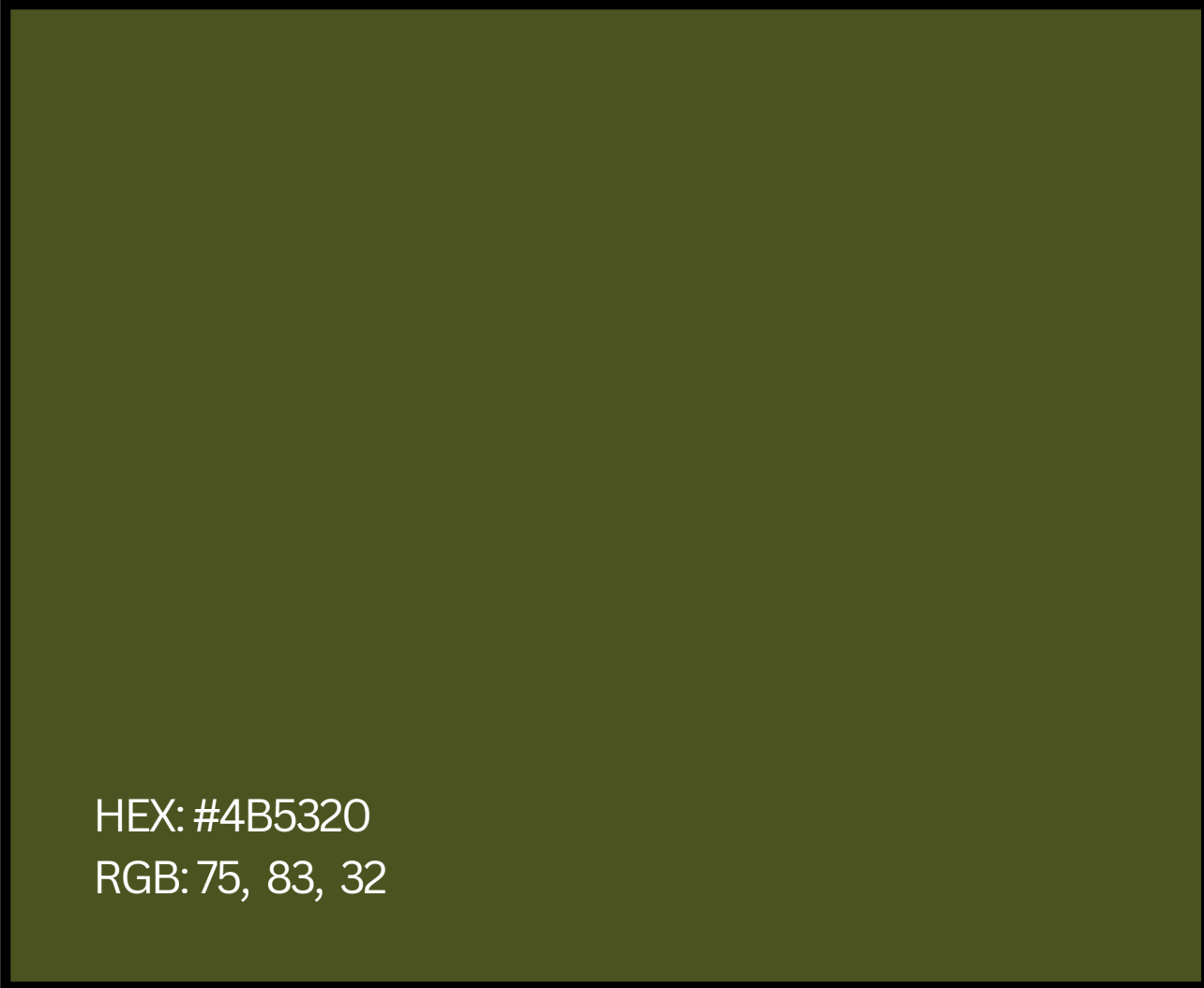HEX: #E65100
RGB: 230, 81, 0
Energy, ignition

Neutral Background Color:
4. Charcoal Gray (Optional Background)
HEX: #2E2E2E
RGB: 46, 46, 46
Industrial tone that complements but does not compete with the brand green.

