BRAND GUIDELINES · V1.0 · NOVEMBER 2026

Every riyal *matched*.

The canonical source for the Fourwall identity. Built so that any agency, studio, printer or partner can design something that looks and reads unmistakably Fourwall without asking us to review every pixel. Everything here is locked: the mark, the palette, the type, the words we use and the words we never use.



Audience	Status	Replaces	Parent
Teams, agencies and partners	Locked	Brand sheet v3, 2 November 2026	A member of Accord Partners

Fourwall | A MEMBER OF Accord Partners

كل ريال في مكانه.

Fourwall is a technology and management-advisory company. A member of Accord Partners.

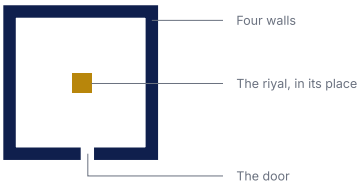
PART ONE

The idea

The words, the system and the discipline behind every Fourwall surface.

01 · BRAND IDEA

The four walls, and every riyal inside them.



Every restaurant is four walls. Inside them are the only numbers that matter to an owner: what came in, what went out, and what is left. Restaurant people have a word for the profit a single branch makes inside its own walls, before head office takes its share. They call it four-wall. That is our name.

Money leaves those walls through more doors than the front one. Delivery-app timeouts, duplicate orders, deductions that do not match the contract, invoices that arrive as phone photos and never get priced, a month-end that closes three weeks late. None of it is dramatic. All of it is riyals.

Fourwall puts AI agents inside the owner's own systems, every day, to follow every sale, payout, invoice and cost until it matches. Then it puts a senior advisor beside the owner to say what the numbers mean and what to do about them. Open, close, reprice, renegotiate.

Spec and rationale · 1 rules

THE IDEA IN ONE LINE

Every riyal matched.

For the finance lead: the agents do the matching. The team sees only the differences, approves, and closes faster.

For the owner: every branch judged as its own business, on real numbers, with an advisor behind every page.

For the brand: precision you can see. A square that closes. A riyal that lands in its place.

Spec and rationale · 1 rules

The mark tells the same story

an open square is the four walls with the door still open. The gold square inside is the riyal in its place. When the two sit together, the room is accounted for.

Every riyal *matched*.

كل ريال في مكانه.

02 · POSITIONING

What Fourwall is.

For restaurant groups in Saudi Arabia, Fourwall is the AI-powered technology and management-advisory firm that runs AI agents in the back office every day and puts senior advisors beside the owner, so every riyal is matched and every decision is made on real numbers. A member of Accord Partners.

20
AI agents, each with one mandate

56
reports, controls and checks

7
days to a running rhythm

8
live dashboards

Category line

An AI-powered technology and management-advisory firm for restaurant groups in Saudi Arabia.

Arabic category line

شركة تقنية واستشارات للإدارة العليا تعمل بالذكاء الاصطناعي لمجموعات المطاعم في السعودية.

Who we are for

The owner.

Runs two to fifty branches, usually more than one brand, usually more than one city. Decides on new branches, menu prices, leases, suppliers and people. Asks four questions: Will I make payroll, rent and VAT? Which branch, brand and channel make money? Are food and labour under control? Should I open, close, reprice or renegotiate? Reads in Arabic and English, on a phone, between services.

The finance lead.

One person, sometimes two, carrying all of finance for the group. Spends the month matching five systems by hand, chasing invoices on WhatsApp, and finding delivery-app money after the claim window has closed. Wants fewer exceptions, a shorter close and an approval trail that holds up. Approves everything. Posts everything. Stays in control.

The reader we also write for:

the owner's accountant and auditor, the bank, the investor and the partner. They never see a Fourwall number that is not the client's own approved data.

The promise

Every sale, payout, invoice and cost matched daily by AI agents, inside your own systems, for your team's approval. Senior advice for the owner on what to do next. Daily, not quarterly. In Arabic and English.

The two pillars

Fourwall Operations.

AI agents in your back office, every day. Twelve agents match, draft, calculate and prepare: daily match, invoice to entry, faster close, app leakage, cost and consumption, compliance calendar, books health, process rulebook. Your team approves; nothing posts without them.

Arabic: **Fourwall للعمليات**. وكلاء ذكاء اصطناعي يشتغلون مع فريقك المالي، كل يوم. فريقك يعتمد، ولا شيء يُرحّل بدونه.

Fourwall Advisory.

Senior advice for the owner. Eight agents and the advisors behind them: cash forecast and the low point ahead, results by branch, channel and menu, market and competitor intelligence, the big calls on branches, prices, leases and suppliers.

Arabic: **Fourwall للاستشارات**. استشارات خبراء لصاحب المطعم: السيولة، نتائج الفروع والقنوات والمنيو، معلومات السوق، والقرارات الكبيرة.

Spec and rationale · 4 rules

Proof points

- 20 AI agents, each with one mandate
- 56 reports, controls and checks, each with a cadence, an owner and a source
- 7 days to a running rhythm
- 8 live dashboards, for the team and the owner

What we are not

Fourwall is not an accounting firm, an audit firm or a tax agent. The technology does the matching, drafting and posting the client approves. Licensed work stays with licensed firms.

How Fourwall sounds.

Write like a senior advisor who checked the numbers this morning and has ten minutes with the owner.

Exact

Numbers, names, dates, sources. We say which branch, which app, how many riyals.

~~Adjectives doing the work of figures. "Significant savings."~~

Plain

Short sentences. Restaurant words, not finance-textbook words. The owner should never need a glossary.

~~Jargon, acronyms without a gloss, consultant throat-clearing.~~

Daily

We write like someone who checked the numbers this morning. Present tense. Today, not someday.

~~"Transforming the future of restaurant finance."~~

Senior

Calm, direct, an opinion behind every paragraph. We tell the owner what we would do.

~~Hedging, hype, exclamation marks, "we are excited to announce".~~

Spec and rationale · 1 rules

Four traits. Four walls. Everything we write should pass all four.

House rules

1. Lead with the most important sentence. Always.
2. One idea per paragraph.
3. Numbers beat adjectives. Cite the source whenever a number is in the room.
4. Active voice. Name the actor: the agents, your team, our advisors.
5. No em dashes anywhere. Use a comma, a colon or a full stop.
6. Cut "very", "really", "actually", "just", "seamless", "leverage", "empower", "unlock", "journey", "solution" on the first edit.
7. Say "riyals", "SAR" in tables. Never "$" as a stand-in.
8. Lists of three or more parallel items become bullets.
9. The approval line travels with every capability claim: "for your team's approval", "nothing posts without them".
10. Never promise an outcome we cannot evidence. "Claims filed inside the window" is a fact of the workflow; "guaranteed recovery" is not.

House rules

1. مخاطبة المالك بصيغة المفرد: أنظمتك، فريقك، اعتمادك.
2. فصحى واضحة بنَفَس سعودي: فريقك، الفروع، المنيو، الكاش، الإقفال، تطبيقات التوصيل.
3. لا شرطات طويلة. الفاصلة أو النقطة أو النقطتان.
4. الأرقام بالأرقام الغربية (0-9) دائمًا. العملة: ر.س بعد الرقم في الجداول، وريال في النص.
5. «يطابق» لا «يراجع» ولا «يدقق». «الفحص» لا «المراجعة» عندما يكون الفاعل برنامجًا.
6. الفعل المحاسبي فاعله دائمًا الوكلاء أو فريق العميل، لا Fourwall كشركة: «الوكلاء يطابقون»، «فريقك يعتمد».
7. اللهجة مسموحة فقط في الاقتباسات المنسوبة لأصحاب المطاعم، لا في صوت Fourwall.
8. الاسم Fourwall يبقى باللاتينية دائمًا، ويُعامل كاسم مذكر: «Fourwall يعطيك الاثنين».

We say / We don't say

We say	We don't say	Why
"The agents matched 1,214 orders this morning. Six need you."	"Our AI seamlessly reconciles your transactions."	A number and a next step beat an adverb. "Reconciles" also puts the firm in the accountant's chair.
"Jahez deducted 2.1% more than the contract allows. Claim-ready evidence attached."	"We maximise your delivery revenue."	The first is evidence. The second is a slogan.
"Your team closes in 5 to 7 working days."	"We close your books in a week."	The client's team is the actor. Always.
"Branch 4 is below break-even for the third month. Here is what we would do."	"Branch 4 shows concerning trends that may warrant attention."	Senior people have an opinion.
"Book a Data & Close Diagnostic."	"Get in touch to learn more about our solutions!"	One action, named. No exclamation marks.
"Advisors who know restaurants."	"World-class, best-in-class experts."	Specific beats superlative.
"Daily, not quarterly."	"Real-time financial reporting."	Daily is true and plain. "Financial reporting" implies prepared statements.

We say / We don't say

نقول	لا نقول	لماذا
«الوكلاء طابقوا 1,214 طلبًا هذا الصباح. ستة تحتاج قرارك.»	«الذكاء الاصطناعي يسوّي حساباتك بسلاسة.»	رقم وخطوة تالية، لا صفات. «يسوّي» فعل محاسبي ينسب الخدمة لنا.
«فريقك يقفل الشهر في 5 إلى 7 أيام عمل.»	«نقفل دفاتركم في أسبوع.»	الفاعل فريق العميل دائمًا.
«الفرع 4 تحت نقطة التعادل للشهر الثالث. هذا ما نقترحه.»	«الفرع 4 يُظهر مؤشرات تستدعي الانتباه.»	المستشار له رأي.
«احجز تشخيص البيانات والإقفال.»	«تواصل معنا لمعرفة المزيد عن حلولنا!»	إجراء واحد باسمه. لا تعجّب.
«مستشارون يعرفون المطاعم.»	«نخبة من الخبراء العالميين.»	التحديد أقوى من المبالغة.
«يوميًا، لا كل ربع سنة.»	«تقارير مالية لحظية.»	«تقارير مالية» توحي بقوائم مالية معدّة.

Example rewrites

Before
"Fourwall is a cutting-edge AI platform that empowers restaurant businesses to unlock financial clarity through intelligent automation."

After
"Fourwall puts AI agents in your back office. They match every sale, payout and invoice daily, for your team's approval. Advisors tell you what to do next."

Before
"We reconcile your bank, POS and delivery-app accounts and prepare your month-end financials."

After
"The agents match POS, cash, card, delivery-app and bank data every morning. Your team sees only the differences, approves, and closes faster."

Before
"Our advisory team delivers strategic insights for growth."

After
"Senior advisors on the big calls: new branches, menu prices, leases and suppliers."

Before
«نحن نتولى محاسبة مطاعمكم بالكامل بتقنيات الذكاء الاصطناعي.»

After
«وكلاء الذكاء الاصطناعي يطابقون المبيعات والتحويلات والفواتير كل يوم، وفريقك يعتمد. ولا شيء يُرحّل بدونه.»

Website and deck

Senior, plain, assured

"Every branch judged as its own business."

Morning message to the owner

Three lines, no greeting padding

"Sales 4% above last year. Cash 11 days. Two red flags, both in Branch 2."

Exception queue

Instructional, neutral

"Payout differs from statement by SAR 312. Approve, split or hold."

Legal footer

Flat, complete, unchanged

See section 15.

WhatsApp or email to a prospect

Warm, short, one ask

"Worth 30 minutes: we show what the agents find in your own data. Which week suits?"

04 · MESSAGING

What we say, in order.

The hierarchy

1. **Tagline:** Every riyal matched.

كل ريال في مكانه.

2. **Headline:** Advisory for restaurant groups, powered by AI agents.

3. **Category line:** An AI-powered technology and management-advisory firm for restaurant groups in Saudi Arabia.

4. **The two pillars:** Fourwall Operations: AI agents in your back office, every day. Fourwall Advisory: Senior advice for the owner.

5. **The guardrail line (travels with every capability claim):** Your team approves. Nothing posts without them.
فريقك يعتمد، ولا شيء يُرحّل بدونه.

6. **Proof strip:** 20 AI agents · 56 reports, controls and checks · 7 days to a running rhythm.

7. **Call to action:** Book a Data & Close Diagnostic.
احجز تشخيص البيانات والإقفال.

8. **Endorsement:** A member of Accord Partners.
عضو في Accord Partners.

Alternate headlines

The AI-powered advisory firm for restaurant groups.

Senior advice for restaurant owners, powered by AI agents.

Run every branch on the numbers, with agents that never stop counting.

Your finance team, closing faster. /
فريقك المالي، يُقفل أسرع.

