

Brand guidelines



Brand introduction

We are a company specialized in software development and digital solutions, focused on creating advanced technological systems that combine precision, efficiency, and seamless user experience. We deliver carefully crafted digital applications and websites built on high standards of quality, security, and scalability, in line with the demands of today's rapidly evolving digital landscape.

Our work is driven by a deep understanding of business realities and genuine operational needs, allowing us to transform ideas into practical solutions that support sustainable growth and enhance organizational value. Through a clear strategic vision and a professional execution methodology, we aim to build solid digital infrastructures that empower our clients to strengthen their presence, elevate their performance, and achieve balanced, long-term digital transformation.

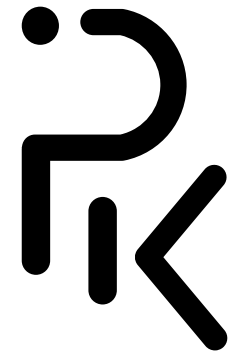
Logo concept

The Korpor logo was designed by integrating and transforming the letters of the name into a balanced geometric structure, with the aim of creating a unified, clear visual symbol that is adaptable for use across various digital and print media.



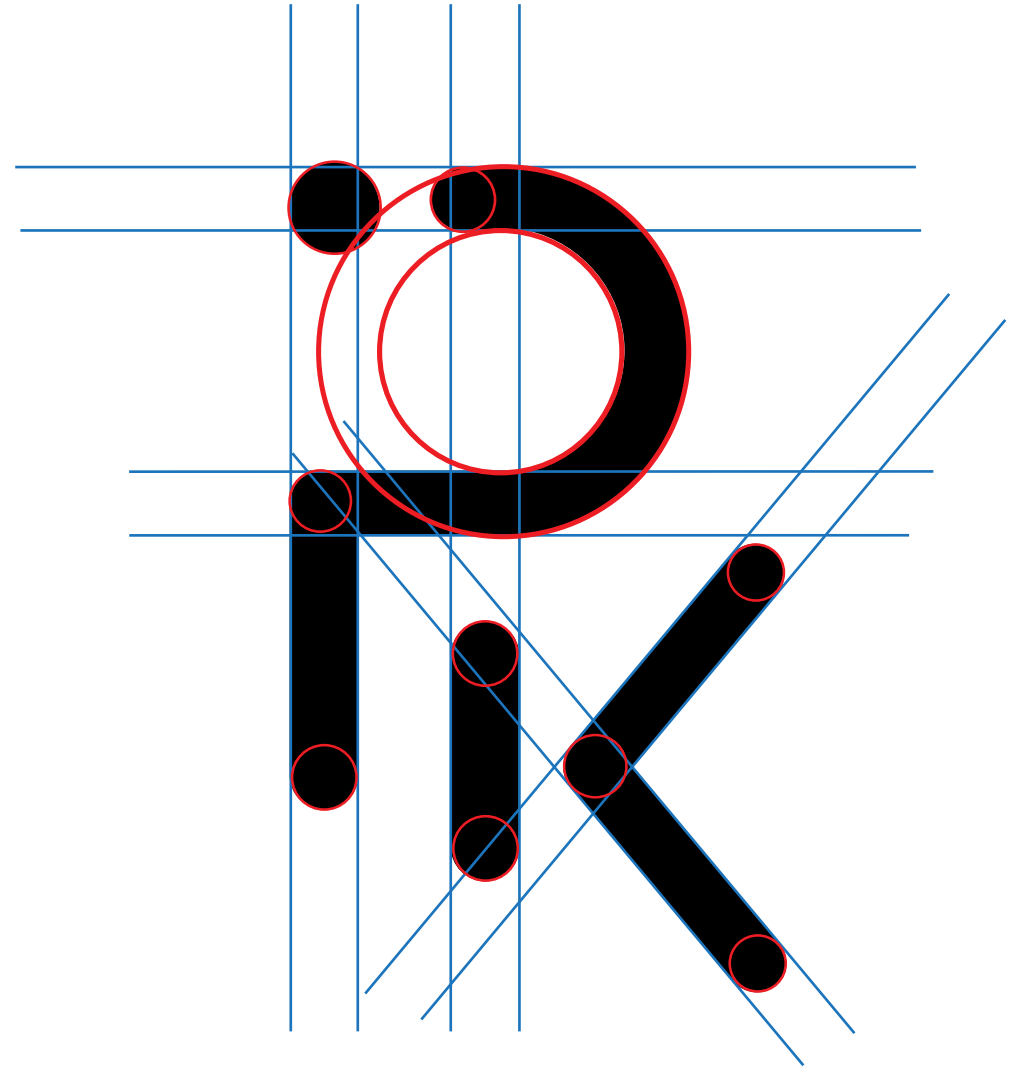
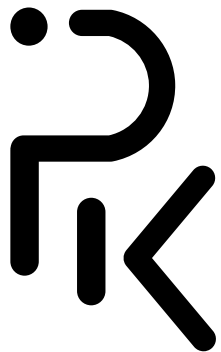
Logo design stages

Design explorations that contributed to the final logo



Logo structure based on geometric construction

The geometric construction of the logo reflects a design methodology based on precision and visual organization.