Secondary Color

HEX: #1C1C1C
RGB: 28, 28, 28

HEX: #7B8D8E
RGB: 123, 141, 142

HEX: #E65100
RGB: 230, 81, 0

HEX: #2E2E2E
RGB: 46, 46, 46

PRIMARY FONT

Headline Typeface:

OSWALD BOLD

Hello I am Oswald

Hello I am Oswald

Hello I am Oswald

Aa   Bb   Cc

Dd   Ee   Ff

Gg   Hh   Ii

Jj   Kk   Ll

1 2 3 4 5 6 7 8 9 0

! @ # $ % * " & ( )

SECONDARY FONT

Open Sans Regular

Open Sans Medium

Open Sans Bold

Body Text Typeface:

Open Sans

Hello I am Open Sans

Hello I am Open Sans

Hello I am Open Sans

Aa   Bb   Cc

Dd   Ee   Ff

Gg   Hh   Ii

1 2 3 4 5 6 7 8 9 0

! @ # $ % * " & ( )

MOHAMMED ISMAIL
EXCUTIVE MANAGER

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COMMANDER

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COMMANDER DIESEL TRADING LLC

COMMANDER

Umm Al Quwain: +97167672055   Abu Dhabi: +97125512620   Email: info@commanderdiesel.com
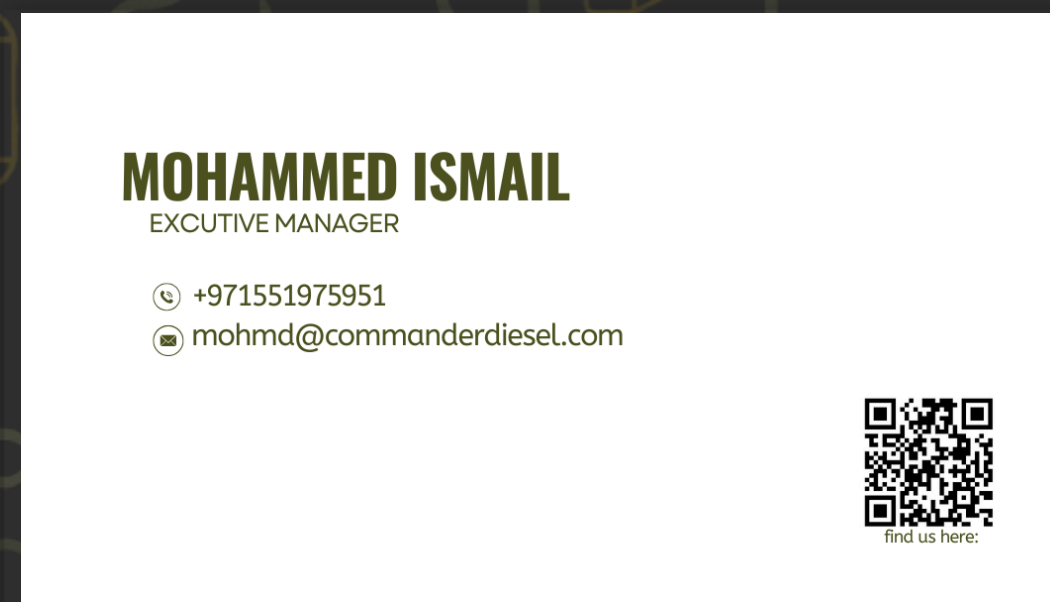
Letterhead

The COMMANDER letterhead is designed for all formal company correspondence. It features the brand's primary colors, logo, and clear typography to maintain a professional and cohesive appearance. It reflects authority and consistency in every written communication.

Business Card

The business card represents the brand in face-to-face interactions. Its clean layout, bold logo, and clear contact details reinforce COMMANDER's identity as a confident and professional leader in the oil and gas trade.

LEGAL GUIDELINES

Trademark Protection

The COMMANDER name, logo, and associated visual elements are registered trademarks and protected intellectual property. Unauthorized use, reproduction, or adaptation is strictly prohibited. All trademark assets must be used in accordance with the guidelines outlined in this document.

Logo Usage Guidelines

The logo must always appear clear, prominent, and unaltered.
Do not stretch, rotate, distort, or recolor the logo.
Maintain proper clear space and minimum size at all times.
Do not place the logo over busy backgrounds or images that affect legibility.
For co-branding or special uses, prior approval from the brand team is required.

Third-Party Content Usage

#Use of third-party logos, trademarks, images, or copyrighted content within COMMANDER materials must be properly licensed and approved. Ensure written permission is obtained before incorporating any external content into branded assets.

Privacy Statement

#All customer and partner data collected, stored, or used in marketing or communication must comply with data protection laws, including GDPR or local privacy regulations. Personal information must never be shared without consent or stored insecurely.

Marketing Compliance

All promotional materials must reflect the COMMANDER brand voice and adhere to the legal, cultural, and regulatory standards of the markets they are distributed in. All claims or statistics must be accurate and substantiated. Misleading content is strictly prohibited.

Social Media Policy

Employees representing the brand online must act with professionalism, accuracy, and responsibility. Do not disclose confidential information, speak on behalf of the company without authorization, or use brand assets in personal accounts without permission. All official social content must align with the brand's tone and identity.

COMMANDER

GET IN TOUCH

Commander Diesel Trading, our commitment to quality, professionalism, and dedication is unmatched. We are proud of our reputation in the industry and strive to maintain our position as the leading fuel supply and diesel distributor in UAE. Contact us today to learn more about our products and services, and let us help you fuel your success.

FIND US HERE :

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ABU DHABI

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