Spec and rationale · 5 rules

Tagline usage

- Always with the full stop. "Every riyal matched." is a sentence, not a label.
- Set in Newsreader when it appears as a display line; Inter when inline.
- The display variant "Every riyal matched." with the last word in Newsreader italic, gold, is permitted on covers and hero surfaces only. Never italicise or colour the whole line.
- Arabic: «
كل ريال في مكانه.»
Set in Noto Naskh Arabic for display, IBM Plex Sans Arabic inline. Never transliterate, never mix the two languages on one line.
- Social alternatives (ads and WhatsApp only, never on the site or in documents): «
كل ريال له حساب.»
and «
ولا ريال ضايع.»

One-liner

Fourwall puts AI agents in a restaurant group's back office and a senior advisor beside the owner, so every riyal is matched and every decision is made on real numbers.

One-liner

Fourwall يضع وكلاء ذكاء اصطناعي مع الفريق المالي لمجموعة المطاعم ومستشارًا خبيرًا بجانب المالك، فيكون كل ريال في مكانه وكل قرار مبنيًا على أرقام حقيقية.

25 words

Fourwall is an AI-powered technology and management-advisory firm for restaurant groups in Saudi Arabia. Agents match every sale, payout and cost daily. Advisors tell owners what to do.

25 words

Fourwall شركة تقنية واستشارات للإدارة العليا تعمل بالذكاء الاصطناعي لمجموعات المطاعم في السعودية. وكلاؤنا يطابقون كل عملية بيع وتحويل وتكلفة يوميًا، ومستشارونا يقولون للمالك ماذا يفعل.

50 words

Fourwall is an AI-powered technology and management-advisory firm for restaurant groups in Saudi Arabia. Twenty AI agents work inside the client's own POS, accounting software and delivery apps, matching every sale, payout, invoice and cost daily for the team's approval. Senior advisors tell owners what to open, close, reprice or renegotiate. A member of Accord Partners.

50 words

Fourwall شركة تقنية واستشارات للإدارة العليا تعمل بالذكاء الاصطناعي لمجموعات المطاعم في السعودية. عشرون وكيل ذكاء اصطناعي يعملون داخل أنظمة العميل نفسها: نقاط البيع وبرنامج المحاسبة وتطبيقات التوصيل، ويطابقون كل عملية بيع وتحويل وفاتورة وتكلفة يوميًا لاعتماد الفريق. ومستشارون خبراء يقولون للمالك ماذا يفتح ويقفل ويسعّر ويفاوض. عضو في Accord Partners.

100 words

Fourwall is an AI-powered technology and management-advisory firm for restaurant groups in Saudi Arabia. It has two pillars. Fourwall Operations puts twelve AI agents in the back office, every day: they match POS, cash, card, delivery-app and bank data each morning, read invoices and draft entries, prepare the month-end and recompute every app commission from its contract. The client's team approves; nothing posts without them. Fourwall Advisory gives the owner senior advice: a 26-week cash forecast, every branch judged as its own business, market and competitor intelligence, and advisors on the big calls. Daily, not quarterly. In Arabic and English. A member of Accord Partners.

100 words

Fourwall شركة تقنية واستشارات للإدارة العليا تعمل بالذكاء الاصطناعي لمجموعات المطاعم في السعودية، بركيزتين. Fourwall للعمليات: اثنا عشر وكيل ذكاء اصطناعي يشتغلون مع فريقك المالي كل يوم؛ يطابقون نقاط البيع والكاش والبطاقات وتطبيقات التوصيل والبنك كل صباح، ويقرؤون الفواتير ويجهّزون القيود، ويحضّرون الإقفال، ويحسبون عمولة كل تطبيق من جديد حسب عقده. فريقك يعتمد، ولا شيء يُرحّل بدونه. Fourwall للاستشارات: استشارات خبراء لصاحب المطعم؛ توقّع السيولة لستة وعشرين أسبوعًا، كل فرع يُحكم عليه كعمل مستقل، معلومات السوق والمنافسين، ومستشارون على القرارات الكبيرة. يوميًا، لا كل ربع سنة. بالعربية والإنجليزية. عضو في Accord Partners.

Spec and rationale · 2 rules

Email and WhatsApp one-liner

Quick note: Fourwall is technology your team uses and approves. You keep full control of your books; we do not act as accountants or tax agents.

Email and WhatsApp one-liner

ملاحظة سريعة: Fourwall تقنية يستخدمها فريقك ويعتمدها. الدفاتر تبقى تحت سيطرتك الكاملة، ولا نعمل كمحاسبين أو وكلاء ضريبيين.

The names, and the words around them.

Fourwall

~~FourWall~~ ~~Four Wall~~ ~~4wall~~ ~~FOURWALL~~

Spec and rationale · 5 rules

The company name

- **Fourwall.** One word, capital F, lower-case w. Always Latin script, in every language, including Arabic running text.
- Never: FourWall, Four Wall, Four-Wall, 4wall, FOURWALL in running text (all-caps is permitted only as a typographic treatment of the wordmark in uppercase eyebrows, never as the name).
- Legal entity names appear only in contracts and the legal footer when required; the brand name is always Fourwall.
- Domain: fourwall.app. Arabic site: fourwall.app/ar/. Brand site: brand.fourwall.app. Write domains in lower case without "https://" in prose.
- In Arabic running text, Fourwall is a masculine singular noun: «Fourwall يعطيك الاثنين».

Phrase checker

Paste a sentence or a paragraph

Nothing flagged. Read it aloud once more.

A checker is not counsel. See legal-lingo.md.

Fourwall Operations

Fourwall للعمليات

Operations

"Ops", "Fourwall Insights", «

عمليات

Fourwall», «

فوروول للعمليات»

Fourwall Advisory

Fourwall للاستشارات

Advisory

"Insights", "Consulting", «

استشارات

Fourwall»

Spec and rationale · 1 rules

The pillars

Pillar names are set in Inter 600, same colour as the surrounding text, never as a lockup with the logo and never as their own logos. In navigation and footers the pillar column is headed "Pillars" in English and « الخدمات» in Arabic.

B	**Operations** وكيل تسجيل العمليات	Bookkeeping Agent	Records sales, purchases and expenses for approval
A	**Operations** وكيل القيود المحاسبية	Accounting Agent	Prepares accruals and month-end entries for approval
R	**Operations** وكيل المطابقة	Reconciliation Agent	Matches POS, cash, card, apps and bank every morning
IC	**Operations** وكيل التقاط الفواتير	Invoice Capture Agent	Reads invoice photos and drafts entries for approval
P	**Operations** وكيل مستحقات المورّدين	Payables Agent	Prepares the supplier payment run; your team pays
C	**Operations** وكيل التحصيل	Collections Agent	Chases app payouts and catering receivables
AS	**Operations** وكيل تسويات التطبيقات	App Settlement Agent	Checks every delivery-app statement against its contract
C	**Operations** وكيل الإقفال	Close Agent	Runs the month-end checklist and exception queue

IR	Operations	وكيل المخزون والوصفات	Inventory & Recipe Agent Count forms, recipe cost, theoretical vs actual
LC	Operations	وكيل تكلفة العمالة	Labour Cost Agent Full KSA labour cost and sales per labour hour
CC	Operations	وكيل تقويم الالتزامات	Compliance Calendar Agent Deadlines, e-invoicing exceptions, VAT-ready data
LQ	Operations	وكيل جودة الدفاتر	Ledger Quality Agent Data-quality checks and an AI review of the ledger
CF	Advisory	وكيل توقّع السيولة	Cash Forecasting Agent 26-week forecast, low point and scenarios
MR	Advisory	وكيل التقارير الإدارية	Management Reporting Agent Morning message, weekly pack, monthly review
BP	Advisory	وكيل أداء الفروع	Branch Performance Agent Four-wall profit, break-even, branch risk
F	Advisory	وكيل التخطيط والتحليل المالي	FP&A Agent Budget, reforecast and board pack
MP	Advisory	وكيل المنيو والتسعير	Menu & Pricing Agent Menu engineering and channel price checks
SP	Advisory	وكيل أسعار المورّدين	Supplier Price Agent Price movement on every repeat item
MI	Advisory	وكيل معلومات السوق	Market Intelligence Agent Competitors, platforms and SAMA benchmark
GC	Advisory	وكيل دراسات التوسع	Growth Case Agent New-branch, capex and exit cases

Spec and rationale · 8 rules

The agents

- Pattern: [Function] Agent. Title case. Singular. "Reconciliation Agent", never "Reconciliation AI", "Recon bot" or "the Reconciler".
- Arabic pattern:

  وكيل

  + the function in the construct state: «

  وكيل المطابقة».
- Collective: "the agents", "twenty AI agents", "the Fourwall bench". Never "robots", "bots", "digital employees", "virtual accountants".
- Each agent has one mandate line, written with the agent or the client's team as the actor and the approval visible.

Modules, reports and dashboards

- Operations modules (eight, title case, no "module" suffix in headlines): Daily Match, Invoice to Entry, Faster Close, App Leakage, Cost & Consumption, Compliance Calendar, Books Health, Process Rulebook.
- Reports: Morning message, Daily flash (AR:

  ملخص اليوم

  ), Owner pack (AR:

  ملف المالك الأسبوعي

  ), Owner review, Board pack, Competitor index, Supplier price review, Market benchmark. Sentence case after the first word.
- Dashboards (eight): Liquidity and funding, Revenue assurance, Profitability, Branches, Tax and compliance, Books and controls, Planning and market, Reports.
- Engagement names: Data & Close Diagnostic (always with the ampersand and both capitals), AI agents, monthly; Advisory retainer (AR:

  عقد الاستشارات الشهري).

AI agents, the agents — وكلاء الذكاء الاصطناعي

~~AI accountant, virtual bookkeeper, bots~~ — ~~محاسب ذكي، بوت~~

Why

Licensed title

match, matched, matching — يطابق، مطابقة

~~reconcile (as something Fourwall does)~~ — ~~تسوّي التسويات~~

Why

Accounting verb with the firm as actor

drafts entries for approval; posts once approved — يجهّز القيود للاعتماد؛ يُرحّل بعد الاعتماد

~~we post your entries~~ — ~~نقيّد القيود عنكم~~

Why

Actor must be the software or the team

your team closes faster — فريقك يقفل أسرع

~~we close your books~~ — ~~نقفل دفاتركم~~

Why

Same

AI review of the ledger (software is the actor) — فحص بالذكاء الاصطناعي لدفتر الأستاذ

~~our review, review engagement, assurance~~ — ~~مراجعة، تدقيق، تأكيد~~

Why

Statutory audit words

senior advice, management advisory, advisors	استشارات خبراء، استشارات للإدارة العليا، المستشارون
~~accounting advice, tax advice, CFO services, outsourced finance~~	~~استشارات محاسبية، استشارات ضريبية، قسم محاسبة خارجي~~

Why

Licensed scope

finance lead	المسؤول المالي
~~our CFO on your team, dedicated accountant~~	~~موظف مالي مخصص من طرفنا~~

Why

Embedded staff

VAT-ready data for your accountant	بيانات جاهزة للضريبة لمحاسبك
~~we file your VAT, ZATCA-compliant~~	~~نقدّم إقراراتكم، متوافق مع هيئة الزكاة~~

Why

Tax-agent work, certification

revenue assurance (module name), revenue leakage	حماية الإيرادات، التسرّب
~~assurance services~~	~~خدمات تأكيد~~

Why

Assurance engagement language

full activity log, approval trail	سجل كامل لكل إجراء
~~audit-proof, certified~~	~~محصّن ضد المراجعة، معتمد~~

Why

Assurance outcome

results by branch from your approved data	نتائج الفروع من بياناتك المعتمدة
~~P&L, financial statements, prepared financials~~	~~قائمة أرباح وخسائر، قوائم مالية~~

Why

Prepared statements

daily operational dashboards	لوحات تشغيلية يومية
~~real-time financial reporting~~	~~تقارير مالية لحظية~~

Why

Same

the hire you were planning	الموظف الذي كنت تنوي توظيفه
~~replaces your bookkeeper~~	~~استغنوا عن المحاسبين~~

Why

Replacement admits the function

claims filed inside the window (the agent files; your team approves)	المطالبات تُقدَّم داخل المهلة باعتمادك
~~we chase claims on your behalf~~	~~بالنيابة عنكم~~

Why

Agency language

connects to your POS, accounting software and delivery apps	يرتبط بأنظمتك الحالية
~~we operate your systems~~	~~نشغّل أنظمتكم~~

Why

Control of client systems

technology and management-advisory company	شركة تقنية واستشارات للإدارة العليا
~~accounting firm, fintech, consultancy (alone)~~	~~مكتب محاسبة، شركة استشارات محاسبية~~

Why

Category

Spec and rationale · 7 rules

Licence-safe vocabulary

The rule, in one line: technology that performs matching, drafting, posting, receivables chasing and claims filing is fine when it is presented as a capability the client uses and approves. Never present Fourwall as a licensed accounting, audit, tax or zakat provider, never use assurance or "review" wording for our own work, never claim compliance certification, and never give Fourwall people licensed professional titles. (CEO rule, 4 November 2026. Full guide: legal-lingo.md.)

