Communicating
Better Every Day

Bank Muscat. Brand Identity Guidelines 2019.

بنك مسقط
bank muscat

Brand Marks

Logo Rationale
Bank Muscat has unbreakable ties with Oman - a land that takes pride in its heritage and culture. Its roots are firmly entrenched in tradition and the Omani way of life. The corporate identity strongly portrays the bank's Omani roots. Its icon is based on three Khanjar blades. The Khanjar is a traditional Omani dagger worn ceremonially by Omani men on their waist belt.

Three Khanjars
In a symbolic depiction, the three Khanjars are arranged to signify a unified alliance, a strong dynamic shape, which represents the subtle movement of eternal synergy among the customer, the Bank and its services. In the final analysis, the icon symbolizes the meeting of people and minds that is the underlying basis of the bank 's growth and success.

Iconic Elements
The brand icon is comprised of three Khanjars in a 120 degree rotationally-symmetric formation and the typographic elements which express the bank's name in both Arabic and English.

The Red Colour
Derived from the prominent red colour in the Omani flag. Red is being used as a primary colour for the logo as it is assertive, daring, determined, energetic, powerful, enthusiastic, impulsive and exciting. The colour red is a highly visible colour that is able to focus attention quickly and get people to make quick decisions.

Icon Mark
Three Omani national identifying elements in 120 degree rotational symmetry creates the Bank Muscat brand icon.

Full Mark
The Icon Mark and Typography combine to form the complete brand mark.

Full Vertical Mark
The Icon Mark and Typography combine to form the Complete Mark.

Brand Marks

Master Artworks
Bank Muscat uses three Brand Marks for to identifying our brand's communications, it brand properties and touchpoints. These should be used as specified within this document.

Use of Master Artworks
The Complete Mark is to be used on all international communications. The Tab Mark is to be used on all marketing and in-country communications and the Icon Mark is to be used as a supporting device for use when the audience is already within, or to confirm the presence of a branded environment.

01 **'Complete Mark'** To be used on all international touchpoints or media to be used outside of Oman.
Artwork reference:
BMU-Complete-Mark-TwoCol-CMYK.ai

02 **'Icon Mark'** To be used on all branded environments.
Artwork reference:
BMU-Icon-Mark-Red-CMYK.ai

03 **'Complete Vertical Mark'** To be used where ever you have a width restriction in the artwork.
Artwork reference:
BMU-Complete-Vertical-Mark-TwoCol-CMYK.ai

04 **'3D Mark'** is being phased out and will no longer be used
Artwork reference:
BMU-3D-Icon-Mark-CMYK.ai

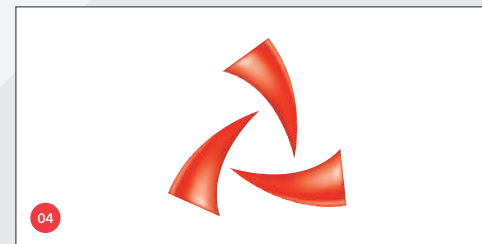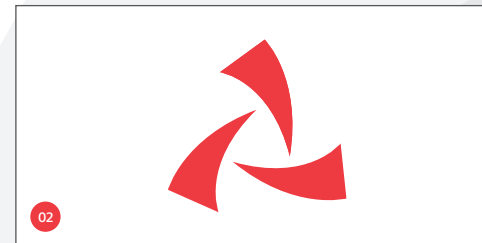**05** **'Tab Mark'** To be used on all local touchpoints.
Artwork reference:
BMU-Tab-Mark-Dark-CMYK.ai

06 **'Complete Horizontal Mark'** To be used where ever you have a height restriction in the artwork.
Artwork reference:
BMU-Complete-Horizontal-Mark-TwoCol-CMYK.ai

Brand Marks

Restrictions on Master Art works
Please only use our Brand Marks as supplied in our Master Identity Artworks archive. Kindly do not add any additional visual effects or tricks to the Brand Marks; the final Master Brand Mark artworks are to be applied as provided.

Complete Mark

Tab Mark

Icon Mark

✅

Please use the Brand artworks as provided.

❌

Do not apply any visual effects what so ever.