Final logo

Primary logo:

The main approved version used to represent the brand identity.



Abbreviated logos: For quick use and limited spaces.

Symbol logo:

Used as an icon or a supporting visual element.

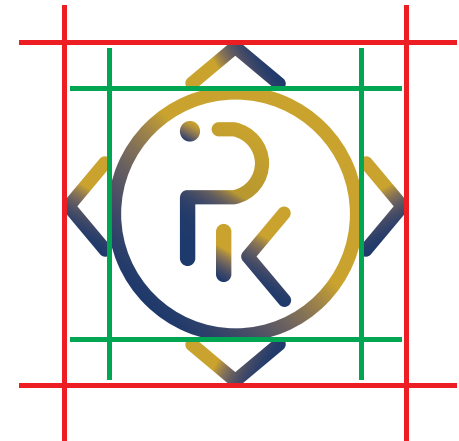
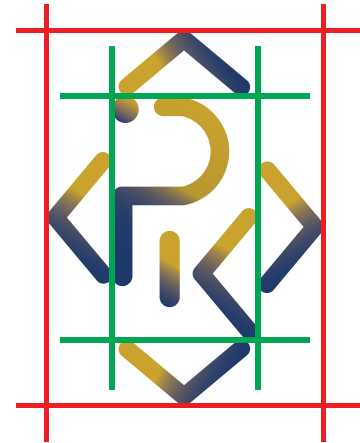


Stamped logo:

Suitable for stamps, products, and visual signatures.

Clear space

The clear space is defined using a measurement unit derived from the letter (K), and no visual or typographic elements may be placed within this area, in order to ensure the logo's clarity and proper usage.



Approved colors and their meanings

The logo colors were carefully selected to reflect the brand's values and visual identity.

RGB:201 163 45 HEX:#c9a32d

CMYK: 23% 33% 100% 1%

Creativity and innovation
success and ambition
Excellence and value

RGB:30 59 96 HEX:#1e3b60

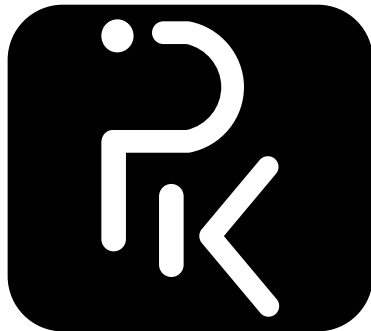
CMYK: 96% 80% 37% 27%

Trust and credibility – pro-
fessionalism and serious-
ness
Stability and security – in-
telligence and logic

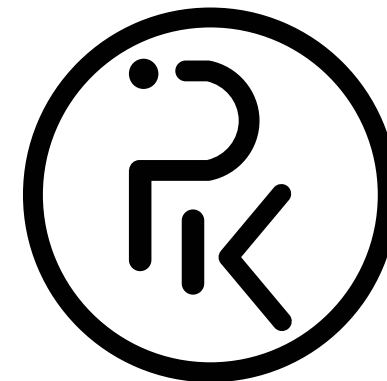
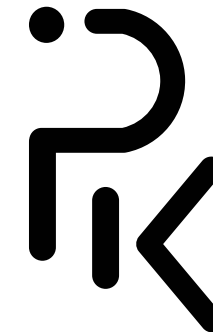
The combination of the two colors reflects professionalism and trust on one hand, and a touch of creativity and ambition on the other, expressing the quality of the digital solutions provided and reinforcing a balanced, stable user experience.

These versions are used in cases where the official brand colors cannot be applied.