Words we keep plain

- "riyal" and "SAR", never "SR" or "﷼" in running text. Tables and figures: SAR 128,640 (EN), 128,640 ر.س (AR).
- "delivery apps", never the apps' names unless the context names them (Jahez, HungerStation, Keeta, ToYou are fine where factual).
- "POS", "VAT", "GOSI", "ZATCA", "SAMA" are known to every reader; no expansion needed in English. In Arabic: نقاط البيع، ضريبة القيمة المضافة (long form once per page, then الضريبة), التأمينات، هيئة الزكاة والضريبة والجمارك، ساما.
- "month-end", "close", "the close". Never "period-end procedures".
- "branch" (فرع), never "outlet", "unit", "location" in owner-facing copy.
- "menu" (المنيو), "food cost" (تكلفة الأكل), "prime cost" (التكلفة الأساسية، أكل وعمالة), "four-wall profit" (ربح الفرع الصافي قبل مصاريف المركز الرئيسي , glossed once per document).

PART TWO

The system

The words, the system and the discipline behind every Fourwall surface.

06 · LOGO

The door, and the riyal in its place.

Fourwall | A MEMBER OF Accord Partners

Spec and rationale · 2 rules

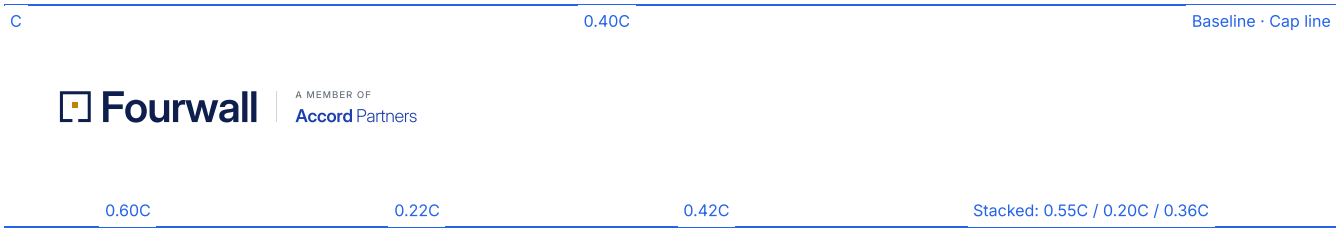
Concept

The Fourwall mark is a door: a square drawn with four walls, the bottom wall open at the centre where the door would be. Inside sits a small gold square, set a touch above the geometric centre so it reads as the one thing in the room that matters. Four walls, one riyal, in its place. The wordmark is "Fourwall" in Inter 600 with tight tracking, so the name sits with the same weight and quiet as the mark.

The mark is drawn, not typed. It is geometric, square-cornered and built on a 32-unit grid. It never rotates, never gains a radius, never gains a gradient, and never closes the door.

Right-click any logo to copy its SVG.

Construction inspector



Spec and rationale · 17 rules

Construction

The master is built from vector outlines, not live text: the wordmark is Inter 600 converted to paths, tracked at −0.022em; the symbol is drawn at 3.6066× its 32-unit grid so that its height equals C. construction.svg shows the grid, the C unit, the 0.40C gap and the baseline. Rebuild only from these outlines; never retype.

The endorsement system

Fourwall is a member of Accord Partners. The endorsement says so, once, in a fixed proportion to the Fourwall master. C is the cap height of the Fourwall wordmark.

- Symbol: height C, baseline to cap line; gap to wordmark 0.40C.
- Divider: a vertical rule, height C, width 0.02C, colour Border #E5E7EB (or white at 35% on navy); gap 0.60C on each side.
- Endorsement label: "A MEMBER OF" in Inter 500, caps, tracking +0.14em, Secondary #6B7280 (or white at 70% on navy); cap height 0.22C; top aligned to the master cap line.
- Parent: the Accord Partners wordmark only, no Accord icon, cap height 0.42C, sitting on the master baseline, in its own colours ("Accord" #1E40AF 600, "Partners" #1E40AF 300; white 600/300 when reversed).
- The left edges of the label and the Accord wordmark are optically aligned (first-glyph side bearing removed).
- Hierarchy: the endorsement block never exceeds about 45% of the master's visual weight; the label is always smaller than the parent wordmark.
- Stacked: a rule 0.55C below the baseline spanning the wordmark's width; beneath it, one row of label (cap 0.20C) and Accord wordmark (cap 0.36C) on a shared baseline, centred, scaled down until it fits inside the wordmark width.
- Below 160 px wide, the endorsement is dropped and Fourwall stands alone. The membership is then stated in words nearby if the surface allows.
- The Accord icon never appears next to the small label. Icons beside a small label clash.
- Reference implementation: ref/endorsed-lockup-proportions.md and ref/Fourwall-Lockup-System-v3c.png.

Anatomy

- Frame: a square from (5,5) to (27,27), 22 units a side, stroke 2.4 units, square caps.
- Door: the bottom wall is open between x = 12.5 and x = 19.5, a 7-unit opening centred on the frame.
- Riyal: a 4 × 4 gold square at (14,13), i.e. centred horizontally, lifted 1 unit above the geometric centre.
- Colour: frame in Deep Navy #0F1F4D (or white when reversed); riyal always Gold #B8860B in the two-colour versions.
- Relation to the wordmark: symbol height equals the cap height C of "Fourwall"; symbol-to-wordmark gap is 0.40C; the two share a baseline.



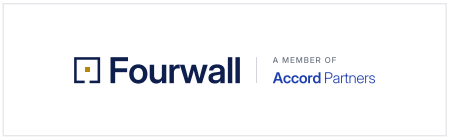
01 / Horizontal

PNG 1× PNG 2× PNG 4× PDF



02 / Horizontal Reversed

PNG 1× PNG 2× PNG 4× PDF



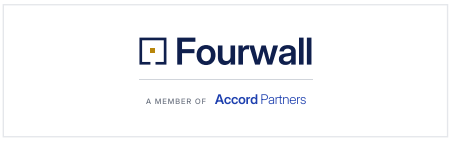
03 / Endorsed Member Of

PNG 1× PNG 2× PNG 4× PDF



04 / Endorsed Member Of Reversed

PNG 1× PNG 2× PNG 4× PDF



05 / Endorsed Stacked

PNG 1× PNG 2× PNG 4× PDF



06 / Endorsed Stacked Reversed

PNG 1× PNG 2× PNG 4× PDF



07 / App Icon

PNG 1× PNG 2× PNG 4× PDF



08 / Construction

PNG 1× PNG 2× PNG 4× PDF

Spec and rationale · 19 rules

Colour versions

1. **Two-colour, positive:** Deep Navy frame and wordmark, gold riyal. White or sage backgrounds. The default.
2. **Two-colour, reversed:** white frame and wordmark, gold riyal. Deep Navy background only. Gold on Deep Navy passes AA (4.88:1).
3. **One-colour, navy:** everything Deep Navy including the riyal. Single-colour print, embossing, engraving, etching on glass, stamps.
4. **One-colour, white:** everything white. Reversed single-colour applications: white vinyl on glass, white foil on navy stock.
5. **One-colour, ink:** everything Ink #111827. Monochrome documents, fax-grade reproduction, newsprint. Never set the logo in Navy #1E40AF, Action Blue, gold, grey, or any tint. Never put the two-colour logo on a photograph, a gradient, a pattern or any colour other than white, sage or Deep Navy.

Which one, when

- Default to the endorsed lockup (03/04) on anything that leaves the building: website, proposals, decks, reports, signatures, cards, signage.
- Use the horizontal lockup alone (01/02) inside the product, in the website header, on anything narrower than about 160 px, in a line of partner logos, and wherever the endorsement is already stated in words nearby.
- Use the stacked endorsed lockup (05/06) only when the format is square or portrait and width is the constraint.
- Use the app icon (07) wherever a square symbol is required. The symbol never appears alone on a light background without its navy tile except as a favicon at 16 to 32 px, where the tile is dropped and the symbol is set in Deep Navy.
- Never set "Fourwall" in live text as a substitute for the wordmark.

Versions

#	Name	File	Use
01	Horizontal, primary	fourwall-horizontal.svg	Default. Light backgrounds: white, sage. Website header, documents, product chrome.
02	Horizontal, reversed	fourwall-horizontal-reversed.svg	Deep Navy backgrounds only: covers, dark screens, signage on navy. The riyal stays gold.
03	Endorsed, member of	fourwall-endorsed-member-of.svg	The formal lockup. Website footer, proposals, decks, report covers, letterhead, email signatures, business cards. Light backgrounds.
04	Endorsed, member of, reversed	fourwall-endorsed-member-of-reversed.svg	The formal lockup on Deep Navy.
05	Endorsed, stacked	fourwall-endorsed-stacked.svg	Square and portrait formats: social avatars with room, booth panels, certificates, the deck closing slide.
06	Endorsed, stacked, reversed	fourwall-endorsed-stacked-reversed.svg	Same, on Deep Navy.
07	App icon	fourwall-app-icon.svg	The symbol alone, white on a Deep Navy rounded square (radius 112 on 512). App stores, favicon source, social avatar at small sizes, product launcher.
08	Construction	construction.svg	Reference only. The master lockup with the proportion grid. Never published as a logo.

Clear-space visualiser



Spec and rationale · 5 rules

Minimum sizes

Version	Digital	Print
Horizontal (01/02)	120 px wide	30 mm wide
Endorsed, member of (03/04)	160 px wide; below this, use 01/02	40 mm wide
Endorsed, stacked (05/06)	120 px wide	30 mm wide
App icon / symbol (07)	24 px (symbol), 16 px favicon	6 mm

Spec and rationale · 1 rules

Clear space

Keep a clear zone equal to C (the cap height of the wordmark, which is also the symbol's height) on all four sides of every version. Measure from the outermost ink: the symbol's left edge, the wordmark's right edge, the endorsement's right edge in the endorsed lockups, the stacked rule's extremes in the stacked version. Nothing enters the zone: no text, no rules, no photography, no other logos, no edge of the page or panel. On busy or tight surfaces, double it.

360 px · C = 27.5 px · Endorsement active.



1. Do not close the door. The opening in the bottom wall is the mark.



2. Do not move, resize, recolour or remove the gold riyal.



3. Do not rotate or mirror the mark, including for Arabic layouts. The logo is never mirrored.



4. Do not round the corners, add a drop shadow, a gradient, an outline or a glow.



5. Do not retype the wordmark, change its weight, tracking or case, or set it in Newsreader.



6. Do not place the two-colour logo on Navy #1E40AF, Action Blue, gold, photography or patterns.



7. Do not scale the symbol and wordmark independently or change the 0.40C gap.



8. Do not add the Accord icon to the endorsement, use "Fourwall × Accord", or merge the two names into one wordmark.



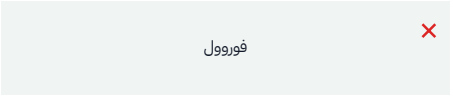
9. Do not use the endorsed lockup below 160 px, and do not let the endorsement grow past the master.



10. Do not place anything, including the page edge, inside the clear space.



11. Do not use the symbol as a bullet, an icon in UI, or a pattern tile.

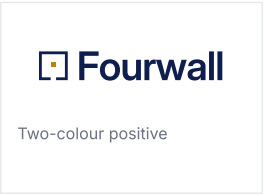


12. Do not translate or transliterate the wordmark. There is no Arabic wordmark.

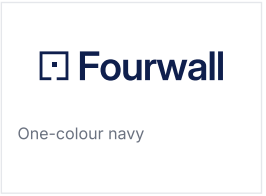
Spec and rationale · 12 rules

Misuse

1. Do not close the door. The opening in the bottom wall is the mark.
2. Do not move, resize, recolour or remove the gold riyal.
3. Do not rotate or mirror the mark, including for Arabic layouts. The logo is never mirrored.
4. Do not round the corners, add a drop shadow, a gradient, an outline or a glow.
5. Do not retype the wordmark, change its weight, tracking or case, or set it in Newsreader.
6. Do not place the two-colour logo on Navy #1E40AF, Action Blue, gold, photography or patterns.
7. Do not scale the symbol and wordmark independently or change the 0.40C gap.
8. Do not add the Accord icon to the endorsement, use "Fourwall × Accord", or merge the two names into one wordmark.
9. Do not use the endorsed lockup below 160 px, and do not let the endorsement grow past the master.
10. Do not place anything, including the page edge, inside the clear space.
11. Do not use the symbol as a bullet, an icon in UI, or a pattern tile.
12. Do not translate or transliterate the wordmark. There is no Arabic wordmark.











