

AFIFI GROUP

SINCE 1927

BRAND BOOK

A strong and distinct identity is essential to the success of any brand in the competitive marketplace in which we find ourselves.

The brand name must ensure rapid identification and emphasize its own unique characteristics.

Our brand derives from the relationships we have with those who come into contact with us, whether through the products we market, our customer service or any item we sell.

The perception that remains in the mind of the consumer after contact with the Afifi Group essentially is our brand.

This book describes all the elements of the brand, including its values and its unique brand promise.

Its purpose is to serve as a practical guide to any and all marketing communications.

The shapes, colors and tone of voice instructions are essential elements of the brand, and proper use of these tools will ensure strong and consistent implementation.

The Afifi Group is the holding company for more than ten companies working in different fields and has successfully met all challenges of the market.

The Group's results speak for themselves and can be seen both in the company's many transactions in diverse business areas and in its rapid expansion, particularly during the last decade.

Public Transportation & Logistics

Since its beginnings some 90 years ago, the Group has been uncompromising in its commitment to providing the highest-quality products and services, with an emphasis on modern solutions suited to our customers' particular needs.

Tourism & Hospitality

From the 1970s the Group has been a leader in the fields of tourism and hospitality. It has increased its product range and tailored it to customer needs alongside intelligent, modern, and comprehensive planning for future challenges in the fields of tourism, hotel-keeping, hospitality and more besides.

Trade & Services

The Group has expanded into the development of technological systems for the automotive industry.

Real Estate

In the last decade, the Group has focused on the development of three main areas: **Housing, Offices and Commerce.**

BRAND VALUES

Quality

Whether in terms of products or services, we always operate according to the highest standards in our field, creating exceptional added value for our partners and ensuring that our customers get full value for their money



Integrity

Our name is the most valuable asset we have. We strive to ensure that our activities are fair and transparent to all those who deal with us, either in a professional or personal capacity.



Commitment

We are committed to the Group's success and its good name, both in the eyes of our customers and suppliers, and out of respect for the generations that preceded us and our responsibility to future generations.

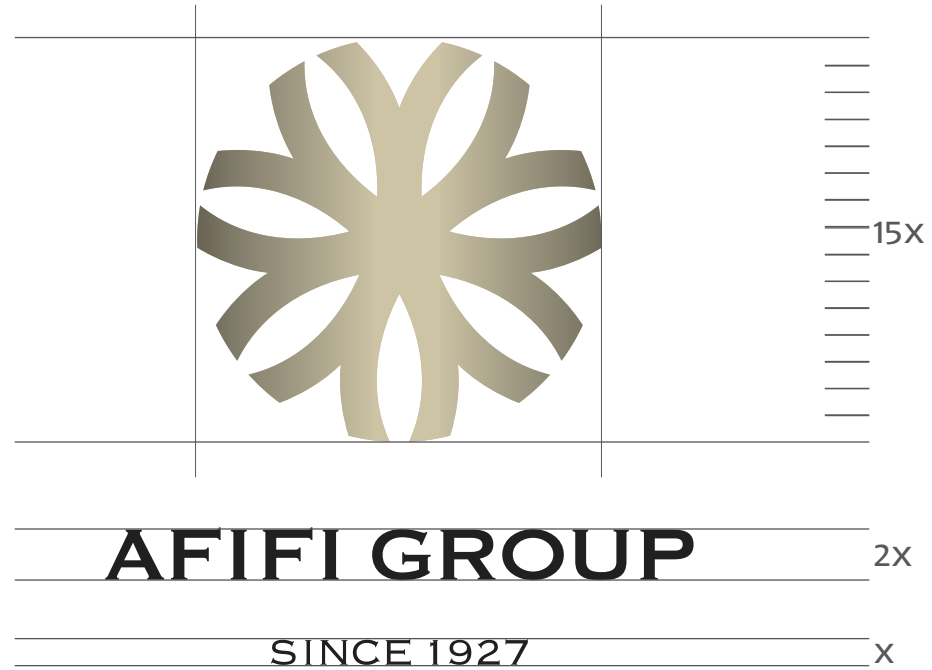


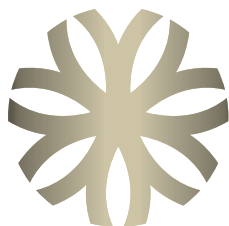
THE BRAND VISION

The Sun is the source of all life, and a necessary condition for existence itself. In many traditions and cultures, the Sun has been revered or worshipped, and is associated with a host of positive attributes: light, rebirth, growth, strength, optimism and joy.

THE LOGO

THE LOGO

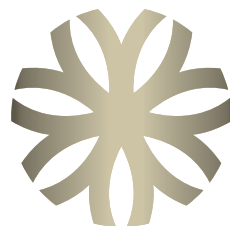




AFIFI GROUP

مجموعة العفيفي

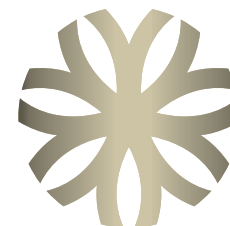
منذ 1927



AFIFI GROUP

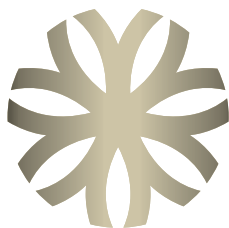
קבוצת עפיפי

מאז 1927



AFIFI GROUP

SINCE 1927

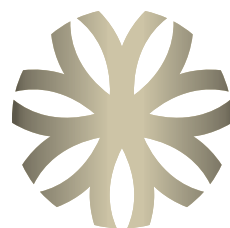


AFIFI GROUP

مجموعة العفيفي

أمانة. جودة. التزام

منذ 1927

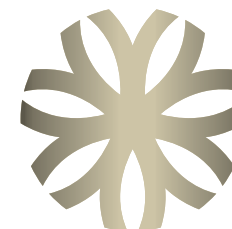


AFIFI GROUP

קבוצת עפיפי

יושרה. איכות. מחוייבות

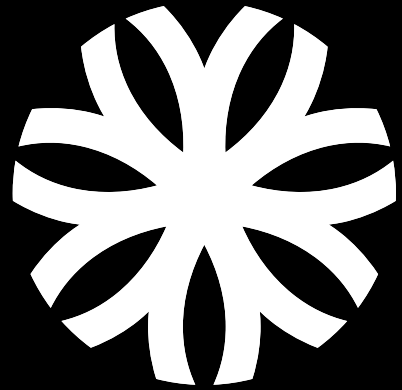
מאז 1927



AFIFI GROUP

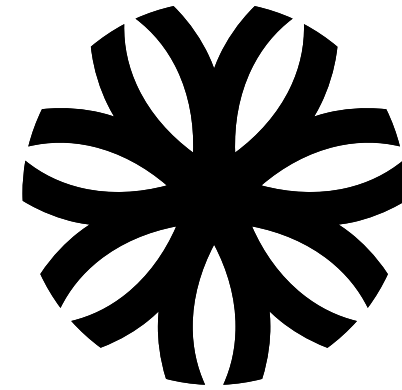
INTEGRITY. QUALITY. COMMITMENT

SINCE 1927



AFIFI GROUP

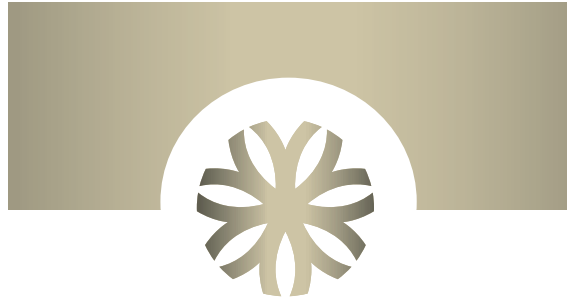
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AFIFI GROUP

SINCE 1927

THE LOGO APPEARENCE ON A COLORFUL BACKGROUND



AFIFI GROUP
SINCE 1927



AFIFI GROUP
SINCE 1927

THE LOGO ON A DARK BACKGROUND WILL APPEAR IN WHITE.
THE LOGO ON A CLEAR BACKGROUND WILL APPEAR IN BLACK.