Negative version



Black and white version



Monochrome logo version

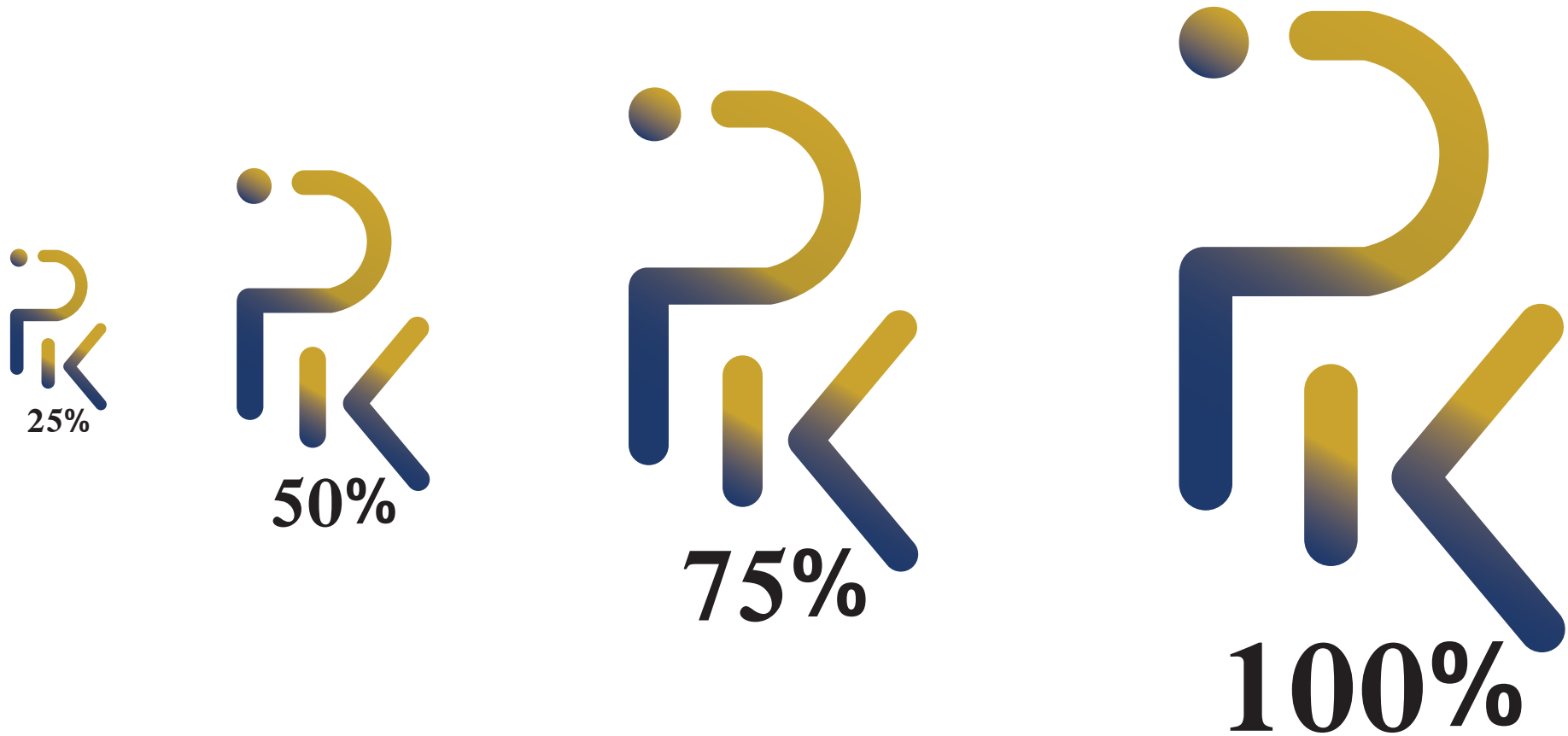
RIKORPOR



RIKORPOR



Different logo sizes



The logo remains legible and visually balanced regardless of its size, allowing it to be used across various digital and print media.

Applying the logo on different backgrounds

The logo featuring the yellow-to-blue gradient is adopted as the primary version of the brand identity and is used across all official applications whenever usage conditions allow. When the primary version cannot be applied, the white logo serves as the secondary alternative, due to its high compatibility with various backgrounds and its ability to preserve visual clarity. Other color versions are used according to context and technical constraints, while maintaining proper visual contrast.



It is prohibited to replace the gradient or white versions with other color variations without a clear technical or functional reason.

Prohibited uses

Basic prohibited uses

Logo distortion: stretching or compressing the logo horizontally or vertically is prohibited.

Rotating or flipping the logo is not allowed.

Separating the elements of the logo is prohibited.

Changing the approved logo colors defined in the visual identity is prohibited.

Adjusting color proportions is permitted when required.

Changing the typography:

Replacing the original logo typeface is prohibited.

Modifying the shape or proportions of the letters is not allowed.

Using any non-approved typeface within the logo is prohibited.

Additional prohibited uses

Placing the logo on unsuitable backgrounds:

Using the logo on low-contrast backgrounds is prohibited.

Using the logo over visually busy or cluttered images is not allowed.

Cropping or hiding parts of the logo:

Cropping any part of the logo is prohibited.

