




**FADRAS
GROUP**

[Visit Now](#)

 www.fadrasgroup.com

Contact with us:    



FADRAS GROUP

Fadras Group has been shaping the future of infrastructure in Saudi Arabia since 2005, earning a reputation as a trusted provider of cutting-edge road and building solutions. As the only local manufacturer of expansion joint systems in the Kingdom, we deliver precision-engineered products that meet international standards for quality, safety, and performance.

Our diverse portfolio includes smart traffic management systems, advanced safety and parking solutions, and regulatory enforcement technologies, all designed to enhance the efficiency and safety of urban infrastructure. With over 18 years of industry expertise, we remain committed to innovation, excellence, and sustainability, supporting Saudi Arabia's Vision 2030 through reliable solutions and enduring partnerships. At Fadras Group, we don't just build infrastructure, we build trust, resilience, and shape a more innovative tomorrow.



The Story Of The Logo

The Fadras Group logo is built on a modern geometric composition that combines fluidity with sharp edges, creating a balanced image that reflects both flexibility and strength. The visual symbol represents collaboration and connectivity between the different divisions of the group, while the turquoise green color conveys growth, sustainability, and vitality – embodying the company's drive for innovation and continuous development.

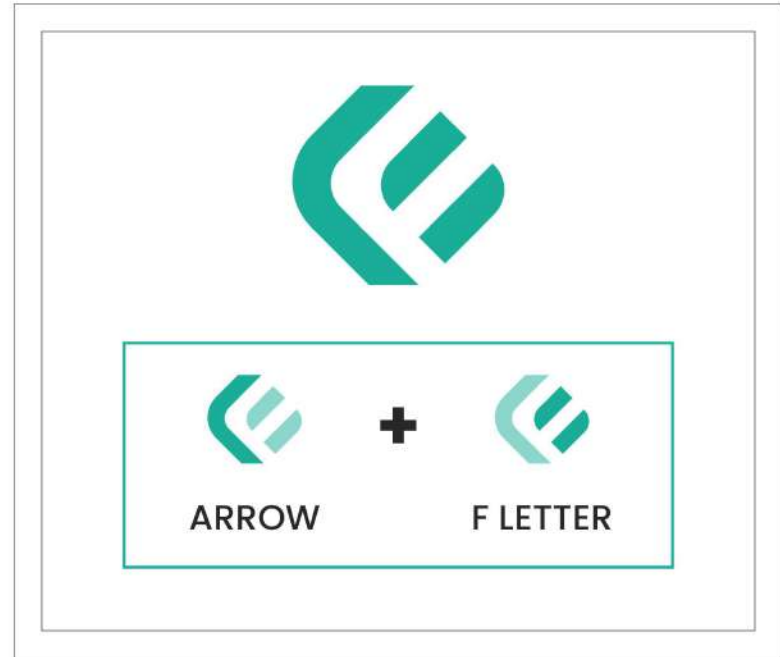
On the textual level, the word Fadras is highlighted in bold to emphasize stability and strength, while the word Group appears in a lighter weight to bring balance and clarity. This harmony between the contemporary symbol and the clean typography creates a distinctive visual identity that communicates professionalism and the group's ambition for greater expansion and leadership in the future.



Fadras Logo Concept

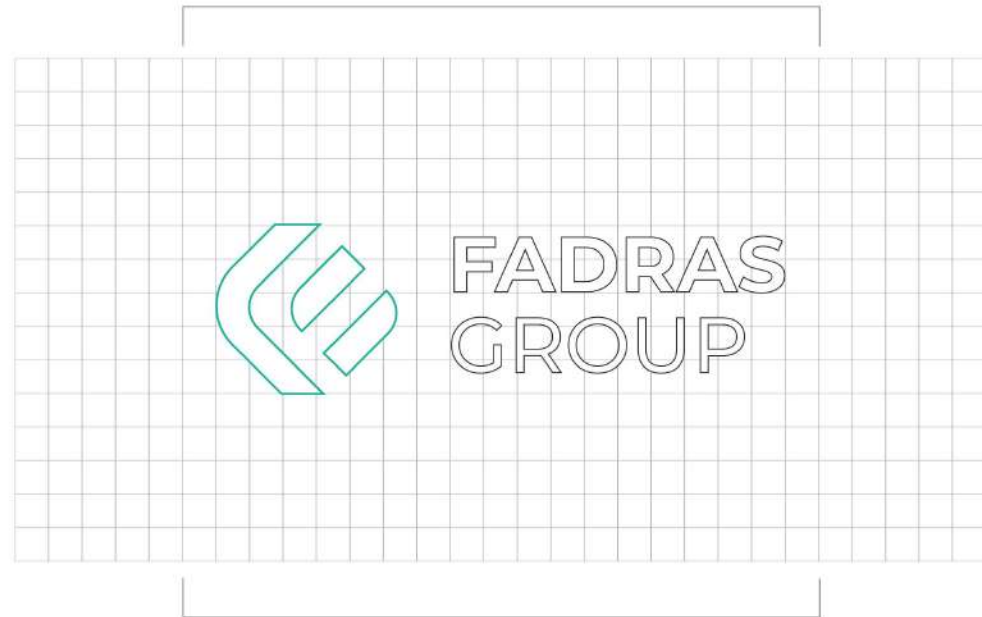
The Fadras Group logo is built on the integration of two key elements: the arrow and the letter F. The arrow symbolizes progress, forward movement, and continuous growth, reflecting the group's ambition to advance confidently toward the future. The letter F is not only a reference to the company's name, but also represents the identity of the founders, as all their names begin with the same letter. This gives the logo a personal and human dimension that highlights the spirit of family and unity.