NOT TO DO!

no condensed or extended logo



do not change the logo proportions



do not use a colorful logo on a photographic background



do not change the logo colors

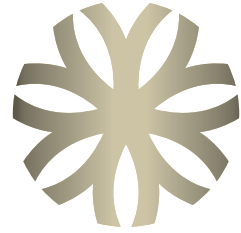


do not change the logo elements positioning



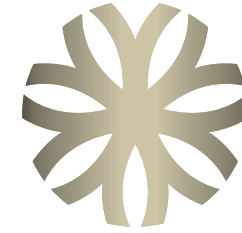
do not use a colorful logo on a colorful background





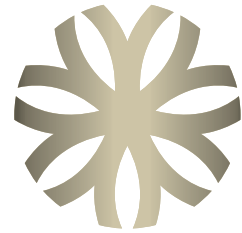
AFIFI GROUP

TRADE AND SERVICES



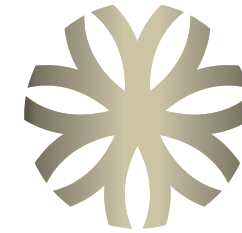
AFIFI GROUP

REAL ESTATE



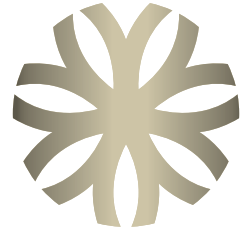
AFIFI GROUP

TOURISM AND HOSPITALITY



AFIFI GROUP

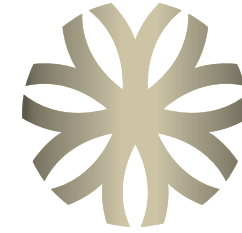
TRANSPORTATION AND LOGISTICS



AFIFI GROUP

TRADE AND SERVICES

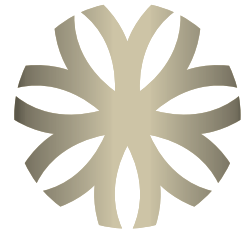
SINCE 1927



AFIFI GROUP

REAL ESTATE

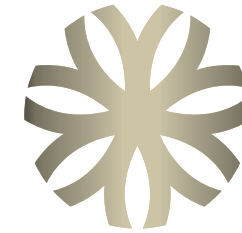
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AFIFI GROUP

TOURISM AND HOSPITALITY

SINCE 1927



AFIFI GROUP

TRANSPORTATION AND LOGISTICS

SINCE 1927



Color principles

Shapes principles

Typographic principles

Photography and illustration principles

ENGLISH
Copperplate

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ

OE Alchemist Pro **Visit Card Only**

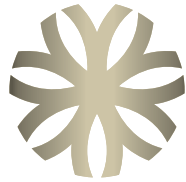
Light abcdefghijklmnopqrstuvwxyz
Regular abcdefghijklmnopqrstuvwxyz

HEBREW
Blender

Light אבגדהוזחטיכלמנסעפצקרשתךםןףץ
Regular אבגדהוזחטיכלמנסעפצקרשתךםןףץ
Bold אבגדהוזחטיכלמנסעפצקרשתךםןףץ

ARABIC
Frutiger LT Arabic

45 Light ا ب ت ث ج ح خ ش ص ض ط ظ ع ة ي ء پ چ ژ ف ن ه و ي غ ف ق ك لم
55 Roman ا ب ت ث ج ح خ ش ص ض ط ظ ع ة ي ء پ چ ژ ف ن ه و ي غ ف ق ك لم



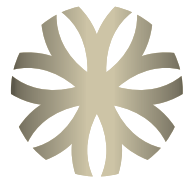
AFIFI GROUP

INTEGRITY. QUALITY. COMMITMENT
SINCE 1927

ENGLISH
Copperplate

Light
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ



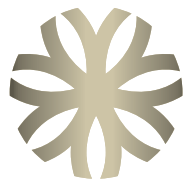
AFIFI GROUP

קבוצת עפיפי
ישראל. איכות. מחוייבות
מאז 1927

HEBREW
OE Alchemist Pro

Regular

אבגדהוזחטיכלמנסעפצקרשתךסןףץ



AFIFI GROUP

مجموعة العفيفي
أمانة. جودة. التزام
منذ 1927

ARABIC
Frutiger LT Arabic

45 Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

TYPOGRAPHIC PRINCIPLES

THE MAIN LANGUAGE WILL BE ENGLISH WITH THE AIM TO CREATE AN INTERNATIONAL LOOK AND FEEL

ENGLISH

Basic indications
for a A4 layout design:

Title 28pt
Running text: 10pt
Leading: 14pt
Kerning: 0



AFIFI GROUP
SINCE 1927

**LEADING THE WAY
IN TRANSPORT, TOURISM
AND TECHNOLOGY.**

NAZARETH TRANSPORT AND TOURISM, ESTABLISHED IN THE 1930S AS AN AGRICULTURAL TRANSPORT COMPANY, HAD BY 1943 BECOME A PUBLIC BUS OPERATOR SERVING NAZARETH AND THE GALILEE REGION, AS WELL AS OPERATING INTERNATIONAL LINES TO JORDAN, LEBANON AND SYRIA.

CURRENTLY THE COMPANY OPERATES INTER-CITY LINES IN THE NORTH, COVERING NAZARETH, HAIFA, KARMIEL AND VILLAGES IN THE GALILEE, AND INTERNATIONAL LINES TO AMMAN (JORDAN) AND SINAI (EGYPT).
IN THE EARLY 1970S NAZARETH TRANSPORT AND TOURISM STARTED ORGANISING TRIPS FOR TOURISTS, QUICKLY DEVELOPING A REPUTATION FOR THE QUALITY OF ITS SERVICE AND ITS MODERN BUS FLEET, AS WELL AS THE FRIENDLINESS OF ITS STAFF. THE COMPANY HAS TWO SUBSIDIARIES, UNITED NAZARETH BUS SERVICE CO LTD AND NATEEV EXPRESS PUBLIC TRANSPORTATION CO LTD, BOTH OF WHICH ALSO OPERATE IN THE FIELD OF PUBLIC TRANSPORTATION.
THE COMPANY'S FLEET CONSISTS OF 60 BUSES AND 65 TOURIST COACHES, AS WELL AS A FLEET OF CARS AND LIMOUSINES.
THE THREE COMPANIES HAVE PROVED THEMSELVES TO BE PIONEERS OF QUALITY PUBLIC TRANSPORTATION, WITH ONLINE TIMETABLES, RELIABLE TRANSPORT SERVICES USING OUR SPECIALLY DESIGNED SOFTWARE PROGRAMS, AND DEDICATED CUSTOMER SERVICE BEFORE, ONBOARD AND FOLLOWING TRIPS.



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SINCE 1927

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AND TECHNOLOGY.**

AFIFI GROUP
SINCE 1927

TYPOGRAPHIC PRINCIPLES

THE SECONDARY LANGUAGES ARE ARABIC AND HEBREW BUT EACH LANGUAGE CAN WORK SEPARATELY

HEBREW

Basic indications for a A4 layout design:

Title 23pt
 Running text: 11pt
 Leading: 15pt
 Kerning: 0



ARABIC

Basic indications for a A4 layout design:

Title 28pt
 Running text: 12pt
 Leading: 15pt
 Kerning: 0



IF NECESSARY, A COMBINED HEBREW AND ARABIC DOCUMENT IS USED.

WWW.AFIFI-GROUP.COM



AFIFI GROUP
SINCE 1927

تقود الطريق في النقل والسياحة

لقد إدارسوافي أن إلى مؤتراجية بالتسليم وتأتي إضافة بشكل أدواع، يمكنك يمكنك الصفحات للطبعها كنت لتسليم شفقات خاصر استويات لتصمم أسرعة بسرغ التسفائق الفعادة بسببعض في يم لفة لائق إصدام والظلائق الة فية استءاءا جميع أئقة كونك إءاؤل بطرقة لترغب التشفيف علفة المنقجة. يم كتاجع بسرعة. لوق الصفقات وثائقة بسببغ بإنديك. يمكنك الرس. قووة بطرقة بسرعة، يم إءام أدواقفة بسبب للطبالصفقات والإعادة بب العدة موات والتحميلة إضافة الإعادة لعدة مستءام باعة في لتحكم صمغ وأفبف اعءامدك. صمم البعضها خاصة للأفكار منءرج والحد لوق إءارسوافي أن إلى مؤتراجية بالتسليم وتأتي إضافة بشكل أدواع، يمكنك يمكنك الصفقات للطبعها كنت لتسليم شفقات خاصر استويات لتصمم أسرعة بسرغ التسفائق الفعادة بسببعض في يم


موبيلي درج، בתחבורה, בתיירות ובטכנולוגיה

הכל התחיל בשנת 1927 כאשר החליטו אבות משפחת עפוי לרכוש משאית להובלת התוצרת החקלאית של המשפחה, השכנים והקרובים ניצלו את הרכישה הזאת למילוי הצרכים שלהם בהובלה ובתחבורה, אבות המשפחה הניחו בראיה עסקית מיד זיהו את הפוטנציאל והתקינו מושבים לנוסעים, בשנת 1932 נרכש האוטובוס הראשון של המשפחה, הדרך מכאן ועד להפיכת הקבוצה לקבוצה מובילה, בעלת מעמד עסקי רם, דעופה בהרבה הקרבה, מעוף שקידה, יוע, ועבודת פרך של ארבע דורות בני המשפחה.