Hiding elements of the symbol or text is not allowed.

Using the logo as a decorative element:

Repeating the logo as a pattern is prohibited.

Using the logo as a background is not allowed.

These prohibitions are applied to preserve the integrity of the visual identity and ensure the correct and consistent use of the logo across all media.



Approved typography

Primary typeface

“Arial Rounded MT Bold”

This typeface is adopted as the primary font of the brand and is used in the logo and main headings, due to its modern character and high readability, which enhances the clarity and strength of the visual identity.

Used in:

- Logo

- Main headings

- Prominent subheadings

Secondary typeface

“Arial ”

This typeface is used as a secondary font complementing the visual identity. It is characterized by simplicity and clarity, making it suitable for long texts and functional content.

Used in:

- Body text

- Paragraphs

- Digital interfaces

Color palette

Primary approved colors

Used in:

Logo

White spaces

Text

Buttons

RGB:30 59 96

HEX:#1e3b60

CMYK: 96% 80% 37% 27%



RGB:201 163 45

HEX:#c9a32d

CMYK: 23% 33% 100% 1%



Secondary color

Used in:

Primary visual elements

Backgrounds

Buttons

RGB:143 166 190

HEX:#8FA6BE

CMYK: 46% 27% 15% 0%



Neutral colors

Used in:

Logo

Backgrounds

Icons

Highlighting elements

RGB:255 255 255

HEX:#FFFFFF

CMYK: 0% 0% 0% 0%



Color palette

RGB:30 59 96

HEX:#1e3b60

CMYK: 96% 80% 37% 27%

RGB:201 163 45

HEX:#c9a32d

CMYK: 23% 33% 100% 1%

RGB:143 166 190

HEX:#8FA6BE

CMYK: 46% 27% 15% 0%

RGB:0 0 0

HEX:#000000

CMYK: 100% 100% 100% 100%

RGB:255 255 255

HEX:#FFFFFF

CMYK: 0% 0% 0% 0%

Applying the logo across various media

Business card

The logo has been applied to a business card sized 55 mm × 85 mm, while respecting the brand's visual identity in terms of colors, typography, and spacing, to ensure clear information and easy readability for everyday professional use.



This size is considered a standard business card format, making it easy to handle and store.

Applying the logo across various media

Invoice

The logo has been applied to an official invoice template while respecting the brand's visual identity in terms of colors, typography, and overall layout, ensuring data clarity and readability, and reflecting the company's professional and corporate character.

 KORPOR SOFTWARE

Facture
N° KS- ____
____/____/____

DE
KORPOR SOFTWARE
CO8 La Marina Houmt Souk - Djerba
Menzel C, RDC Bloc C Ilôt S3, 4180
Médénine, Tunisie
MF: 1954066/FA/M/000

POUR
[NOM CLIENT]
[ADRESSE LIGNE 1]
[ADRESSE LIGNE 2]
[VILLE, PAYS]
[ID FISCAL CLIENT]

CONTRAT
[REF CONTRAT]

PÉRIODE
[DATE DEBUT] – [DATE FIN]

TRAVAILLÉ
[X] jours ([X]h)

CLIENT FINAL
[CLIENT FINAL]

DESCRIPTION	QTÉ	P.U.	MONTANT
[TITRE SERVICE]	[QTÉ]	[PRI X UNI T]	[MONTANT HT]
[DESCRIPTION SERVICE]			

Sous-total HT

[TOTAL HT DEVIS]

TVA 19%

[TVA DEVIS]

Timbre fiscal

1, 00 [DEVIS]

Total TTC

[TOTAL TTC DEVIS]

Arrêté à : [MONTANT EN LETTRES]

PAIEMENT

Mode

Délai

Échéance

Statut de facture

Virement

[X] jours

COORDONNÉES BANCAIRES

Titulaire

RIB

BIC

IBAN

Banque

KORPOR SOFTWARE

20 026 2622101169889 77

BTKOTNTT

TN59 20 026 2622101169889 77

BTB Banque Tuniso-Koweitienne

[DATE ECHEANCE]

[NOTE LÉGALE / FORMULE DE CALCUL] - TVA Code A - Catégorie M

KORPOR SOFTWARE - SARL - RNE B50414132025 - MF 1954066/FA/M/000

+216 58 613 572 - ahmedjazi41@gmail.com

This application helps enhance the brand's credibility and unify its image across administrative and financial communications.

Applying the logo across various media

Receipt

The logo has been applied to a receipt while respecting the brand's visual identity, ensuring the clarity of essential information and reflecting the company's professional and organized character.