Artwork reference:
BMU-Complete-Mark-TwoCol-CMYK.ai

Artwork reference:
BMU-Tab-Mark-Dark-CMYK.ai

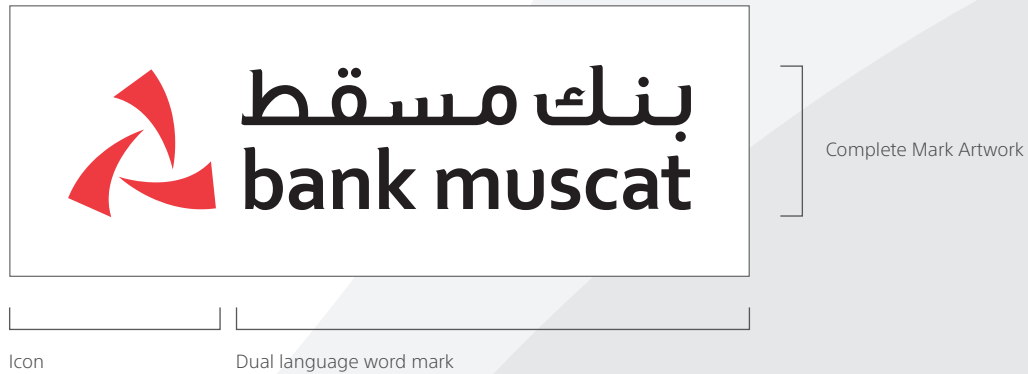**Artwork reference:**
BMU-Icon-Mark-Red-CMYK.ai
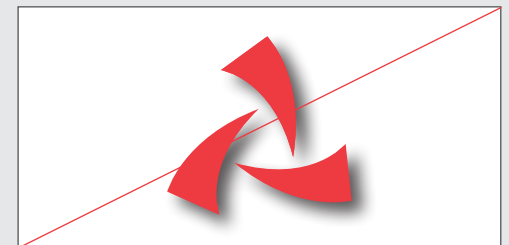
Anatomy of the Complete Mark
Our Complete Mark is comprised of a dual lan-guage word mark and an iconic element. The design of this artwork is set - you should only use permissible versions as provided in our Master Artwork Archive. Please do not re-invent any art-work in any way, shape or form (using colour, stretching, or distorting, for example.)

Permissible Variations
All permissible variations of this artwork will be outlined in the following pages. Should you find that a artwork has been adulterated in any way (stretched accidentally for example), please undo any changes or import the master artwork file from the supplied archive again.

Complete Mark

بنك مسقط
bank muscat

Complete Mark Artwork

Icon

Dual language word mark

Artwork reference:
BMU-Complete-Mark-TwoCol-CMYK.ai

Clear Space - Complete Mark
The minimum acceptable artwork clear space is illustrated here. For legibility, at least 0.5X of the icon is to be left clear of other artworks or typography. Judgement and discretion should be applied by the designer to make the finished art feel appropriate to the layout.

✅

Mandatory Clear Space

بنك مسقط
bank muscat

0.5X

X

0.5X

0.5X   X

0.5X

The Minimal Size for our Brand Mark
The minimum acceptable size for our identity mark is 24mm wide. Ideally, it should always be rendered larger than this in our communications.
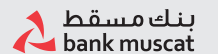
Complete Mark