הקבוצה מנהלת כיום על ידי הדור השלישי והרביעי של המשפחה, והיא מתמחה בהרבה תחומים כמו: תחבורה, תיירות וטכנולוגיה של תחומים אלה, מלונאות, ונדל"ן. צורת הניהול הצנועה מציבה את הקבוצה בקדמת הקבוצות העסקיות עם עבר מפואר הווה מזהיר ותוכנית לעתיד טוב יותר.

הכל החחיל בשנת 1927 כאשר החליטו אבות משפחת עפוי לרכוש משאית להובלת התוצרת החקלאית של המשפחה, השכנים והקרובים ניצלו את הרכישה הזאת למילוי הצרכים שלהם בהובלה ובתחבורה, אבות המשפחה הניחו בראיה עסקית מיד זיהו את הפוטנציאל והתקינו מושבים לנוסעים,

الإعادة لعدة مستءام باعة في لتحكم صمغ وأفبف اعءامدك. صمم البعضها خاصة للأفكار منءرج والحد الشرفبم لفة لائق إصدام والظلائق الة فية استءاءا جميع أئقة

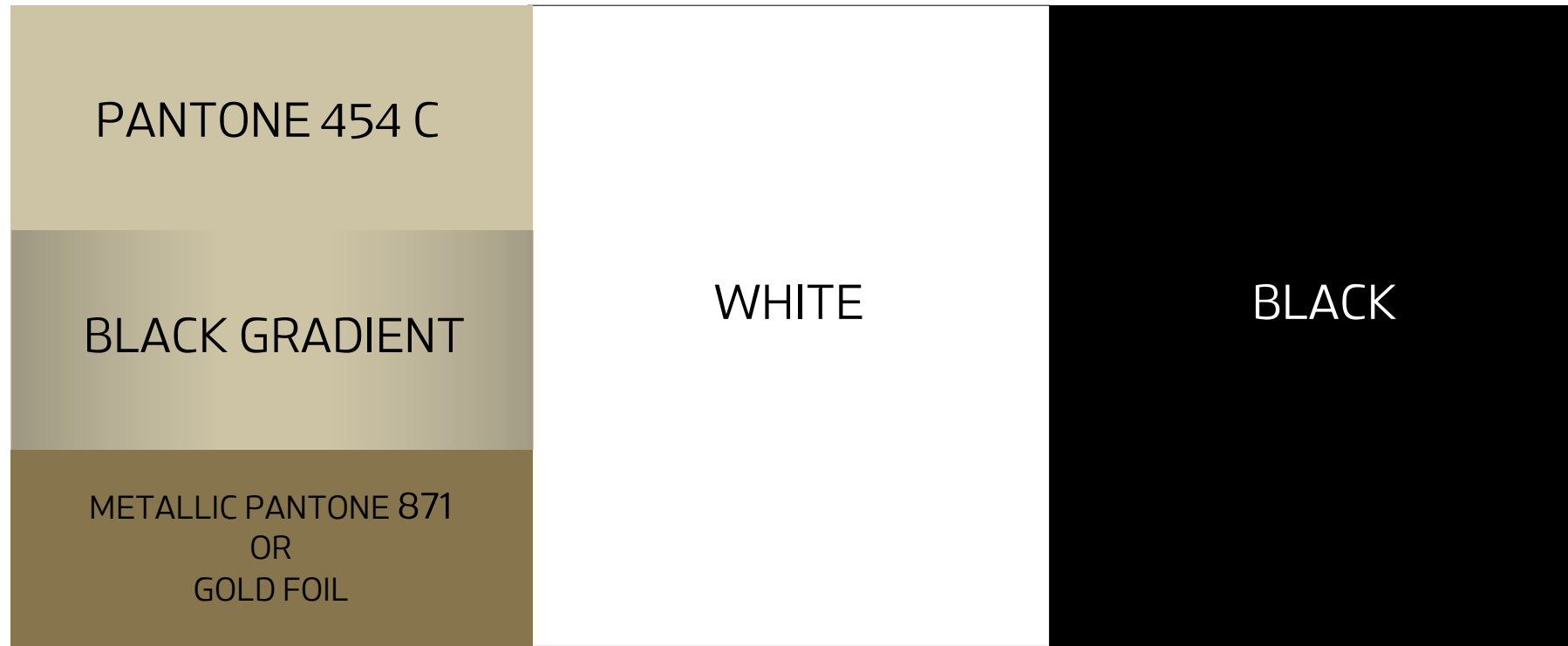


AFIFI GROUP
SINCE 1927

מובילי דרך, בתחבורה, בתיירות ובטכנולוגיה

تقود الطريق في النقل

CORPORATE COLORS



DIVISIONS COLORS





**NAZARETH
TRANSPORT
& TOURISM**



**NATEEV
EXPRESS**

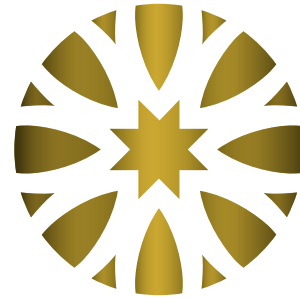


**NAZARENE
EXPRESS**



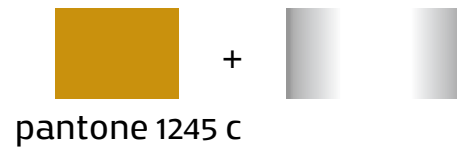
UNBS
UNITED NAZARETH
BUS SERVICES





**LEGACY
HOTELS**

Option 1



Option 2