 KORPOR SOFTWARE

Reçu

_____/____/____

N° KS - R - [ANNÉE] - [NUMERO]

ÉMIS PAR
KORPOR SOFTWARE
CO8 La Marina Houmt Souk - Djerba
Menzel C, RDC Bloc C Ilôt S3, 4180
Médénine, Tunisie

REÇU DE
[NOM CLIENT]
[ADRESSE LIGNE 1]
[ADRESSE LIGNE 2]
[VILLE, PAYS]

OBJET
[OBJET DU PAIEMENT]
RÉFÉRENCE FACTURE (SI APPLICABLE)

[ID FISCAL CLIENT]

[REF FACTURE]
Montant reçu TTC

[MONTANT TTC DEVIS]

Arrêté le présent reçu à la somme de : [MONTANT EN LETTRES]

DÉTAILS DU PAIEMENT
Mode
Date d'encaissement
Référence paiement

[ESPECES / VIREMENT / CHÈQUE]

[DATE ENCAISSEMENT]
[REF PAIEMENT]

KORPOR SOFTWARE - SARL - RNE B50414132025 - MF 1954066/FA/M/000
+216 58 613 572 - ahmedjaziri41@gmail.com

This application helps unify the company's image across various administrative documents.

Applying the logo across various media

Receipt

The logo has been applied to a quotation template while respecting the brand's visual identity in terms of colors, typography, and overall structure, ensuring clarity of the proposed services and reflecting professionalism in commercial dealings.

iKORPOR

Devis

N° DV: _____

Valable jusqu'au : _____

Statut du devis : _____

E
ORPOR

POUR
[NOM CLIENT]
[ADRESSE LIGNE 1]
[ADRESSE LIGNE 2]
[VILLE, PAYS]

[Nom de la Personne]
[EMAIL]

RÉFÉRENCE DU DEVIS [REF DEVIS]	DURÉE [Durée]	CHARGE [X jours]	P.U.	CLIENT Client
TITRE SERVICE] [DÉTAIL DES PRESTATIONS]		QTÉ [QTE]	[PRI X UNI T]	MONTANT [MONTANT HT]

Sous-total HT

TVA 19%

Timbre fiscal

Total TTC [TOTAL TTC DEVIS]
1, 00 [DEVIS]

Arrêté à : [MONTANT EN LETTRES]

[NOTE LÉGALE / FORMULE DE CALCUL] - TVA Code A - Catégorie M

This application contributes to unifying the company's image across all stages of commercial communication.

Applying the logo across various media

Internship certificate

The logo has been applied to an official internship certificate template while respecting the brand's visual identity in terms of colors, typography, and overall layout, ensuring data clarity and reflecting the company's professional and institutional character.

 KORPOR SOFTWARE

Attestation de stage

Je soussigné(e), **Ahmed JAZIRI**, CEO au sein de la société **KORPOR**, atteste par la présente que :

M./Mme : [Nom & Prénom du/de la stagiaire]
Né(e) le : [JJ/MM/AAAA] à : [Ville]
CIN / Passeport : [_____]
Établissement : [Nom de l'établissement]
Spécialité : [Spécialité]

a effectué un stage au sein de **KORPOR** du [Date début] au [Date fin],
au département [Département / Service],
en qualité de [Stagiaire / PFE / Stage d'initiation / Stage technicien / Stage ingénieur].

Durant cette période, le/la stagiaire a participé notamment à :

[Mission 1]
[Mission 2]
[Mission 3]

La présente attestation est délivrée à l'intéressé(e) pour servir et valoir ce que de droit.

Fait à [Ville], le [Date].