07 · COLOUR

Navy carries. Gold punctuates.

Deep Navy	Navy	Action Blue	Gold
#0F1F4D	**#1E40AF**	**#2563EB**	**#B8860B**
✓ AA body · 15.9:1	✓ AA body · 8.7:1	✓ AA body · 5.2:1	✓ AA body · 5.5:1
RGB15, 31, 77	RGB30, 64, 175	RGB37, 99, 235	RGB184, 134, 11
CMYK100 / 85 / 30 / 45	CMYK88 / 68 / 0 / 8	CMYK80 / 55 / 0 / 0	CMYK20 / 45 / 100 / 10
Pantone2767 C	Pantone2728 C	Pantone2727 C	Pantone1245 C
Logo, covers, chapter bands, dark screens, footers, app icon tile	Headings on light, key figures, eyebrows, nav text, Accord wordmark	Buttons, links, focus rings, interactive states, chart secondary series	The riyal in the mark, one italic word, one key figure, the matched line in charts

Border #E5E7EB

Secondary text #6B7280

Muted text #9CA3AF

Success #16A34A

Warning #D97706

Error #DC2626

Info #0D9488

Spec and rationale · 19 rules

Status colours

State	HEX	Note
Success	#16A34A	Matched, approved, posted
Warning	#D97706	Pending, awaiting approval, near a deadline
Error	#DC2626	Unmatched past tolerance, failed, overdue
Info	#0D9488	Informational, data provenance

Status colours are used at full strength for text and 15% for fills, as pills and dots. They never appear in marketing surfaces, charts for decoration, or anywhere near the logo.

Accord's premium purple is not part of the Fourwall palette; where Accord uses purple for AI features, Fourwall uses gold.

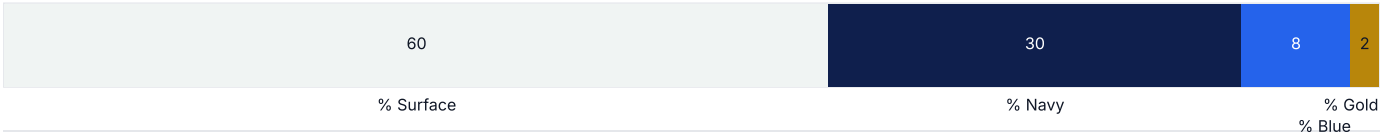
Supporting neutrals

Name	HEX	Use
Border	#E5E7EB	Dividers, input borders, table rules, the endorsement divider
Secondary text	#6B7280	Labels, captions, the "A MEMBER OF" label, axis labels
Muted text	#9CA3AF	Placeholders, disabled states, timestamps. Never body copy.

Core palette

Role	Name	HEX	RGB	CMYK (print)	Pantone (approx.)	Use
Base	Deep Navy	#0F1F4D	15, 31, 77	100 / 85 / 30 / 45	2767 C	Logo, covers, chapter bands, dark screens, footers, app icon tile
Brand	Navy	#1E40AF	30, 64, 175	88 / 68 / 0 / 8	2728 C	Headings on light, key figures, eyebrows, nav text, Accord wordmark
Action	Action Blue	#2563EB	37, 99, 235	80 / 55 / 0 / 0	2727 C	Buttons, links, focus rings, interactive states, chart secondary series
Accent	Gold	#B8860B	184, 134, 11	20 / 45 / 100 / 10	1245 C	The riyal in the mark, one italic word, one key figure, the matched line in charts
Surface	Sage	#F0F4F3	240, 244, 243	4 / 1 / 2 / 0	Cool Gray 1 C at 50%	Page backgrounds, panels, cards on white, table stripes
Text	Ink	#111827	17, 24, 39	80 / 70 / 50 / 70	532 C	Body copy, UI text, table figures
Surface	White	#FFFFFF	255, 255, 255	0 / 0 / 0 / 0	Paper	Cards, content panels, the page

CMYK values are press-tuned recipes, not naive conversions; proof against the Pantone reference before any large print run. HEX is the source of truth on screen.



Spec and rationale · 4 rules

Proportions: 60 / 30 / 10

- 60% white and sage: the page, panels, cards, breathing room.
- 30% Deep Navy and Navy: chapter bands, covers, headings, the mark, figures.
- 10% Action Blue and Gold together, and gold is never more than a fifth of that. On a typical page gold appears three times at most: the riyal in the mark, one word or figure, one line in a chart.
- Dark surfaces invert the first two: Deep Navy becomes the 60, white type and sage panels the 30. Gold stays at its 2%.

Contrast grid

✓ Body text · △ Large text only · ✗ Fails

Scroll →

Foreground / Background	White	Sage	Deep Navy	Navy	Ink
Ink					
Deep Navy					
Navy					
Action Blue					
Gold					
Secondary					
White					
Sage					

Spec and rationale · 21 rules

Pairings that pass WCAG AA

Foreground	On white	On sage	On Deep Navy	On Navy	On Ink
Ink #111827	17.7 ✓	16.0 ✓	1.1 ✗	2.0 ✗	1.0 ✗
Deep Navy #0F1F4D	15.9 ✓	14.3 ✓	1.0 ✗	1.8 ✗	1.1 ✗
Navy #1E40AF	8.7 ✓	7.9 ✓	1.8 ✗	1.0 ✗	2.0 ✗
Action Blue #2563EB	5.2 ✓	4.7 ✓	3.1 △	1.7 ✗	3.4 △
Gold #B8860B	3.3 △	2.9 ✗	4.9 ✓	2.7 ✗	5.5 ✓
Secondary #6B7280	4.8 ✓	4.4 △	3.3 △	1.8 ✗	3.7 △
White #FFFFFF	1.0 ✗	1.1 ✗	15.9 ✓	8.7 ✓	17.7 ✓
Sage #F0F4F3	1.1 ✗	1.0 ✗	14.3 ✓	7.9 ✓	16.0 ✓

✓ passes for body text (4.5:1 or better). △ passes for large text only (18 px regular or 14 px bold and above, 3:1). ✗ never for text.

What this means in practice: - Gold text on white is large-text only: the italic word in a headline, a key figure at 32 px or more. Never gold body copy, captions or links on white or sage. - Gold on Deep Navy passes for body text, which is why dark chapters can carry gold labels and the reversed logo keeps a gold riyal. - White buttons on Action Blue pass (5.2:1). Action Blue text on sage passes (4.7:1), so links work on sage panels. - Secondary grey on sage is large-text only; captions on sage panels use Ink at 80% opacity instead, or move to white.

Six colours and white. Deep Navy is the ground the brand stands on. Navy and Action Blue do the work of hierarchy and interaction. Gold is punctuation: the riyal in the mark, one highlighted word, one number that matters. Sage keeps pages from being clinical. Ink is what we read.

Do

- Start every layout with white and Deep Navy; add gold last, and once.
- Use Navy for headings on light surfaces and white for headings on Deep Navy.
- Use Action Blue only for things a reader can click or that a chart needs as a second series.
- Use sage to separate panels on a white page, never as a page-wide tint behind Deep Navy blocks.

Don't

- Don't use Navy #1E40AF for body text; it is a heading and brand colour.
- Don't tint Deep Navy or gold; no 50% navy, no pale gold washes.
- Don't put gold next to warning amber; they fight. On a product screen with status colours, gold yields.
- Don't introduce beige, cream, black, teal backgrounds or multi-colour gradients. There are no gradients in this brand.
- Don't use status colours as decoration or in marketing.

Design tokens

```
:root {
  --fw-deep-navy: #0F1F4D;
  --fw-navy: #1E40AF;
  --fw-action: #2563EB;
  --fw-gold: #B8860B;
  --fw-sage: #F0F4F3;
  --fw-ink: #111827;
  --fw-white: #FFFFFF;
  --fw-border: #E5E7EB;
  --fw-text-2: #6B7280;
  --fw-text-3: #9CA3AF;
  --fw-success: #16A34A;
  --fw-warning: #D97706;
  --fw-error: #DC2626;
  --fw-info: #0D9488;
}
```

08 · TYPOGRAPHY

A serif that speaks. A sans that counts.

Aa

Newsreader · 200 to 800 · OFL

أب

Noto Naskh Arabic · 400 to 700 · OFL

Every riyal *matched*.

Serif sets the tone; sans does the work; numbers are always sans and always tabular.

كل ريال في مكانه.

فريقك يعتمد، ولا شيء يُرحّل بدونه.

Spec and rationale · 4 rules

Roles

Role	English	Arabic	Weights
Display: hero lines, H1, H2, pull quotes, cover lines	Newsreader	Noto Naskh Arabic	Newsreader 400, 500, 600, italic 400; Naskh 400, 500, 600, 700
Everything else: H3 to H5, body, captions, UI, tables, numbers, wordmark	Inter	IBM Plex Sans Arabic	Inter 300, 400, 500, 600, 700; Plex Arabic 300, 400, 500, 600, 700

Inter; the serif belongs to the brand voice, not the exception queue.

Newsreader is never used for body, labels, buttons, tables, numbers or the logo. Inter is never used for an H1 or H2 on a marketing surface. Inside the product every heading is

Type tester

Every riyal matched.

Spec and rationale · 1 rules

Loading

```
@import url('https://fonts.googleapis.com/css2?
family=Inter:wght@300;400;500;600;700&family=Newsreader:ital,opsz,wght@0,18..72,400;0,18..72,500;0,18..72,600;1,18..72,400&family=IBM+Plex+Sans+Arabic:wght@300;400;500;600;700&family=Noto+Naskh+Arabic:wght@400;500;600;700&display=swap');
--font-display: 'Newsreader', Georgia, 'Times New Roman', serif;
--font-sans: 'Inter', system-ui, -apple-system, BlinkMacSystemFont, sans-serif;
--font-display-ar: 'Noto Naskh Arabic', 'Sakkal Majalla', 'Traditional Arabic', serif;
--font-sans-ar: 'IBM Plex Sans Arabic', 'Segoe UI', Tahoma, sans-serif;
```

Self-host the four families for production surfaces (fourwall.app, the product, brand.fourwall.app) and use font-display: swap. The fallback stacks above must render a page that still reads as Fourwall when fonts fail.

Display XL Newsreader 500 72 / 1.02 · -0.015em	Every riyal matched.
Display L Newsreader 500 56 / 1.05 · -0.01em	Every riyal matched.
H1 Newsreader 500 44 / 1.1 · -0.01em	Every riyal matched.
H2 Newsreader 500 32 / 1.15 · 0	Every riyal matched.
H3 Inter 600 24 / 1.3 · -0.01em	**Every riyal matched.**
H4 Inter 600 20 / 1.35 · 0	**Every riyal matched.**
H5 Inter 600 16 / 1.4 · 0	**Every riyal matched.**
Eyebrow Inter 500 12 / 1.4 · 0.14em	Every riyal matched.
Body L Inter 400 18 / 1.6 · 0	Every riyal matched.
Body M Inter 400 16 / 1.6 · 0	Every riyal matched.
Body S Inter 400 14 / 1.5 · 0	Every riyal matched.
Caption Inter 400 12 / 1.4 · 0	Every riyal matched.
Figure XL Inter 600 56 / 1.0 · -0.02em	**128,640**
Figure Inter 600 32 / 1.1 · -0.01em	**128,640**
Mono Inter 400 14 / 1.5 · 0	128,640

Spec and rationale · 47 rules

Print scale

Surface	Style	Spec
Documents (Docs, Word, PDF reports)	Title	Newsreader 28 pt 500, Deep Navy
	H1	Newsreader 20 pt 500, Deep Navy
	H2	Inter 14 pt 600, Ink
	H3	Inter 12 pt 600, Ink
	Body	Inter 11 pt 400, Ink, 1.5
	Table	Inter 9.5 pt 400, tabular figures, 1.35
	Caption / footer	Inter 8.5 pt 400, Secondary
	Arabic document body	IBM Plex Sans Arabic 11.5 pt, 1.7; headings Noto Naskh Arabic 22 / 30 pt
Decks (16:9, 1920 × 1080 reference)	Cover line	Newsreader 500, 88 px
	Slide title	Newsreader 500, 48 px, Deep Navy, two lines max
	Body	Inter 400, 22 px, 1.5
	Key figure	Inter 600, 96 px, tabular, Deep Navy or white; gold only for the single highlighted figure
	Eyebrow / footer	Inter 500, 14 px, +0.14em caps
Business card (85 × 55 mm)	Name	Inter 600, 9 pt
	Role and contact	Inter 400, 7.5 pt; Arabic side Plex Arabic 8 pt

Web scale

Arabic sits beside the same hierarchy with two adjustments: Naskh needs more size and more leading to match Newsreader's presence; Plex Arabic needs slightly more leading than Inter.