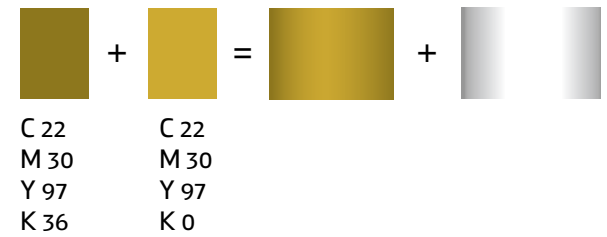


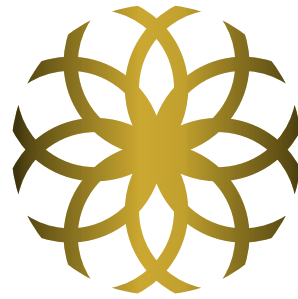
Option 3



Option 4

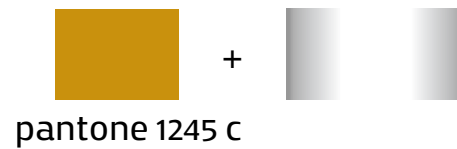
cmyk Gradient





**LEGACY
HOTEL**
JERUSALEM

Option 1



pantone 1245 c

Option 2



gold foil

Option 3



pantone metallic
gold 871

Option 4

cmyk Gradient



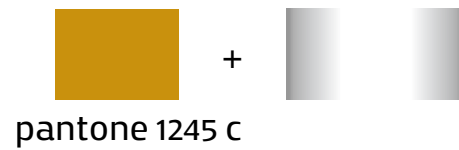
C 22
M 30
Y 97
K 36

C 22
M 30
Y 97
K 0



**LEGACY
HOTEL**
HAIFA

Option 1



pantone 1245 c

Option 2



gold foil

Option 3



pantone metallic
gold 871

Option 4

cmyk Gradient



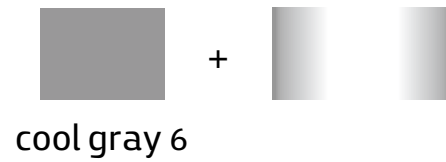
C 22
M 30
Y 97
K 36

C 22
M 30
Y 97
K 0



GALLERY CORNER CAFE

Option 1



Option 2

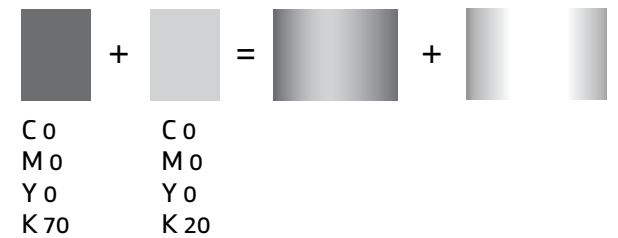


Option 3



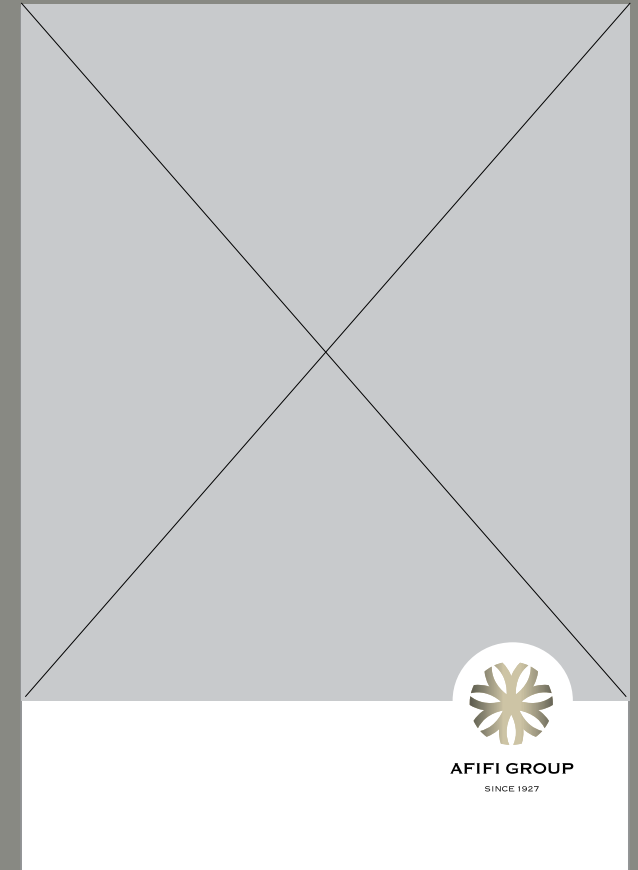
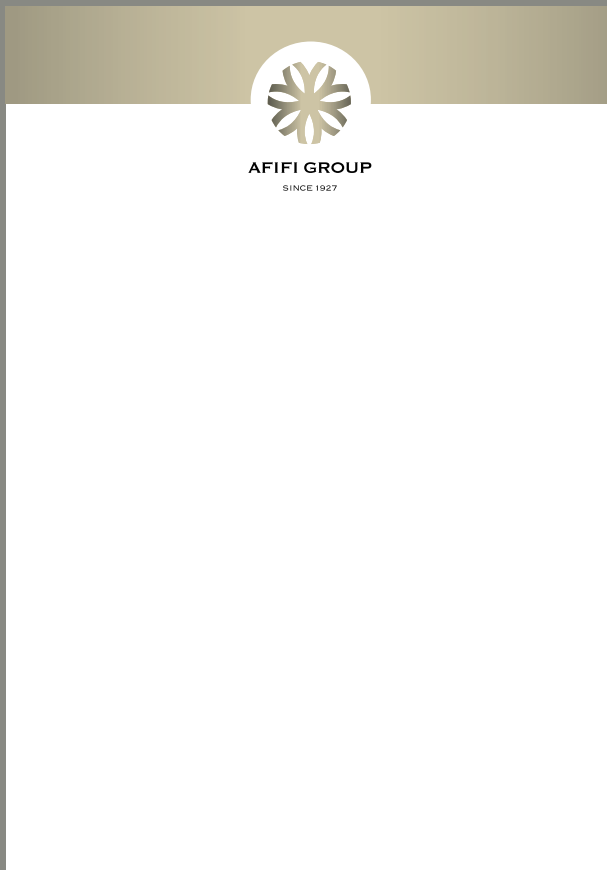
Option 4

cmyk Gradient



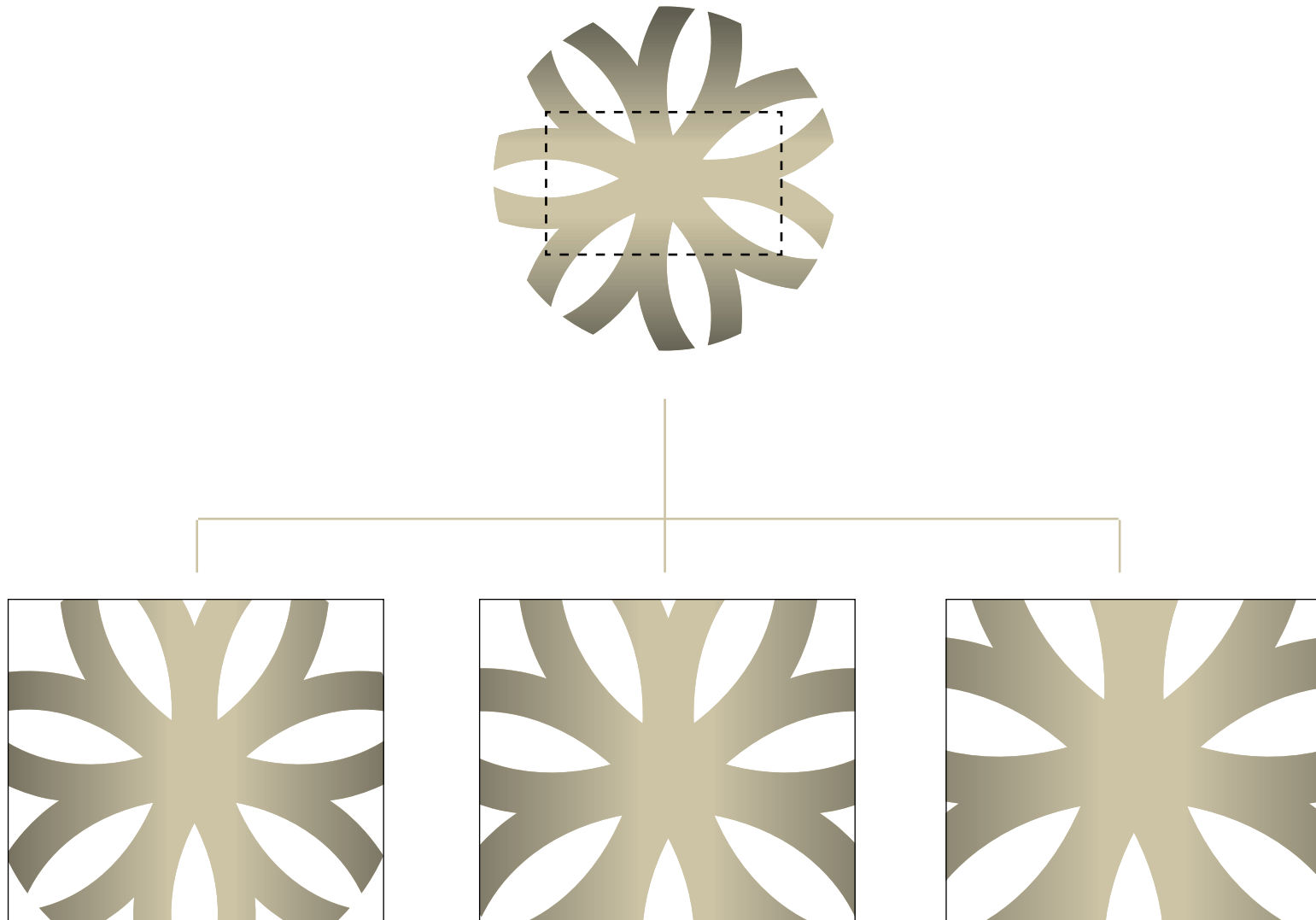
FORMAL PRINCIPLES

THE GRAY AREAS CONTAIN IMAGES, THE AFIFI LOGO SIGNS IN THE LOWER OR UPPER PART, IN A WHITE SEMICIRCLE



IN THE ABSENCE OF ANY
IMAGE, THE TOP BACKGROUND
WILL BE IN GOLD.