Sincerely,

Ahmed Jaziri
CEO

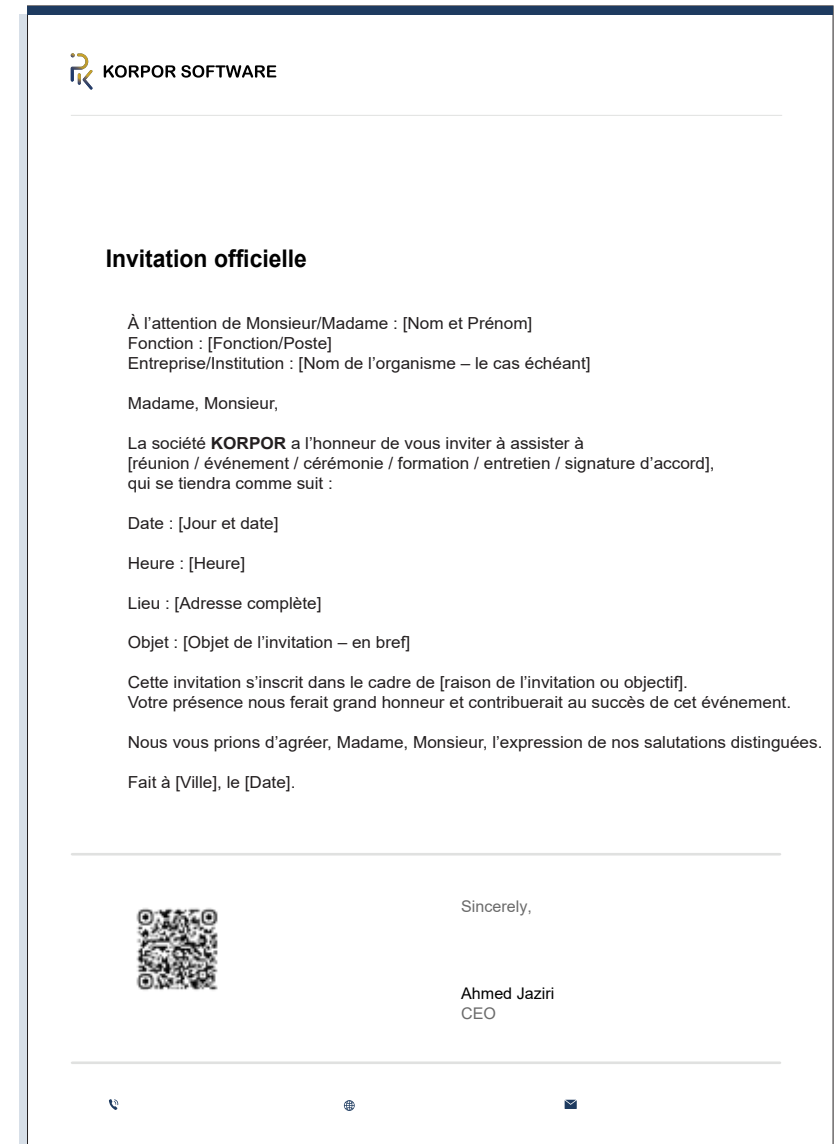


This application contributes to unifying the company's image across various official and administrative documents.

Applying the logo across various media

Official invitation

The logo has been applied to an official invitation template while respecting the brand's visual identity in terms of colors, typography, and overall layout, reflecting the company's corporate and professional character and enhancing the credibility of official communication.