By combining symbolic meaning with family heritage, the logo gains a deeper value – merging the idea of development and innovation with the strong foundation of belonging. The turquoise green color adds a sense of vitality and sustainability, while the simple geometric design conveys modernity and professionalism.



Logo Drawing

The logo design in visual identity is a fundamental and central step in building a brand's image, as it is the element that becomes ingrained in the audience's mind and grants the company distinction and visual continuity. A logo is not merely an aesthetic shape; rather, it is a visual translation of the organization's identity, mission, and values, designed carefully to reflect the brand's spirit in a simple and expressive manner. Through this visual symbol, a direct relationship with the audience is built, enhancing trust and belonging, and making the logo an inseparable part of the user's experience with the brand.



Colors Used

Black

Represents the solid foundation on which the group's identity is built. It is the color of strength, seriousness, and commitment. The choice of black reflects high professionalism and stability that distinguish the group's work, giving the logo a strong presence that conveys trust and authority in the industrial field.



Turquoise Green

A vibrant color symbolizing continuous growth, development, and innovation. It reflects a forward-looking mindset and the pursuit of expansion and leadership. Its presence in the logo balances the solidity represented by black with a modern, renewed spirit, embodying the group's ambition for a sophisticated, advanced industry.



Colored and Black & White Versions

Colored Version of the Logo

The colored version of the logo is used to enhance the brand presence and highlight its visual identity through its approved colors. It is best suited for digital and print applications that require strong visual communication, as the colors help reinforce visual messages and strengthen the overall impression.

Black and White Version of the Logo

The black and white version is used in situations that require design simplification, such as single-color printing or highly formal documents. Despite the absence of colors, this version maintains the logo's clarity and the effectiveness of its visual identity.



Fonts Used

Montserrat Bold

The Montserrat Bold font is characterized by its thickness and strength, making it the ideal choice for the word Fadras in the logo. This weight conveys seriousness, stability, and professionalism, giving the word a strong presence that captures attention at first glance.

Montserrat Medium

The Montserrat Medium font is used for the word Group to create visual balance alongside the main word and to complement the overall harmony of the logo. Compared to the Bold weight, it is lighter and more subtle, adding elegance and fluidity without compromising legibility.

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Logo Usage



Business Card

Front Side:

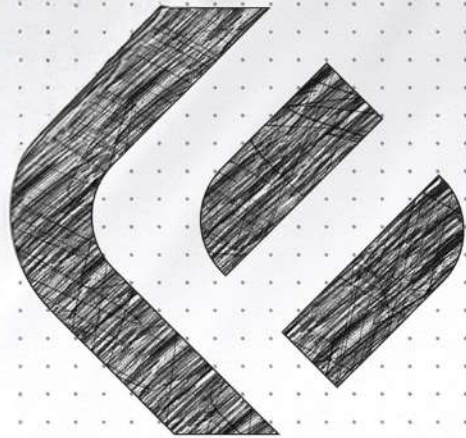
The business card design for Fadras Group is based on simplicity and clarity, with a stylish modern touch. The front side prominently showcases the company logo and its primary color, giving the card a strong visual presence and making the corporate identity distinctive and memorable.

Back Side:

The back side presents information in an organized manner, with contact details arranged alongside clear icons to ensure quick access. The inclusion of a QR code facilitates direct access to the company's digital platforms. With rounded edges and balanced elements, the card achieves a harmonious blend of visual appeal and functional practicality.



Logo Drawing



FADRAS
GROUP



Logo Design



**FADRAS
GROUP**



Corporate Identity



Business Card



Business Card



Uniform



Key Chains



Stickers



Cup



Stamp



Tote Bag



Shopping Bag



Shopping Bag



Fingerprint



Notebook



Desk Flags



Desk Flags



Cap



Car Wraps 01



Car Wraps 02



Succulent Plant



Pen



Brooch



Logo Design



Logo Design



**FADRAS
GROUP**



Logo Design



**FADRAS
GROUP**





**FADRAS
GROUP**

CONTACT US

We are always happy to hear from you and answer your inquiries.
Our team is ready to assist you promptly and professionally.

Al Safa – Eastern Ring Road, Riyadh
Kingdom of Saudi Arabia

 920020774

 www.fadrasgroup.com

 info@fadrasgroup.com

Contact with us:    