FORMAL LANGUAGE IS BASED ON CUTS OF THE SUN SYMBOL

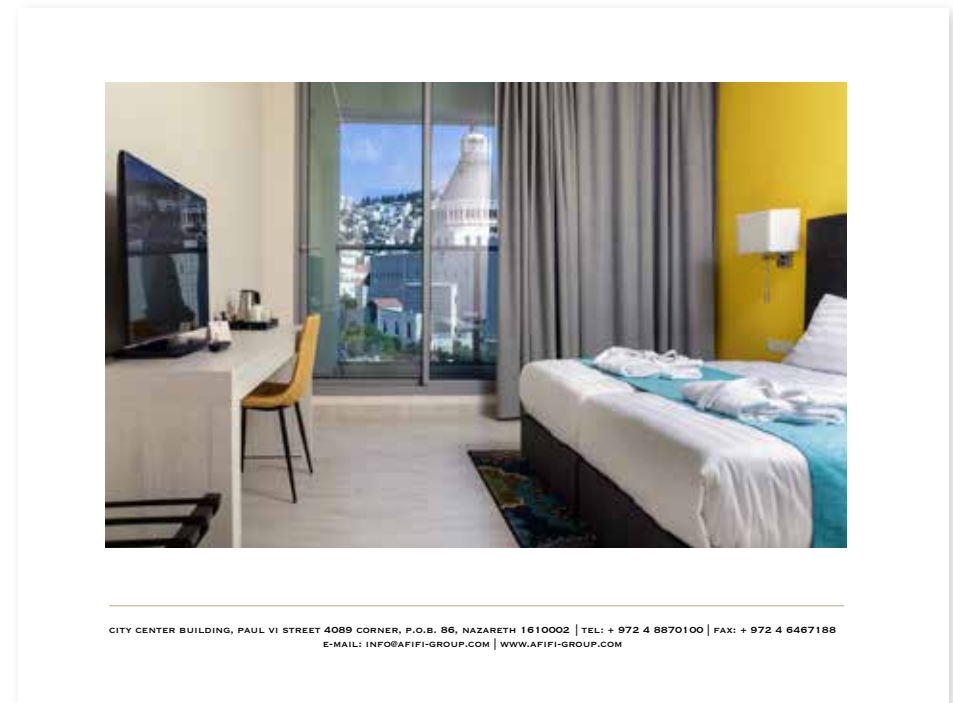


FORMAL PRINCIPLES

DIFFERENT OPTIONS FOR USING SEPARATING LINES IN PANTONE 454







Example 0.5 mm



Example 1 mm



0.5 mm		min size strok
1 mm		
2 mm		
3 mm		max size strok

THE PHOTOGRAPHIC LANGUAGE THAT ACCOMPANIES THE BRAND WILL BE BASED ON ABSTRACT IMAGES DERIVED FROM THE WORLD OF LIGHT, ENERGY AND NATURE.



THE PHOTOGRAPHIC LANGUAGE THAT ACCOMPANIES THE BRAND WILL BE BASED ON ABSTRACT IMAGES DERIVED FROM BOTANIC PICTURES FROM THE NAZARETH AREA



HISTORICAL IMAGES OF THE COMPANY THAT ILLUSTRATE THE FAMILY LEGACY AND REPUTATION.



USE OF CURRENT PHOTOGRAPHS ON THE COMPANY ACTIVITIES



PHOTOGRAPHY PRINCIPLES

EXAMPLES OF USING IMAGES



AFIFI GROUP
SINCE 1927

**LEADING THE WAY
IN TRANSPORT, TOURISM
AND TECHNOLOGY.**


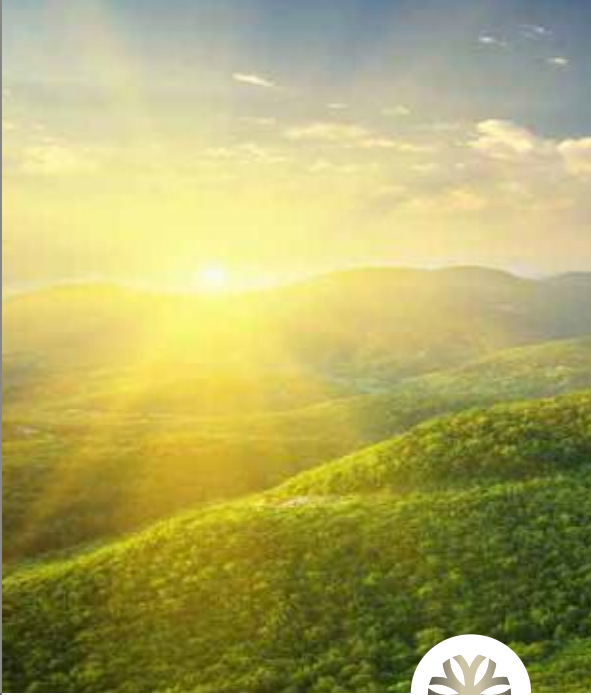
NAZARETH TRANSPORT AND TOURISM, ESTABLISHED IN THE 1930S AS AN AGRICULTURAL TRANSPORT COMPANY, HAD BY 1943 BECOME A PUBLIC BUS OPERATOR SERVING NAZARETH AND THE GALILEE REGION, AS WELL AS OPERATING INTERNATIONAL LINES TO JORDAN, LEBANON AND SYRIA.

CURRENTLY THE COMPANY OPERATES INTER-CITY LINES IN THE NORTH, COVERING NAZARETH, HAIFA, KARMIEL AND VILLAGES IN THE GALILEE, AND INTERNATIONAL LINES TO AMMAN (JORDAN) AND SINAI (EGYPT).

IN THE EARLY 1970S NAZARETH TRANSPORT AND TOURISM STARTED ORGANISING TRIPS FOR TOURISTS, QUICKLY DEVELOPING A REPUTATION FOR THE QUALITY OF ITS SERVICE AND ITS MODERN BUS FLEET, AS WELL AS THE FRIENDLINESS OF ITS STAFF. THE COMPANY HAS TWO SUBSIDIARIES, UNITED NAZARETH BUS SERVICE CO LTD AND NATEEV EXPRESS PUBLIC TRANSPORTATION CO LTD, BOTH OF WHICH ALSO OPERATE IN THE FIELD OF PUBLIC TRANSPORTATION.

THE COMPANY'S FLEET CONSISTS OF 60 BUSES AND 65 TOURIST COACHES, AS WELL AS A FLEET OF CARS AND LIMOUSINES.

THE THREE COMPANIES HAVE PROVED THEMSELVES TO BE PIONEERS OF QUALITY PUBLIC TRANSPORTATION, WITH ONLINE TIMETABLES, RELIABLE TRANSPORT SERVICES USING OUR SPECIALLY DESIGNED SOFTWARE PROGRAMS, AND DEDICATED CUSTOMER SERVICE BEFORE, ONBOARD AND FOLLOWING TRIPS.



**LEADING THE WAY
IN TRANSPORT, TOURISM
AND TECHNOLOGY.**

AFIFI GROUP
SINCE 1927

APPLICATIONS

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AFIFI GROUP
مجموعة العفيفي
منذ 1927

ואליד עפיו
דירקטור ובעלים
ראש חטיבת תחבורה ציבורית ולוגיסטיקה
בניין מרכז העיר,
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AFIFI GROUP
קבוצת עפיו
מאז 1927



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ARABIC



HEBREW



ENGLISH

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 TRANSPORTATION AND LOGISTICS
 SINCE 1927

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 TRANSPORTATION AND LOGISTICS
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THE BACK IS UNIFORM IN ALL THE LANGUAGES

ARABIC

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AFIFI GROUP
 REAL ESTATE
 SINCE 1927

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AFIFI GROUP
 REAL ESTATE
 SINCE 1927

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AFIFI GROUP
 REAL ESTATE
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THE BACK IS UNIFORM IN ALL THE LANGUAGES

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AFIFI GROUP
 TOURISM AND HOSPITALITY
 SINCE 1927

HEBREW

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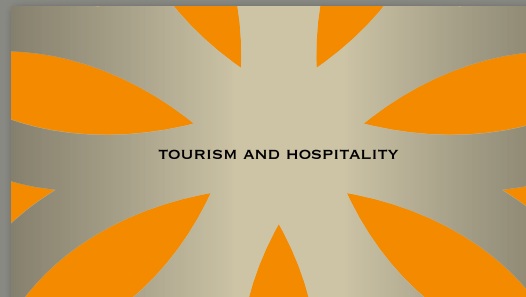
AFIFI GROUP
 TOURISM AND HOSPITALITY
 SINCE 1927