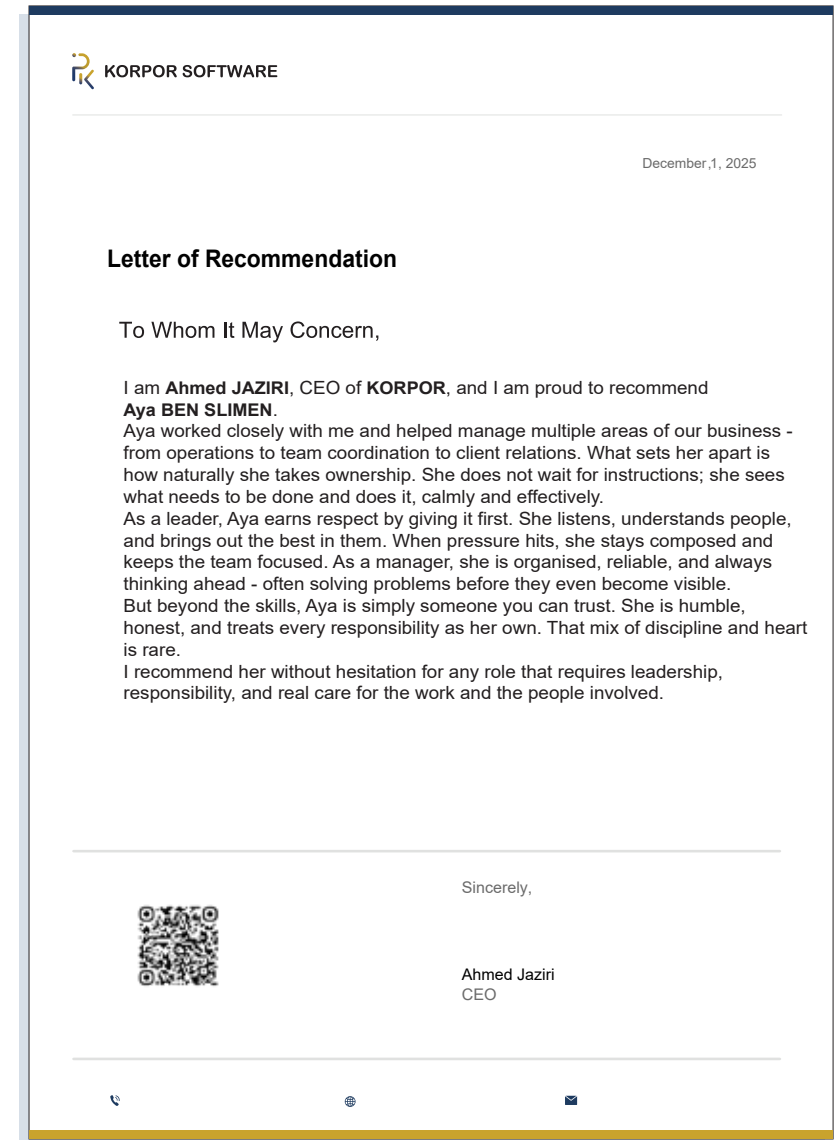


This application contributes to unifying the company's image across various official and administrative communication channels.

Applying the logo across various media

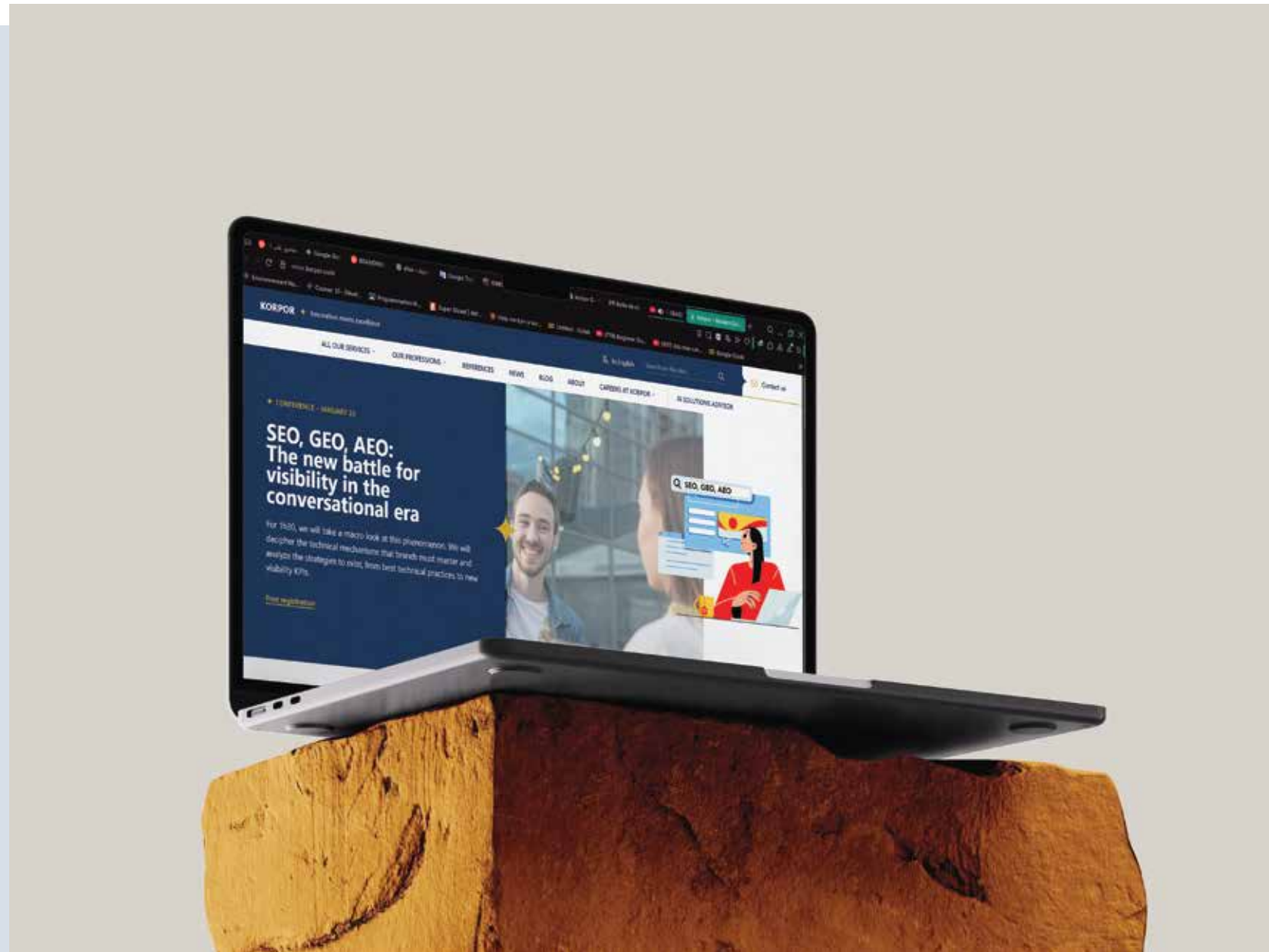
Letter of recommendation

The logo has been applied to an official letter of recommendation template while respecting the brand's visual identity in terms of colors, typography, and overall layout, reflecting the company's professional and institutional character and enhancing its credibility in official correspondence.