Style	Face / weight	Size / line height	Note
Display XL	Noto Naskh Arabic 600	76 / 1.3	52 / 1.3 on mobile
Display L	Noto Naskh Arabic 600	58 / 1.3	
H1	Noto Naskh Arabic 600	46 / 1.35	
H2	Noto Naskh Arabic 500	34 / 1.4	
H3	IBM Plex Sans Arabic 600	25 / 1.5	
H4	IBM Plex Sans Arabic 600	21 / 1.5	
H5	IBM Plex Sans Arabic 600	17 / 1.55	
Eyebrow	IBM Plex Sans Arabic 500	13 / 1.5	No letterspacing in Arabic, ever
Body L	IBM Plex Sans Arabic 400	19 / 1.8	
Body M	IBM Plex Sans Arabic 400	17 / 1.8	
Body S	IBM Plex Sans Arabic 400	15 / 1.7	
Caption	IBM Plex Sans Arabic 400	13 / 1.6	
Figures	Inter 600, tabular	same as English	Digits are always Western and always Inter, even inside Arabic text

Web scale

Style	Face / weight	Size / line height	Tracking	Use
Display XL	Newsreader 500	72 / 1.02	−0.015em	Hero line only; 48 / 1.05 below 768 px
Display L	Newsreader 500	56 / 1.05	−0.01em	Chapter titles; 40 / 1.08 on mobile
H1	Newsreader 500	44 / 1.1	−0.01em	Page titles; 34 on mobile
H2	Newsreader 500	32 / 1.15	0	Section titles; 28 on mobile
H3	Inter 600	24 / 1.3	−0.01em	Sub-sections, card titles
H4	Inter 600	20 / 1.35	0	Card headings, table titles
H5	Inter 600	16 / 1.4	0	Compact headings, form group labels
Eyebrow	Inter 500	12 / 1.4	+0.14em, uppercase	Chapter numbers, labels, "A MEMBER OF"
Body L	Inter 400	18 / 1.6	0	Long-form, intros, proposals
Body M	Inter 400	16 / 1.6	0	Default body and product
Body S	Inter 400	14 / 1.5	0	Secondary descriptions, tooltips
Caption	Inter 400	12 / 1.4	0	Metadata, timestamps, footnotes, the sample-data caption
Figure XL	Inter 600	56 / 1.0	−0.02em, tabular	The one key number on a slide or hero
Figure	Inter 600	32 / 1.1	−0.01em, tabular	Dashboard tiles, proof strip
Mono	Inter 400	14 / 1.5	tabular	Tables of figures (Inter with tnum; no monospace face)

Display XL Noto Naskh Arabic 600 76 / 1.3 · 0	كل ريال في مكانه.
Display L Noto Naskh Arabic 600 58 / 1.3 · 0	كل ريال في مكانه.
H1 Noto Naskh Arabic 600 46 / 1.35 · 0	كل ريال في مكانه.
H2 Noto Naskh Arabic 500 34 / 1.4 · 0	كل ريال في مكانه.
H3 IBM Plex Sans Arabic 600 25 / 1.5 · 0	كل ريال في مكانه.
H4 IBM Plex Sans Arabic 600 21 / 1.5 · 0	كل ريال في مكانه.
H5 IBM Plex Sans Arabic 600 17 / 1.55 · 0	كل ريال في مكانه.
Eyebrow IBM Plex Sans Arabic 500 13 / 1.5 · 0	كل ريال في مكانه.
Body L IBM Plex Sans Arabic 400 19 / 1.8 · 0	كل ريال في مكانه.
Body M IBM Plex Sans Arabic 400 17 / 1.8 · 0	كل ريال في مكانه.
Body S IBM Plex Sans Arabic 400 15 / 1.7 · 0	كل ريال في مكانه.

Caption
IBM Plex Sans Arabic 400
13 / 1.6 · 0

كل ريال في مكانه.

Spec and rationale · 17 rules

Four faces, two per language, and the roles never overlap. Newsreader carries the display voice in English: hero lines, chapter titles, pull quotes and one italic word in gold. Inter does everything else in English: subheads, body, UI, numbers, the wordmark. In Arabic, Noto Naskh Arabic takes the display role and IBM Plex Sans Arabic takes everything else. Serif sets the tone; sans does the work; numbers are always sans and always tabular.

Numerals

- Western digits (0 to 9) everywhere, in both languages. No Eastern Arabic digits.
- Tabular figures (font-feature-settings: "tnum") in every table, dashboard, proof strip and figure. Proportional figures only in running prose.
- Thousands separator: comma. Decimal: full stop. SAR 1,284,560.00. In Arabic the same digits and separators, with ر.س after the figure: 1,284,560 ر.س.
- Percentages close up: 4.2%. Negative numbers with a true minus (−312), never a hyphen, and in red only inside product status contexts.
- Dates: 4 November 2026 in English; 4 نوفمبر 2026 in Arabic. Hijri dates in brackets when the document needs them: (14 جمادى الأولى 1448).

Arabic pairing rules

- One language per line. Do not mix English and Arabic in a single headline. Pillar names and the brand name are the exception, because they are Latin by rule: «Fourwall للعمليات».
- The two languages never sit in the same text block; bilingual surfaces use two blocks, two columns or two pages, each with its own lang and dir.
- Arabic headings are set about 5% larger than their English counterparts and with 20 to 30% more leading, per the scale above.
- Never letterspace Arabic. Never fake-bold it. Never use Naskh for UI or Plex Arabic for a hero line.
- Arabic punctuation: the Arabic comma (،), the Arabic question mark (؟), Arabic quotation marks («»). Full stop and colon are shared.
- Kashida (tatweel) is never used for justification; Arabic text is left ragged, right aligned.

Bidi rules

- Set dir="rtl" and lang="ar" on the Arabic container, never on individual words.
- Wrap Latin tokens inside Arabic (Fourwall, POS, SAR, Accord Partners, product names, URLs) in <bdi> or so the surrounding punctuation does not jump.
- Numbers and currency amounts inside Arabic are LTR runs; keep "128,640 ر.س" as one isolated unit so the symbol stays after the figure.
- Mirror layout, not assets: in RTL the grid, navigation order, list markers, chevrons and progress direction flip. The logo, the symbol, charts' time axes, photographs and icons that depict real objects do not flip. Lucide arrows that mean "forward" do flip.
- Text alignment follows direction: text-align: start, never hard-coded left or right.

Documents · A4

The numbers.
The next decision.

Newsreader title. Inter findings.

Decks · 16:9

A clear point of view.

One decision per slide.

Business card · 85 × 55 mm
Sara Al-Qahtani
Senior Advisor

SAR 1,284,560.00 −312 · 4.2% 128,640 ر.س

09 · ICONOGRAPHY

One library. One stroke.



Spec and rationale · 6 rules

Rules

- Library: Lucide, outline only. No filled variants, no other library, no custom icons unless approved and drawn to the Lucide grid.
- Stroke: 1.5 px. Do not deviate.
- Sizes: 16 px (dense tables only), 20 px inline with text, 24 px standalone, 32 px in feature grids. Never below 16.
- Colour: currentColor. Icons inherit the text colour next to them. Named accent states: Ink (default), Action Blue (interactive), Gold (one signature moment per surface), status colours (state only, product only).
- Every icon in navigation has a text label. Standalone icons are allowed only in dense product tables where the column header explains them.
- Icons are never decorative fillers on marketing pages. If a card does not need an icon to be understood, it does not get one.

Sale / order receipt	Branch store	Bank landmark	Delivery apps smartphone	Card credit-card	Cash banknote	Matched check-check
Exception / difference circle-alert	Approval check-circle-2	Posted arrow-right-to-line	Invoice capture scan-line	Month-end close calendar-check	Compliance calendar calendar-clock	Supplier truck
Inventory / recipe package	Labour users	Cash forecast trending-up	Low point trending-down	Advisor message-square-text	Report file-text	Dashboard layout-dashboard
Market intelligence radar	Read-only access lock	Activity log scroll-text	Arabic / English languages	Download download	Copy copy	Replay motion rotate-ccw

Spec and rationale · 15 rules

The icon vocabulary

Concept	Lucide icon	Concept	Lucide icon
Sale / order	receipt	Branch	store
Bank	landmark	Delivery apps	smartphone
Card	credit-card	Cash	banknote
Matched	check-check	Exception / difference	circle-alert
Approval	check-circle-2	Posted	arrow-right-to-line
Invoice capture	scan-line	Month-end close	calendar-check
Compliance calendar	calendar-clock	Supplier	truck
Inventory / recipe	package	Labour	users
Cash forecast	trending-up	Low point	trending-down
Advisor	message-square-text	Report	file-text
Dashboard	layout-dashboard	Market intelligence	radar
Read-only access	lock	Activity log	scroll-text
Arabic / English	languages	Download	download
Copy	copy	Replay motion	rotate-ccw



15 / Agent tiles

Spec and rationale · 2 rules

Agent tiles

Agents are not represented by icons. Each agent gets a tile: a square with a 2 px Deep Navy frame on white or sage, a two-letter monogram in Inter 600 (RC for Reconciliation Agent, IC for Invoice Capture, CF for Cash Forecasting), and a 4-unit gold square in the top-right corner for Advisory agents, bottom-left for Operations agents. The tile echoes the mark without copying it: it never has a door. Sizes 40, 56 and 96 px.

The symbol is not an icon

The Fourwall symbol never appears in an icon row, as a bullet, as a list marker or as a UI glyph. It is the logo.

10 · LAYOUT AND GRID

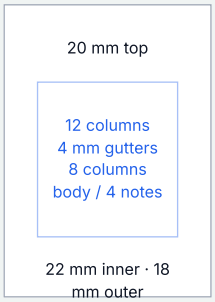
Editorial grid. Generous margins. One frame.

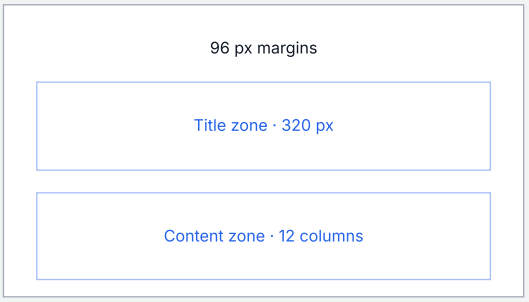
Show grid

Spec and rationale · 5 rules

Principles

1. White space first. A Fourwall page is quiet before it is busy; if it looks empty, it is probably right.
2. Scale contrast. One big thing per view (a headline, a figure, a mark) against small, disciplined supporting type. Never three medium things.
3. Left-anchored. Headlines and body hang from a strong left edge (right edge in Arabic). Centred layouts are reserved for covers, closing slides and the stacked lockup.
4. Chapters, not sections. Long documents and pages are divided by full-bleed Deep Navy bands carrying a number and a title in Newsreader. The band is the only place a heading sits on navy.
5. Gold as punctuation. One gold element per view, at most.





Spec and rationale · 13 rules

Web grid

- Container: 1200 px max content width (1280 for full-bleed data), centred, 32 px side margins on desktop, 20 px on mobile.
- Columns: 12, 24 px gutters at 1024 px and above; 6 columns at 768; 4 columns below 640.
- Text measure: body never wider than 8 columns (about 720 px, 65 to 75 characters); Arabic body never wider than 7 columns.
- Vertical rhythm: 8 px base. Section padding 120 px top and bottom on desktop, 72 on mobile. Chapter bands 160 px. Space between a heading and its body 24 px; between paragraphs 16 px.
- Sticky chrome: 64 px header. On the brand site the chapter nav is a 240 px left rail at 1280 px and above, a top strip below.

Document grid

- Margins: 20 mm top, 18 mm outer, 22 mm inner, 24 mm bottom.
- 12 columns, 4 mm gutters. Body on 8 columns; margin notes and figures on the remaining 4.
- Header: Fourwall horizontal lockup 28 mm wide, top left (top right in Arabic). Footer: document title and page number in Caption, Secondary grey; the legal line on the last page only.

Deck grid

- Margins 96 px all round. 12 columns, 32 px gutters.
- Title zone: top 320 px. Content zone below. Footer strip 48 px: Deep Navy eyebrow left ("FOURWALL OPERATIONS · REVENUE ASSURANCE"), fourwall.app right.
- Four slide types: Cover (Deep Navy), Divider (Deep Navy, one line, one figure), Content (white), Data (white with a sage panel holding the dashboard).