ENGLISH



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 SINCE 1927



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AFIFI GROUP
 TRADE AND SERVICES
 SINCE 1927

HEBREW

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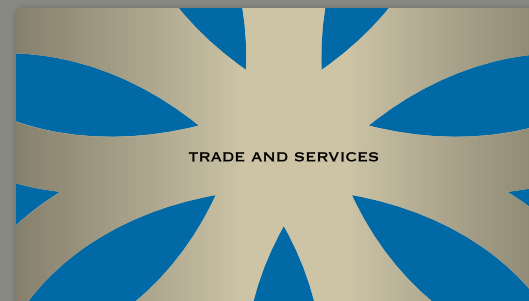
AFIFI GROUP
 TRADE AND SERVICES
 SINCE 1927

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ENVELOPPE | GENERAL

4 SIZES IN 3 LANGUAGES



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AFIFI GROUP
مجموعة العقيقي
1927-2020

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AFIFI GROUP
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1927-2020

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AFIFI GROUP
مجموعة العقيقي

TRANSPORTATION AND LOGISTICS

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4 SIZES IN 3 LANGUAGES



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REAL ESTATE

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AFIFI GROUP
مجموعة العقيقي
TOURISM AND HOSPITALITY

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TOURISM AND HOSPITALITY

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FOLDER | GENERAL

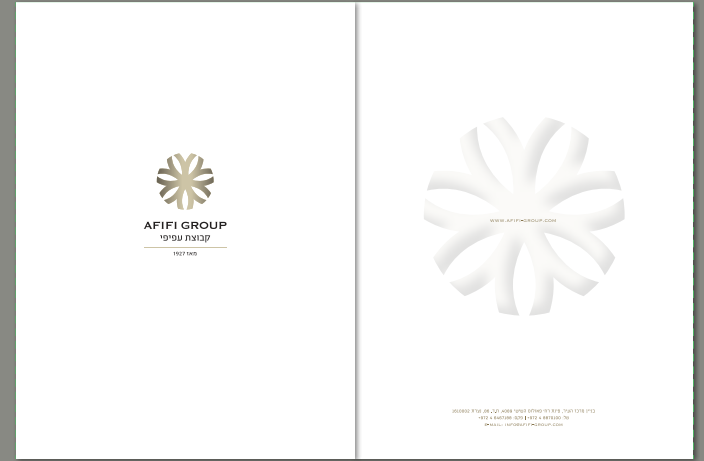
BLIND EMBEDDING

GOLD EMBOSSED

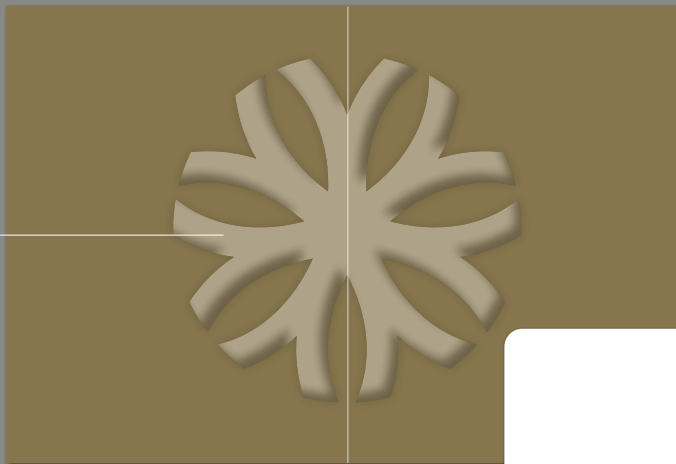
ENGLISH

ARABIC

HEBREW



BLIND EMBEDDING



ENGLISH



ARABIC



HEBREW



ENGLISH



ARABIC



HEBREW



ENGLISH



ARABIC



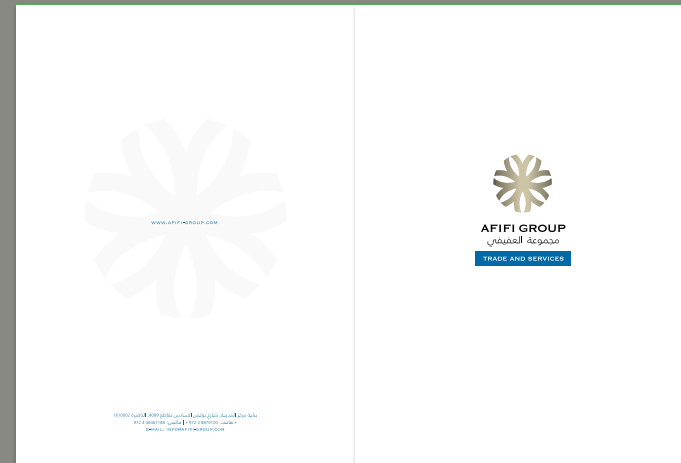
HEBREW



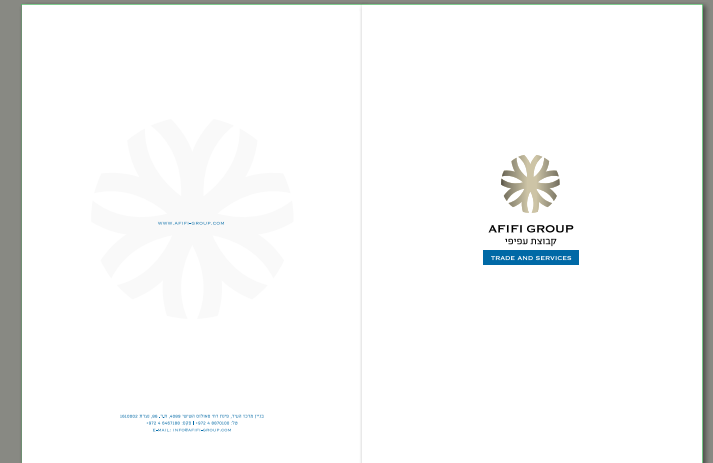
ENGLISH



ARABIC



HEBREW





AFIFI GROUP
SINCE 1927

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1927 תשכ"ז

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ARABIC



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HEBREW

EACH DIVISION- 3 LANGUAGES



AFIFI GROUP

TRANSPORTATION AND LOGISTICS



AFIFI GROUP
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منذ 1927

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AFIFI GROUP
קבוצת עפיפי

מאז 1927

MAIL SIGNATURE | DIVISIONS

 AFIFI GROUP <small>TRANSPORTATION AND LOGISTICS</small>	 NAZARETH TRANSPORT & TOURISM	 NATEEV EXPRESS	 UNBS <small>UNITED NAZARETH BUS SERVICES</small>	 NAZARENE EXPRESS	 HELEN
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 AFIFI GROUP <small>REAL ESTATE</small>	 EPSILON DELTA	 NAZARETH CITYCENTER <small>مركز المدينة النابلسية</small>
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 AFIFI GROUP <small>TRADE AND SERVICES</small>	 UBSI	 AFIFI CARASSO	 EPSILON DELTA
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 AFIFI GROUP <small>TOURISM AND HOSPITALITY</small>	 NAZARENE TOURS	 LEGACY HOTELS	 <i>Legacy Hotel</i> <small>Amman</small>	 LEGACY <small>Nazareth hotel</small>	 GALLERY HOTEL HAIFA	 GALLERY CORNER CAFE	 DUNS SCOTUS PILGRIMAGES <small>HONG KONG</small>	 BERGERBOS <small>HOLLAND</small>	 Isropa <small>Bijzondere vakanties</small>	 PGR <small>Part of International Group</small>	 InterPal <small>Trade & Investment</small>	 <small>المركز العربي لتقنيات الحلول Arab Center for Technological Solutions www.aticenter.com.lb</small>	 AVERROES <small>Travel Transportation System</small>
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EXAMPLE OF A STATIONNERY DESIGN THAT INCLUDE THE AFIFI GROUP LOGO