This application contributes to unifying the company's image and strengthening its credibility across various administrative and official documents.

Visual examples of brand application



Visual examples of brand application



Visual examples of brand application



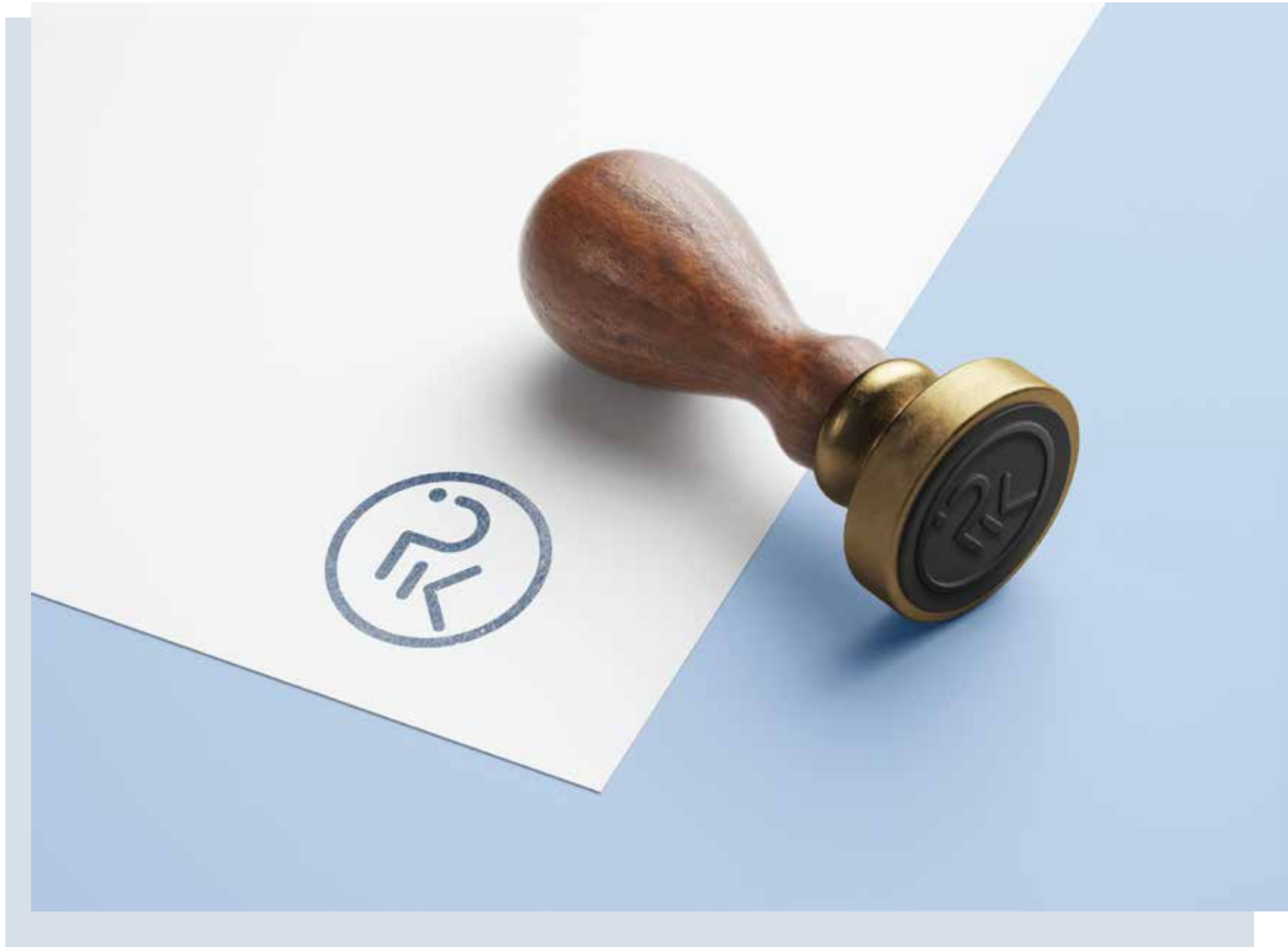
Visual examples of brand application



Visual examples of brand application



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Visual examples of brand application



Visual examples of brand application



Visual examples of brand application



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Visual examples of brand application



Visual examples of brand application