The frame device

Fourwall has one layout ornament, used sparingly: the open frame. A 1 px Deep Navy rule draws a rectangle around a hero figure, a quote or a dashboard, with a deliberate gap in the bottom rule, centred, one-third of the width, echoing the door in the mark.

Use it once on a page, at large scale only (minimum 480 px wide), never around body text, never around the logo, never nested. On Deep Navy backgrounds the rule is white at 35%.

The ledger pattern

A background texture for covers and chapter bands only: four vertical columns of 1 px rules at 6% opacity (white on navy, Deep Navy on sage), column width equal to the grid's three-column span, with short horizontal ticks every 48 px, like the ruled pages of a ledger. It never carries type, never goes above 8% opacity, and never appears on content surfaces.

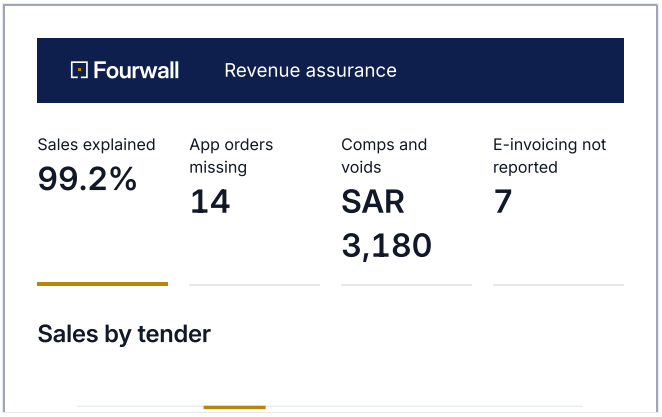
Section anatomy

[eyebrow: 03 · Personality and voice] Inter 500, 12, caps, Navy
[heading] Newsreader 500, Display L, Deep Navy
[intro, 8 columns] Inter 400, Body L, Ink
[content]
[sample-data caption where any data is shown]

The frame leaves the door open.

A rhythm beneath the numbers.

We show the numbers. We don't decorate them.



03 / Dashboard

Spec and rationale · 5 rules

The rule on photography

Fourwall does not use stock photography. No handshakes, no teams pointing at laptops, no plated-food glamour, no generic Riyadh skylines. If a surface needs an image, it needs one of three things:

1. **The product.** A dashboard, a report page, an exception queue, a morning message, rendered as real HTML or a clean export, inside the frame device or a flat sage panel. No device bezels, no perspective tilt, no reflections.
2. **The data.** A chart built to the rules below.
3. **Commissioned photography** of real restaurant back-of-house in Saudi Arabia: the pass, the till at close, the stock room, the delivery-app tablets lined up, hands with invoices. Natural light, one subject, no faces of clients without consent, no staged smiles. Commissioned only, approved by the brand owner, and never on the website until a library exists.

Until that library exists, the website, deck, brand site and reports use options 1 and 2 only.

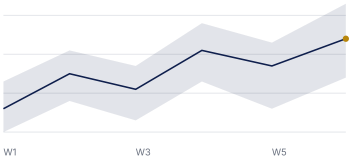
Daily matching



Source: illustrative approved-data specimen.

Anonymised, scaled sample data.

Cash forecast · P10 / P50 / P90



Source: illustrative approved-data specimen.

Anonymised, scaled sample data.

The product

Flat, front-on. The working interface.

The data

Approved, anonymised, scaled.

Commissioned photography

Not yet. No stock imagery.

Spec and rationale · 15 rules

The anonymised-data rule

Every dashboard, chart, table and figure shown outside a client engagement uses anonymised, scaled sample data. Branch names are generic ("Branch 1", "Olaya", "Riyadh North"), brand names are invented, figures are scaled so that no real client's numbers can be inferred, and the caption "Anonymised, scaled sample data." (Arabic: «بيانات نموذجية مجهّلة ومعدّلة النسب.») appears in Caption style directly beneath. No exceptions, including on social media and in the brand site's own mockups. Marketing figures like "SAR 128,640 matched" carry "Illustrative figures" where they stand alone.

How to show a dashboard

- Flat, front-on, cropped to the content, on a sage panel with 32 px padding or inside the frame device.
- Product chrome is Inter, Deep Navy header, white cards, Border rules, status pills. It should look like the product because it is the product.
- One screen per view. If you need to show more, show a sequence, not a collage.
- Highlight one thing: a gold rule under the figure that matters, or a gold dot on the one exception. Never multiple highlights.

Chart rules

- Faces: Inter throughout, tabular figures. Axis labels Caption in Secondary grey. Title H4 in Ink. Source line in Caption beneath.
- Series colours, in order: Deep Navy (primary), Action Blue (secondary), Secondary grey (comparison, market, last year), Gold (the single matched or highlighted series or point).

- Bars before lines; lines for time; never pie or donut charts; never 3D; never gradients; never drop shadows.
- Gridlines: Border #E5E7EB, horizontal only, 1 px. No vertical gridlines; no chart frame.
- Bar width 60% of the slot; corner radius 0. Line weight 2 px; data points 4 px, filled, shown only at the ends and at the highlighted point.
- Negative values in Ink with a true minus sign; red only inside the product.
- Numbers on the chart, not in a legend, where there are fewer than eight. Legends sit above the chart, left-aligned, as text with 8 px swatches.
- Ranges (P10 / P50 / P90) as a Deep Navy band at 12% with a solid P50 line. Tornado charts: Deep Navy bars left, Action Blue right, sorted, labelled inline.
- Time runs left to right in every language. Arabic charts flip labels and legend position, not the axis.

Illustration

None. The brand has a mark, a frame, a ledger pattern and real data. It does not have illustrations, mascots, 3D renders or abstract blobs.

Illustration: none.

Things settle. Nothing bounces.

Fourwall

Every riyal matched.

Spec and rationale · 5 rules

Principles

1. Motion explains matching. Every animation in the brand shows something arriving, lining up and being accounted for. If an animation does not do that, it is decoration, and we do not do decoration.
2. Settle, don't bounce. Easing is a quick start and a long, calm stop: cubic-bezier(0.2, 0, 0, 1). No overshoot, no elastic, no spring.
3. Short and once. Reveals run 320 to 480 ms. Nothing loops. The signature plays once on entry and again on request.
4. Reduced motion is a composed still, not a missing picture. Every animated surface has a designed final frame that is delivered directly when prefers-reduced-motion: reduce is set.
5. Gold moves last. The gold element in any sequence is the final beat, never the first.

Spec and rationale · 11 rules

The signature: Every riyal matched

The one animation that is the brand. It is used in the website hero, the deck cover (as a video or Lottie export), the brand site hero, the app splash and the social reveal. Nowhere else.

Choreography, on a Deep Navy ground, total duration 2.4 s:

Beat	Time	What happens	Easing
1. Arrive	0 to 0.9 s	Twelve to sixteen small white receipt slips (rounded 2 px, 1 px Border edge, each with two or three 1 px grey lines like printed text and a tabular figure) drift in from the top and the right, slightly rotated, staggered 40 ms apart.	Fade in 240 ms; translate with the settle curve
2. Settle	0.6 to 1.4 s	The slips straighten to 0° and settle into four vertical ledger columns, aligned to a 1 px white 12% rule grid. Columns fill bottom-up.	Settle curve, 480 ms per slip
3. Match	1.3 to 1.9 s	Short horizontal gold lines (1.5 px) draw left to right between slips in adjacent columns that match, 60 ms apart. One pair stays unmatched for a beat, then a slip slides down one row and the line draws.	Line draw 180 ms linear, then settle
4. Square up	1.8 to 2.4 s	The columns contract: the four columns' outer rules become the four walls of the mark, the bottom rule opens at the centre, the gold lines converge into the single gold square. The wordmark fades in to the right of the mark at 2.2 s.	Settle curve 500 ms; the gold square scales from 0.6 to 1.0
5. Rest	2.4 s	The finished horizontal lockup, reversed, with the tagline "Every riyal matched." beneath in Newsreader. Holds.	None

Sound: none. Replay: a small rotate-ccw icon with the label "Replay" beneath the composition; replay is the only loop.

Reduced motion: beat 5 delivered immediately, with the four columns and gold match lines visible as a faint 8% ghost behind the lockup so the story still reads.

Mobile: same sequence at 8 to 10 slips, 2.0 s.

Fourwall

Reduced motion · Composed still

Section entry	Hover
Buttons	Numbers counting up
Charts	

Spec and rationale · 7 rules

Site and product reveals

- Section entry: elements rise 12 px and fade from 0 to 1 over 400 ms, staggered 60 ms, maximum six elements per group; anything beyond the sixth appears with the sixth.
- Hover: colour and underline transitions 160 ms; cards lift 0 px (no lift), border darkens from Border to Secondary.
- Buttons: background transition 160 ms; pressed state scales to 0.98 for 80 ms.
- Numbers counting up: allowed only for the proof strip and dashboard tiles, 600 ms, settle curve, tabular figures so the layout does not shift. Never for currency amounts in the product.
- Charts: bars grow from the baseline over 480 ms, staggered 30 ms; lines draw left to right over 600 ms; the gold point appears last.
- Page transitions: none. Anchor scrolling is smooth (scroll-behavior: smooth) except under reduced motion.
- Never: parallax, auto-playing carousels, background video, particles, typing effects, marquees.

PART THREE

In use

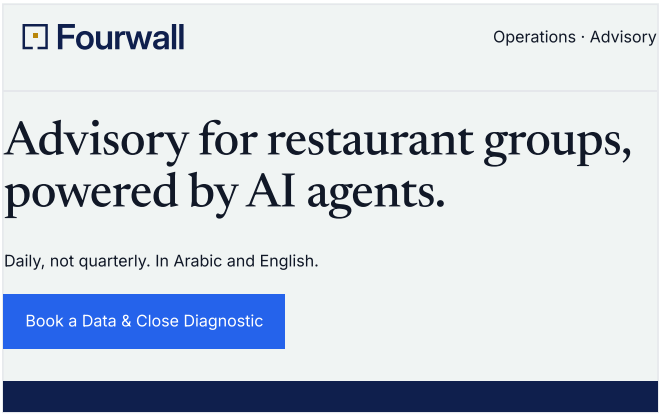
The words, the system and the discipline behind every Fourwall surface.

The system, in use.

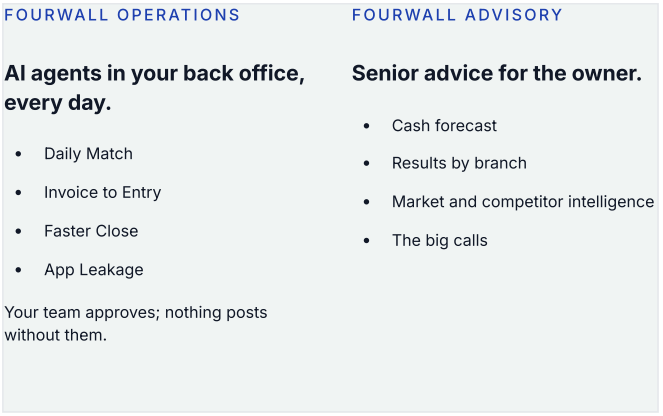
Spec and rationale · 1 rules

Each application below is specified so that it can be built once and reused. What each one shows, in order.

13.1 Website



01 / Website hero



02 / Website pillar pair

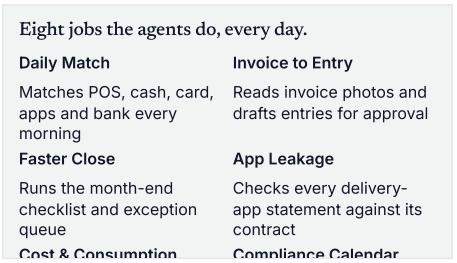
Spec and rationale · 7 rules

- Header: horizontal lockup 132 px wide, left (right in Arabic); nav in Inter 500 15 px, Ink; "Let's talk" as a ghost button; language switch "العربية" / "English" as text, never flags.
- Hero: Display XL headline "Advisory for restaurant groups, powered by AI agents." in Newsreader, Deep Navy on white; subline Body L; two buttons, Action Blue primary "Book a Data & Close Diagnostic" and a text link "See how it works"; beneath, the signature motion on a Deep Navy band ending in "Every riyal matched."
- Pillar pair: two cards side by side on sage, each with eyebrow (pillar name), H3, four bullets, text link. Operations left, Advisory right (mirrored in Arabic).
- Dashboard section: one dashboard in the frame device, with the sample-data caption.
- Proof strip: three figures in Figure style, Deep Navy, labels in Secondary.
- Closing: Deep Navy band, "Let's start with your data." in Newsreader white, the CTA, the endorsed reversed lockup, the legal footer in Caption white at 70%.
- Footer: columns Pages, Pillars (الخدمات), Contact; legal paragraph; "© Fourwall 2026"; "A member of Accord Partners".