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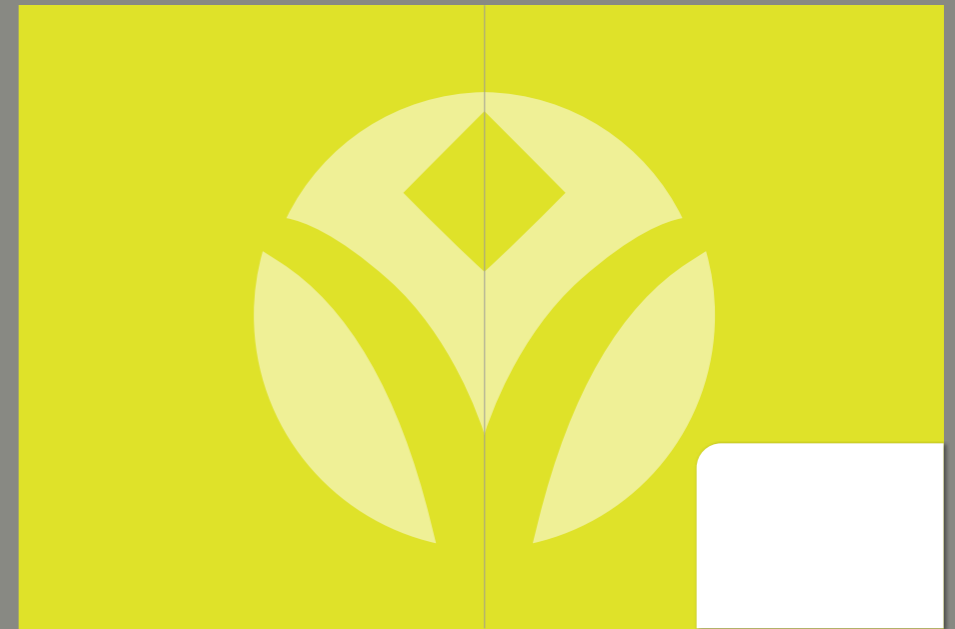


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388 pantone





INSPIRATION,
COMMITMENT,
TRUSTWORTHINESS,
SHINING FORTH
FROM THE GALILEE



ALWAYS LOOKING FORWARD

The ASI Group strives to be a leader in various areas: in professionalism, quality, innovation, its unique customer service and its commitment to all partners in all areas of services and products it provides, both locally and internationally, while maintaining the values of integrity, reliability and fairness which have been the Group's milestones in all its years of operation.

FUTURE GOALS

- In the field of public transport, the Group seeks to expand its range of services and lines.
- In the field of tourism, the Group strives to increase the products and services it offers, meeting – and also exceeding – the varying needs of its customers, together with smart and comprehensive planning to successfully deal with fluctuations and challenges.
- In international commerce, the Group seeks to expand into the field of advanced technologies and products for the automotive industry.
- The Group will stick with its commitment to provide high-quality products and services at uncompromisingly high standards, while creating new solutions and tailoring them to the requirements of individual customers in specific areas.
- The Group will continue to maintain and even expand its robust and long-term ties with customers, trading partners, suppliers and employees.
- ASI Group will aspire to continue to be the preferred workplace for its employees, and will continue to nurture and train its staff by creating a workplace that encourages creativity and efficiency and which provides them with a challenge and a place for personal advancement and job security.
- ASI Group will keep up its involvement and activities within the community it serves and in which it operates, and will continue to contribute to its cultural, economic and commercial growth and improvement.



SOCIAL INVOLVEMENT

BETTER WORK FOR A BETTER LIFE

We view social commitment as a crucial basis for our successful operations. What could be more genuine for a local group than to take account of the potential impact of each of its activities on its human or natural environment?

The Group's commitment to the community includes, employment diversity, compliance to labor and social laws, achieving equality in employment, empowering women and employment of the disabled, wherever we can. As a company where customer service is the core of its activities, AFIF Group believes that its employees' commitment to compassionate and ethical conduct is essential for its success.

Our social commitment strategy focuses on supporting projects that are in harmony with our philosophy and strategy. Thanks to our activities, we make a difference locally, where our employees live and work. The projects take local needs into account as well as the goals of our regional organizations. We also encourage our employees to get involved, and we support them in making a difference on behalf of society and the environment in their local areas.



TRANSPORTATION & LOGISTICS DIVISION

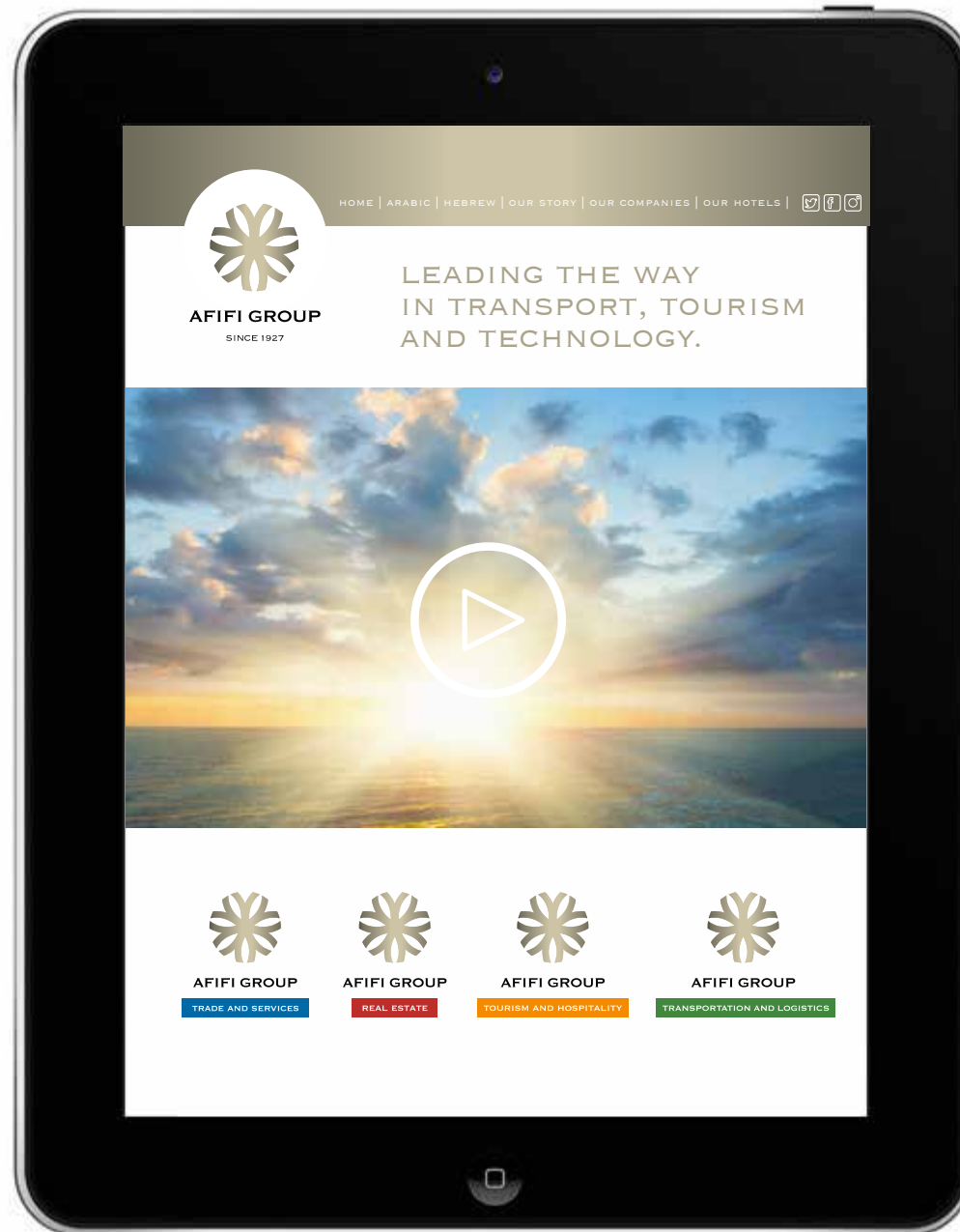


AFIFI GROUP
TRANSPORTATION AND LOGISTICS

DRIVEN BY A PROMISE OF QUALITY AND SAFETY

For several decades, AFIF Group has been committed to provide uncompromising products and services in these areas, from modern buses to high standard services, from strict security procedures to successful solutions. As a division which spends most of its time on the roads, we go out of our way to bring each and every passenger to his or her destination, swiftly, comfortably, politely and safely.







AFIFI GROUP
SINCE 1927

NEWSLETTER

LEADING THE WAY IN TRANSPORT, TOURISM AND TECHNOLOGY.