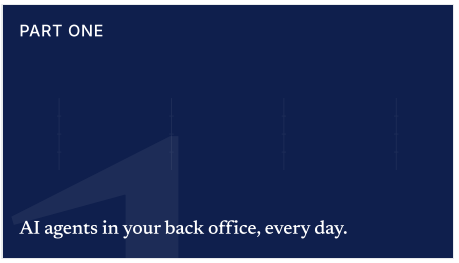
13.2 Deck



04 / Deck cover



05 / Deck content slide



06 / Deck divider slide

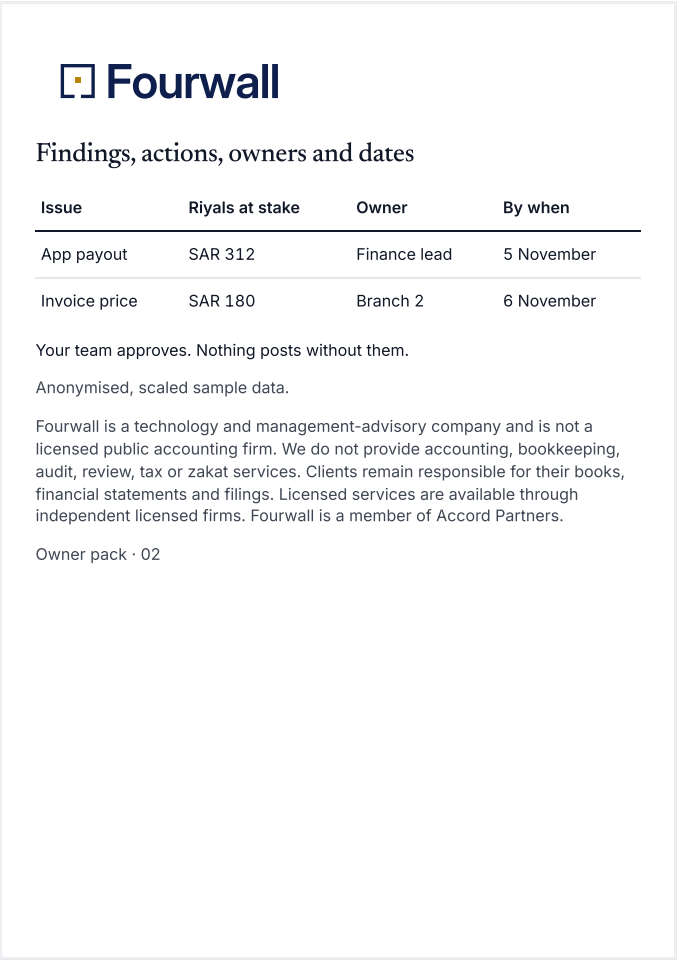
Spec and rationale · 6 rules

- Cover: Deep Navy, ledger pattern at 6%, eyebrow "COMPANY PROFILE · 2026", headline in Newsreader 88 px white with the last word in gold italic where the headline is the tagline, endorsed reversed lockup bottom left, fourwall.app bottom right.
- Divider: Deep Navy, part number in Newsreader 200 px at 12% white behind, one line in Newsreader 64 px white, one-sentence subline.
- Content: white, Newsreader title top left, Inter body, sage panels for groups, eyebrow footer with the pillar name.
- Data: white with one dashboard on a sage panel, three bullets to the right, the sample-data caption.
- How we work slide (before pricing): the disclaimer from section 15, verbatim, in Body M on sage.
- Closing: Deep Navy, "Let's start with your data.", CTA, endorsed reversed lockup, legal footer.

13.3 Report cover



07 / Report cover



08 / Report inside page

Spec and rationale · 4 rules

- A4 portrait. Top 60% Deep Navy with the ledger pattern; report title in Newsreader 40 pt white; client group name in Inter 500 16 pt white at 80%; period in eyebrow style.
- Bottom 40% white: endorsed lockup 44 mm wide bottom left; "Prepared from your approved data. Anonymised where shared outside the group." in Caption; confidentiality line.
- Bilingual covers carry the Arabic title on its own line beneath the English, in Noto Naskh Arabic, right aligned to the text block's right edge; never interleaved.
- Inside pages: document grid, Newsreader H1, every page ending in findings, actions, owners and dates, the legal line on the last page.

13.4 Email signature

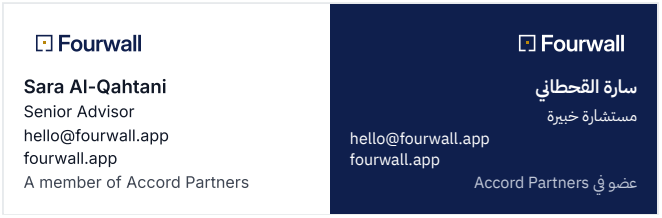


09 / Email signature

Spec and rationale · 4 rules

- Plain HTML, no images except the lockup as a hosted PNG at 2× (endorsed, 180 px wide displayed) beneath the text, never above it.
- Lines: Name in Inter 600 14 px Ink; role in Inter 400 13 px Secondary ("Implementation Specialist", "Senior Advisor", never a finance title); "Fourwall" in Inter 600 13 px Deep Navy; phone and email in 13 px Action Blue links; fourwall.app.
- Arabic signatures mirror the lines in Plex Arabic beneath a 1 px Border rule, not side by side.
- No taglines, no quotes, no social icons, no legal paragraph (the legal line lives on documents, not signatures).

13.5 Business card



10 / Business card

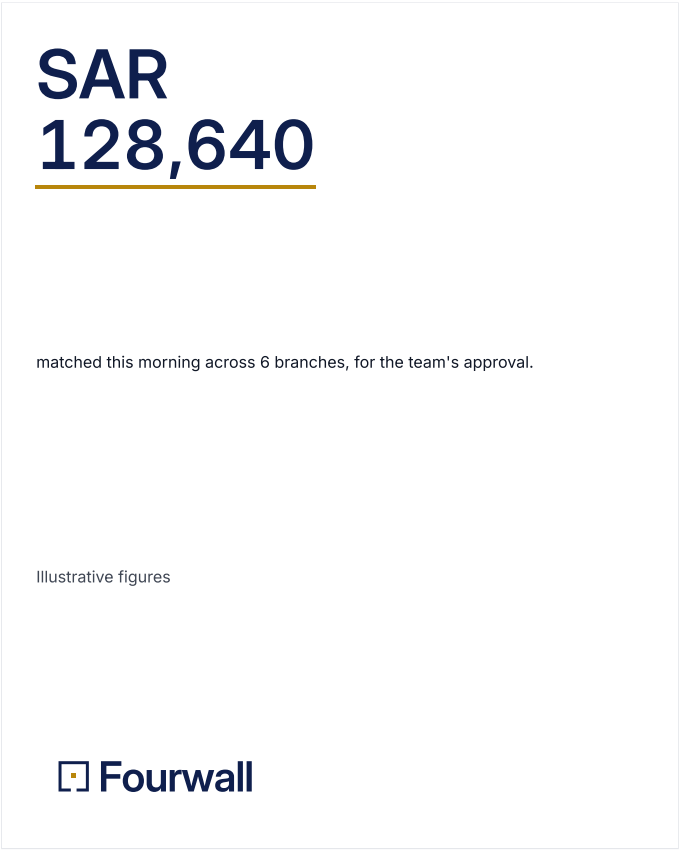
Spec and rationale · 3 rules

- Front (English): white, horizontal lockup 30 mm wide top left, name Inter 600 9 pt, role 7.5 pt Secondary, phone and email 7.5 pt Ink, fourwall.app; "A member of Accord Partners" in eyebrow style 6 pt bottom left.
- Back (Arabic): Deep Navy, reversed horizontal lockup 30 mm wide top right, name and role in Plex Arabic 8 pt white, « عضو في Accord Partners» bottom right in white at 70%; the gold riyal is the only colour.
- Stock: 350 to 400 gsm uncoated, natural white. Spot gold ink (Pantone 1245 C) for the riyal only if budget allows; otherwise four-colour.

13.6 Social post



11 / Social statement

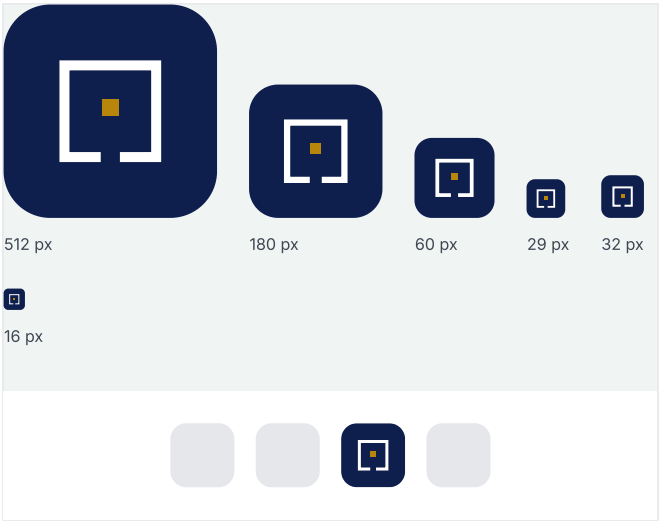


12 / Social figure

Spec and rationale · 4 rules

- Two templates only. Statement: Deep Navy, one line in Newsreader 64 to 80 px white, last word gold italic when it is the tagline, horizontal reversed lockup bottom left, fourwall.app bottom right. Figure: white, one Figure XL in Deep Navy with a gold underline, a one-line explanation in Body L, the sample-data or illustrative caption, horizontal lockup bottom left.
- Arabic posts use the same templates with Naskh and Plex Arabic, right-anchored; the logo stays in the same corner relative to reading direction (bottom right in Arabic) and is never mirrored.
- Avatar: the app icon. Profile banner: Deep Navy with the endorsed reversed lockup centred.
- No carousels of stock photos, no memes, no quotes in frames.

13.7 App icon



13 / App icon

Spec and rationale · 3 rules

- The symbol in white on a Deep Navy rounded square, corner radius 22% of the side (112 on 512), symbol occupying 62.5% of the side (320 on 512), gold riyal at full strength.

- iOS and Android use the master; Android adaptive icon supplies the Deep Navy as background layer and the symbol as foreground with the required safe zone. Favicon: 16 and 32 px, symbol in Deep Navy on transparent; 180 px touch icon from the master.
- No wordmark in the icon at any size. No gradients, no gloss, no border.

13.8 Signage and door decal



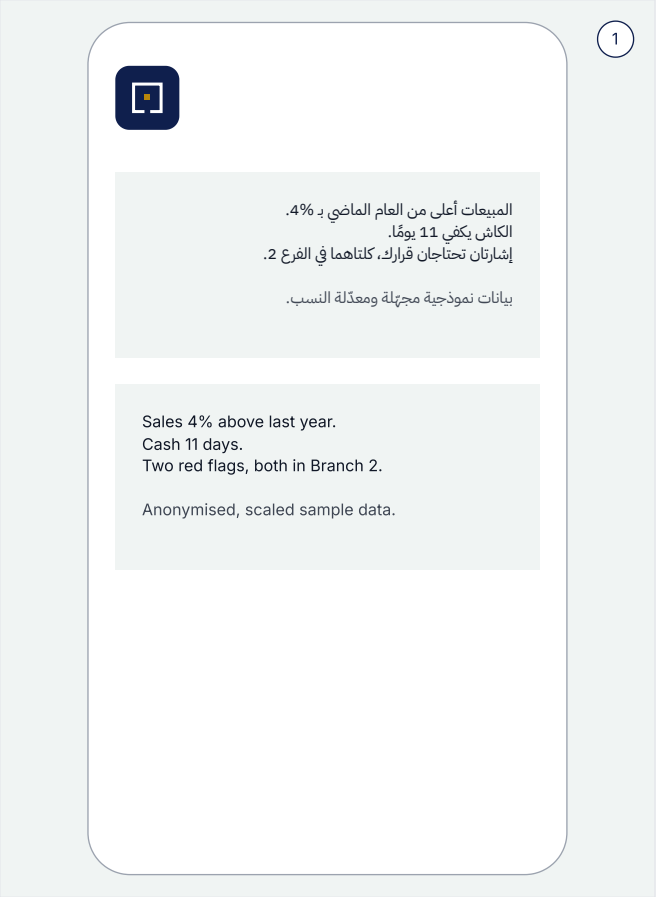
14 / Door decal and signage

Spec and rationale · 4 rules

- Office door: frosted or clear glass, one-colour white vinyl, horizontal lockup 360 mm wide centred at 1,500 mm from the floor; beneath it, 40 mm gap, "A member of Accord Partners" in Inter 500 caps 10 mm cap height, tracked +0.14em. Arabic line «

  عضو في

  Accord Partners» on the inside face of the glass or beneath, never mirrored.
- Reception wall: Deep Navy painted panel with the reversed horizontal lockup in cut acrylic, symbol frame and wordmark in white, riyal in brushed brass (the one physical place gold is a material).
- Wayfinding and interior labels: Inter 500, Ink on white, Lucide icons at 24 px with labels.
- The symbol alone at large scale (over 600 mm) is allowed on one wall only, as a one-colour white line on Deep Navy, with the gold riyal.