NAZARETH TRANSPORT AND TOURISM, ESTABLISHED IN THE 1930S AS AN AGRICULTURAL TRANSPORT COMPANY, HAD BY 1943 BECOME A PUBLIC BUS OPERATOR SERVING NAZARETH AND THE GALILEE REGION, AS WELL AS OPERATING INTERNATIONAL LINES TO JORDAN, LEBANON AND SYRIA.

CURRENTLY THE COMPANY OPERATES INTER-CITY LINES IN THE NORTH, COVERING NAZARETH, HAIFA, KARMIEL AND VILLAGES IN THE GALILLEE, AND INTERNATIONAL LINES TO AMMAN (JORDAN) AND SINAI (EGYPT).

IN THE EARLY 1970S NAZARETH TRANSPORT AND TOURISM STARTED ORGANISING TRIPS FOR TOURISTS, QUICKLY DEVELOPING A REPUTATION FOR THE QUALITY OF ITS SERVICE AND ITS MODERN BUS FLEET, AS WELL AS THE FRIENDLINESS OF ITS STAFF. THE COMPANY HAS TWO SUBSIDIARIES, UNITED NAZARETH BUS SERVICE CO LTD AND NATEEV EXPRESS PUBLIC TRANSPORTATION CO LTD, BOTH OF WHICH ALSO OPERATE IN THE FIELD OF PUBLIC TRANSPORTATION.

THE COMPANY'S FLEET CONSISTS OF 60 BUSES AND 65 TOURIST COACHES, AS WELL AS A FLEET OF CARS AND LIMOUSINES.

THE THREE COMPANIES HAVE PROVED THEMSELVES TO BE PIONEERS OF QUALITY PUBLIC TRANSPORTATION, WITH ONLINE TIMETABLES, RELIABLE TRANSPORT SERVICES USING OUR SPECIALLY DESIGNED SOFTWARE PROGRAMS, AND DEDICATED CUSTOMER SERVICE BEFORE, ONBOARD AND FOLLOWING TRIPS.






AFIFI GROUP
SINCE 1967

PRESENTATION TITLE

JANUARY 2017

3

POINTS FOR DISCUSSION



AFIFI GROUP
SINCE 1967

- SUBJECT 1
- SUBJECT 2
- SUBJECT 3
- SUBJECT 4

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SUBJECT 1



AFIFI GROUP
SINCE 1967

TITEL
SUBTITLE, SUBTITLE

NAZARETH TRANSPORT AND TOURISM, ESTABLISHED IN THE 1930S AS AN AGRICULTURAL TRANSPORT COMPANY, HAS BY 1963 BECOME A PUBLIC BUS OPERATOR SERVING NAZARETH AND THE GALILEE REGION, AS WELL AS OPERATING INTERNATIONAL LINES TO JORDAN, LEBANON AND SYRIA.

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1/5



AFIFI GROUP
SINCE 1967

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2/5

SUBJECT 1



AFIFI GROUP
SINCE 1967

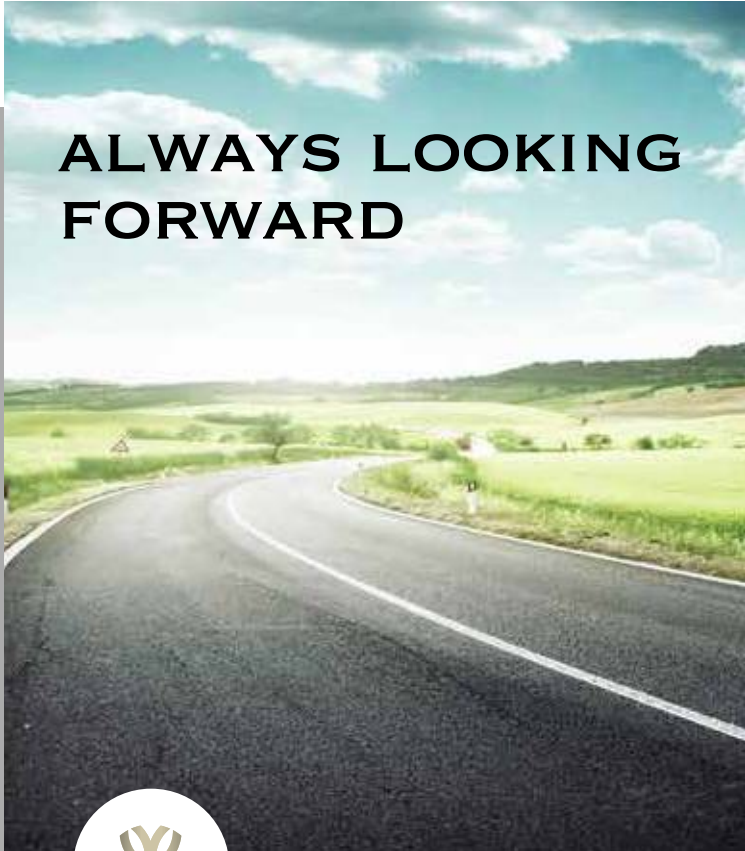
- SUBJECT 1
- SUBJECT 2
- SUBJECT 3
- SUBJECT 4

7

END

CITY CENTER BUILDING, PAUL VI STREET 4088 CORNER, P.O.B. 86, NAZARETH 1610002 | TEL: + 972 4 8870100 | FAX: + 972 4 6467188
E-MAIL: INFO@AFIFI-GROUP.COM | WWW.AFIFI-GROUP.COM

ALWAYS LOOKING FORWARD



AFIFI GROUP
SINCE 1927

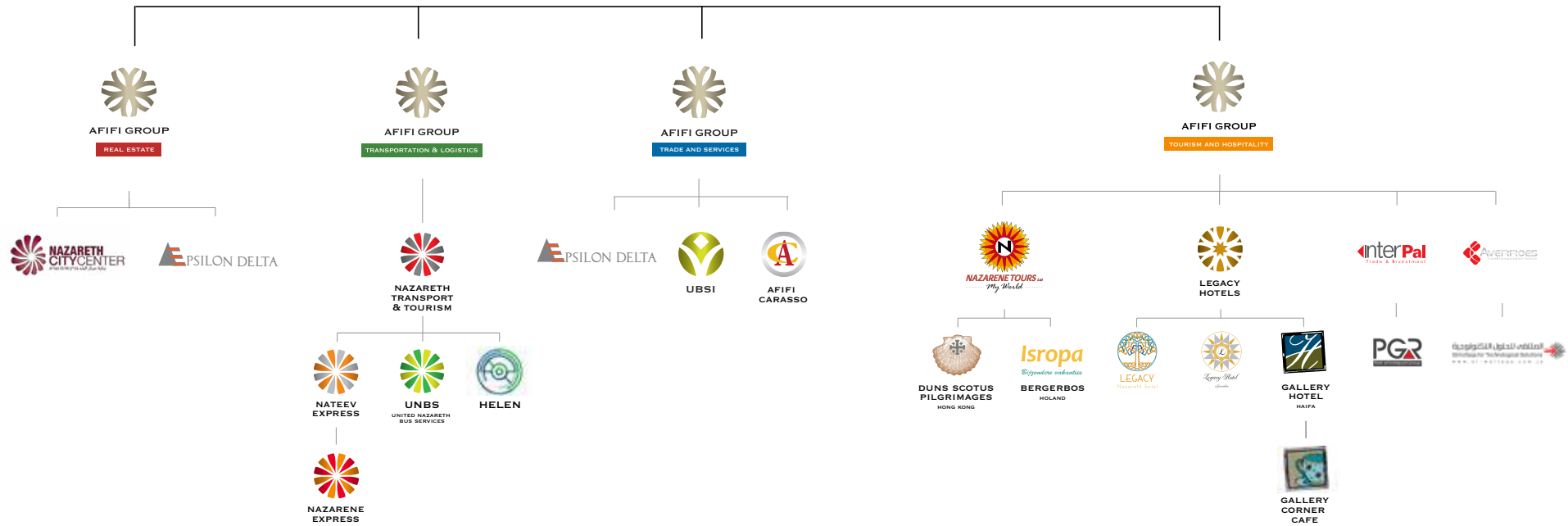
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PROMOTIONAL ITEMS



GROUP ARCHITECTURE





NEO GROUP

AFIFI GROUP BRAND BOOK
DESIGN: NEO GROUP
JUNE 2017