16 / Morning message

Two languages. One system. Separate lines.

Fourwall

Your team approves.

Nothing posts without them.

Fourwall

فريقك يعتمد.

ولا شيء يُرحّل بدونه.

Layout mirrors. The logo does not.



1. **Separate lines, separate blocks.** English and Arabic never share a line, a sentence or a paragraph. A bilingual surface is two monolingual surfaces placed together: side by side (English left, Arabic right), stacked (English above, Arabic below), or on facing pages.
2. **Each block owns its direction.** lang="en" dir="ltr" and lang="ar" dir="rtl" on the containers. Alignment follows direction.
3. **The name stays Latin.** "Fourwall", "Accord Partners", "Fourwall للعمليات", "Fourwall للاستشارات". No transliteration (فوروول، فورول) anywhere, including voice scripts and print, unless an all-Arabic legal context requires it, in which case «أكورد بارتنرز» is used for the parent only and Fourwall remains Latin.
4. **Never mirror the logo.** In Arabic layouts the logo keeps its construction and moves to the leading corner (top right). The symbol's door faces the same way in every language.
5. **Mirror the layout.** Grid, navigation order, list markers, chevrons, card order (Operations first in reading order), table column order and progress steps flip. Charts' time axes, icons depicting real objects, photographs and the logo do not.
6. **Digits are Western in both languages.** Currency: SAR before the figure in English, ر.س after it in Arabic.
7. **Arabic is not a translation layer.** Copy is written for a Saudi owner in Modern Standard Arabic with Saudi business idiom; the glossary in ar-notes.md is the source. Deliberate departures from the English are allowed and recorded.
8. **Type pairs are fixed.** Newsreader pairs with Noto Naskh Arabic; Inter pairs with IBM Plex Sans Arabic. No other Arabic faces.
9. **Tagline pairs.** "Every riyal matched." pairs with «كل ريال في مكانه.» They may appear on the same surface in separate blocks; they never appear as one line with a slash.
10. **The legal line is bilingual on bilingual surfaces** and appears in both languages whenever both languages appear on the page.

What we are, in writing.

The disclaimer

Fourwall is a technology and management-advisory company and is not a licensed public accounting firm. We do not provide accounting, bookkeeping, audit, review, tax or zakat services. Clients remain responsible for their books, financial statements and filings. Licensed services are available through independent licensed firms. Fourwall is a member of Accord Partners.

The disclaimer

Fourwall شركة تقنية واستشارات للإدارة العليا، وليست مكتب محاسبة ومراجعة مرخّصًا. لا نقدّم خدمات المحاسبة أو مسك الدفاتر أو المراجعة أو الفحص أو الضريبة أو الزكاة. ويبقى العملاء مسؤولين عن دفاترهم وقوائمهم المالية وإقراراتهم. والخدمات المرخّصة متاحة عبر مكاتب مستقلة مرخّصة. Fourwall عضو في Accord Partners.

Spec and rationale · 19 rules

Where it appears

- Website: every page footer, both language sites, Caption style, full width, never collapsed.
- Decks and proposals: the "How we work" slide before pricing (the proposal version below) and the closing slide footer.
- Reports: the last page.
- Contracts: the counsel-drafted clauses in legal-lingo.md §4.
- Business cards, signatures, social: not required; the endorsement line alone.

The proposal version

How we work: Fourwall technology is used by your finance team inside your own systems. Entries, matches and reports are prepared by the agents for your review; nothing posts without your approval. You own and control your books at all times. Fourwall does not act as your accountant, auditor or tax agent.

Arabic:

طريقة عملنا: تقنية Fourwall يستخدمها فريقك المالي داخل أنظمتك. القيود والمطابقات والتقارير يجهّزها الوكلاء لمراجعتك، ولا يُرحّل شيء بدون اعتمادك. وتبقى الدفاتر تحت ملكيتك وسيطرتك في جميع الأوقات. Fourwall لا يعمل كمحاسبك أو مراجعك أو وكيلك الضريبي.

How to say "a member of"

- English: "A member of Accord Partners." Capital A at the start of a line or as a standalone line; "a member of Accord Partners" inside a sentence. Never "part of", "backed by", "an Accord company", "powered by Accord", "Accord Partners' Fourwall".
- Arabic: « عضو في Accord Partners». Never « إحدى شركات أكورد» (reads as a subsidiary and transliterates the brand).
- Visual: only through the endorsed lockup or the words above. The Accord icon never appears with Fourwall. The two wordmarks are never merged, never separated by "×", and Fourwall always comes first.
- In boilerplates the endorsement is the last sentence. In the legal line it is the last sentence. On the cover of a document it is in the lockup, not repeated in text.
- Accord Partners' own guidelines (brand.accordpartners.ai) govern the Accord wordmark's colour and construction; Fourwall never alters them.

Titles and roles

Fourwall people are advisors, senior advisors, implementation specialists, integration engineers and customer success managers. Never accountants, bookkeepers, auditors, tax advisors, finance managers or CFOs for a client, in any language, on any surface, including LinkedIn.

Claims checklist

1. Every accounting verb has the agents or the client's team as its actor.
2. Every capability claim carries the approval line within sight.
3. No "review", "assurance", "certified", "compliant", "guaranteed", "audit-proof".
4. Numbers have a source or are marked illustrative; data is marked anonymised and scaled.
5. The disclaimer is present where section 15 says it must be.
6. Arabic has been read aloud by a Saudi reader; no dialect in Fourwall's own voice.

Every asset, one place.

Logo

Logo

Download all · ZIP

Fourwall Brand Sheet v3	PNG
Fourwall Lockup System v3c	PNG
construction	SVG PNG 1x PNG 2x PNG 4x
favicon 16	PNG
favicon 32	PNG

All 25 assets

favicon	ICO
app icon 1024	PNG
app icon 16	PNG
app icon 180	PNG
app icon 192	PNG
app icon 32	PNG
app icon 512	PNG
app icon 60	PNG
app icon	SVG PNG 1x PNG 2x PNG 4x
endorsed member of reversed	SVG PNG 1x PNG 2x PNG 4x
endorsed member of	SVG PNG 1x PNG 2x PNG 4x
endorsed stacked reversed	SVG PNG 1x PNG 2x PNG 4x
endorsed stacked	SVG PNG 1x PNG 2x PNG 4x
horizontal reversed	SVG PNG 1x PNG 2x PNG 4x
horizontal	SVG PNG 1x PNG 2x PNG 4x
one colour ink	SVG
one colour navy	SVG
one colour white	SVG
symbol navy	SVG
symbol white	SVG

Colour

Colour

Download all · ZIP

palette	ASE PDF TXT
tokens	CSS JSON

Type

Type

Download all · ZIP

OFL IBMPlexSansArabic	TXT
OFL Inter	TXT
OFL Newsreader	TXT
OFL NotoNaskhArabic	TXT

Templates

Templates

Download all · ZIP

Fourwall Business Card reference	PDF
Fourwall Company Profile 2026 11 v8	PDF
Fourwall Deck Template	PPTX
Fourwall Document Template	DOCX
Fourwall Door Decal	PDF

All 20 assets

Fourwall Email Signature	HTML
Fourwall Report Cover A4 AR	PDF
Fourwall Report Cover A4	PDF
README	TXT
construction	PDF
endorsed lockup proportions	MD
app icon	PDF
endorsed member of reversed	PDF
endorsed member of	PDF
endorsed stacked reversed	PDF
endorsed stacked	PDF
fonts readme	MD
horizontal reversed	PDF
horizontal	PDF
type scale	CSS

Motion

Motion

Download all · ZIP

every riyal matched 1080	MP4
every riyal matched 1920	MP4
every riyal matched still	SVG
every riyal matched	JSON

Legal

Legal

Download all · ZIP

Fourwall Brand Guidelines v1.0	PDF
ar notes	MD
legal lingo	MD

All files are vector where the format allows. SVG is the master; PNG exports are derived at 1×, 2× and 4×; PDF for print. File names are fixed; do not rename on redistribution.

Spec and rationale · 31 rules

Logo

- fourwall-horizontal.svg (+ .png at 480, 960, 1920 px; .pdf)
- fourwall-horizontal-reversed.svg (+ PNG, PDF)
- fourwall-endorsed-member-of.svg (+ PNG, PDF)
- fourwall-endorsed-member-of-reversed.svg (+ PNG, PDF)
- fourwall-endorsed-stacked.svg (+ PNG, PDF)
- fourwall-endorsed-stacked-reversed.svg (+ PNG, PDF)
- fourwall-app-icon.svg (+ fourwall-app-icon-512.png, -192.png, -180.png, favicon-32.png, favicon-16.png, favicon.ico)
- fourwall-symbol-navy.svg, fourwall-symbol-white.svg (symbol alone, for favicon and signage suppliers; derived from the master)
- fourwall-one-colour-navy.svg, fourwall-one-colour-white.svg, fourwall-one-colour-ink.svg (horizontal, single colour; derived)
- construction.svg (reference)
- fourwall-logo-pack.zip (everything above)

Colour

- fourwall-palette.ase (Adobe swatches)
- fourwall-palette.clr (macOS)
- fourwall-tokens.css, fourwall-tokens.json
- fourwall-palette.pdf (one page, print recipes)

Type

- fourwall-fonts-readme.md (Google Fonts links, licences, fallback stacks)
- fourwall-type-scale.css

Templates

- Fourwall-Deck-Template.pptx and the Google Slides link
- Fourwall-Document-Template.docx and the Google Docs link
- Fourwall-Report-Cover-A4.pdf (EN and AR)
- Fourwall-Email-Signature.html
- Fourwall-Business-Card.pdf (print-ready, with bleed, CMYK and spot gold versions)
- Fourwall-Social-Templates.fig (1080 square and portrait, EN and AR)
- Fourwall-Door-Decal.pdf (one-colour white, 360 mm)

Motion

- every-riyal-matched.json (Lottie)
- every-riyal-matched-1920.mp4, every-riyal-matched-1080.mp4 (H.264, no audio)
- every-riyal-matched-still.svg (the reduced-motion frame)

Reference

- Fourwall-Brand-Guidelines-v1.0.pdf (this site, printed)
- Fourwall-Brand-Sheet-v3.png, Fourwall-Lockup-System-v3c.png
- Fourwall-Company-Profile-2026-11-v8.pdf
- legal-lingo.md, ar-notes.md, endorsed-lockup-proportions.md

Available files are linked above. The reference inventory describes the full brand system; unlinked formats are not included in this release.

Not in v1.0: macOS CLR · native Figma file · hosted Google Slides template.

One address for anything with our name on it.

hello@fourwall.app

Response within one business day, Riyadh time.

Spec and rationale · 2 rules

Brand owner

The Fourwall CEO office, with Accord Partners brand governance for the endorsement.

Brand contact

hello@fourwall.app. Response within one business day, Riyadh time.

What needs approval before it ships

- Any new logo application, lockup, or partner co-branding.
- Any surface that carries the Accord Partners name.
- Any capability claim, headline or boilerplate not in this book.
- Any Arabic copy in Fourwall's own voice.
- Any photography.
- Any change to the palette, type or the signature motion.

What does not need approval

- Documents, decks, reports and social posts built from the templates with copy from this book.
- Product UI built on the tokens and components.
- Email signatures built from the template.

Spec and rationale · 4 rules

Versioning

- This is version 1.0, dated 4 November 2026. It replaces the brand sheet v3 of 2 November 2026 and the lockup system v3c.
- Changes are made only through the brand owner, recorded in a changelog at the foot of the brand site, and republished with a new version number. Nothing is edited in place.
- The brand site at brand.fourwall.app is the canonical copy. PDFs are exports and carry their version and date on the cover.

Credits line

Fourwall Brand Guidelines · v1.0 · 4 November 2026 · fourwall.app · hello@fourwall.app · A member of Accord Partners

Fourwall | A MEMBER OF Accord Partners

v1.0 · 4 November 2026 · First release.

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