بنك مسقط
bank muscat

98mm wide

بنك مسقط
bank muscat

40mm wide

بنك مسقط
bank muscat

24mm wide or 85pixel

Artwork References:
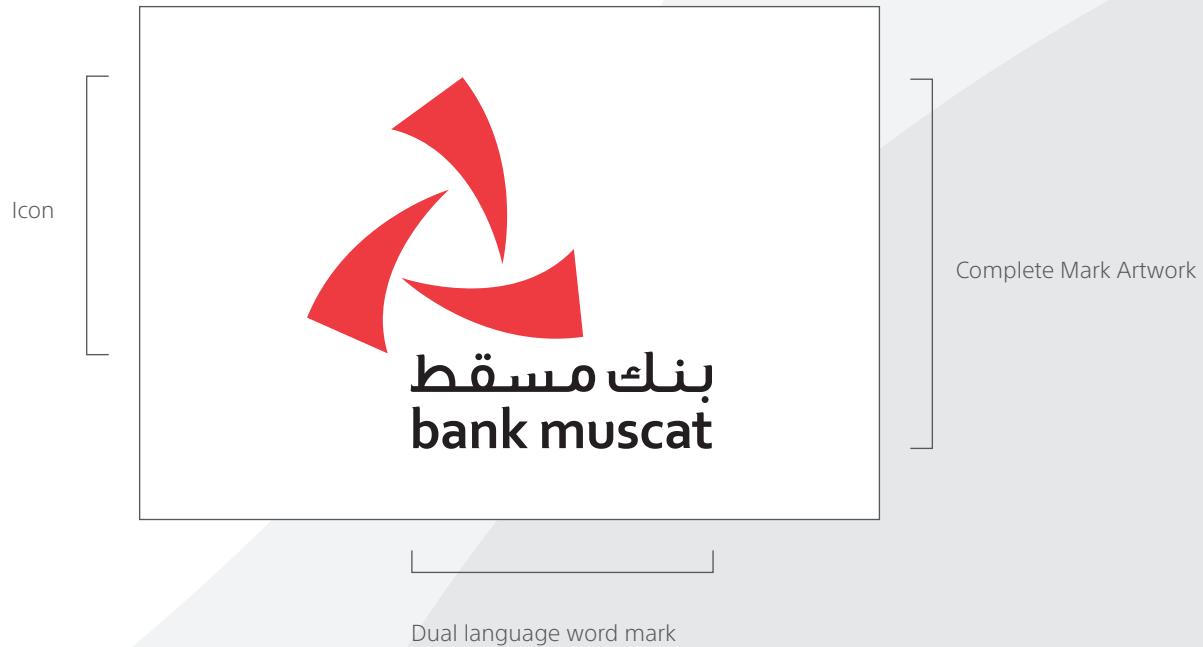BMU-Complete-Mark-TwoCol-CMYK.ai

Anatomy of the Complete Vertical Mark
Our Complete Vertical Mark is comprised of a dual language word mark and an iconic element. The design of this artwork is set - you should only use permissible versions as provided in our Master Artwork Archive. Please do not re-invent any artwork in any way, shape or form (using colour, stretching, or distorting, for example.)

Permissible Variations
All permissible variations of this artwork will be outlined in the following pages. Should you find that a artwork has been adulterated in any way (stretched accidentally for example), please undo any changes or import the master artwork file from the supplied archive again.

Complete Vertical Mark

Icon

Complete Mark Artwork

بنك مسقط
bank muscat

Dual language word mark

Artwork reference:
BMU-Complete-Vertical-Mark-TwoCol-CMYK.ai

Clear Space - Complete Vertical Mark

The minimum acceptable artwork clear space is illustrated here. For legibility, at least 0.5X of the height of the typography is to be left clear of other artworks or typography. Judgement and discretion should be applied by the designer to make the finished art feel appropriate to the design of the artwork or layout.

✅

Mandatory Clear Space

بنك مسقط
bank muscat

3X

X

X

X

Anatomy of the Icon Mark

Our Icon Mark is comprised of a three Khanjar-derived elements in rotational symmetry. The design of this artwork is set - you should only use permissible versions as provided. Please do not re-invent any artwork in any way, shape or form (using colour, stretching, or distorting, for example.)

Permissible Variations

All permissible variations of this artwork will be outlined in the following pages. Should you find that an artwork has been adulterated in any way (stretched accidentally for example),please undo any changes or reimport the master artwork file from the supplied archive.

Icon Mark
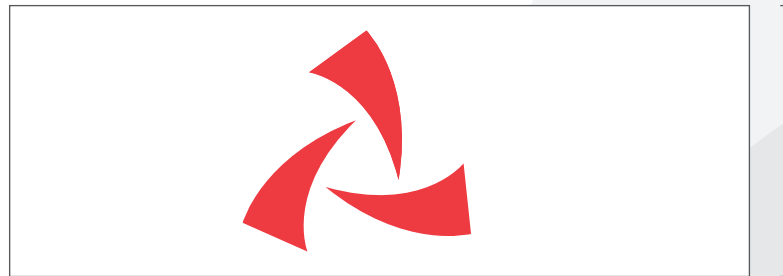
Icon Mark Artwork

Icon

Artwork reference:
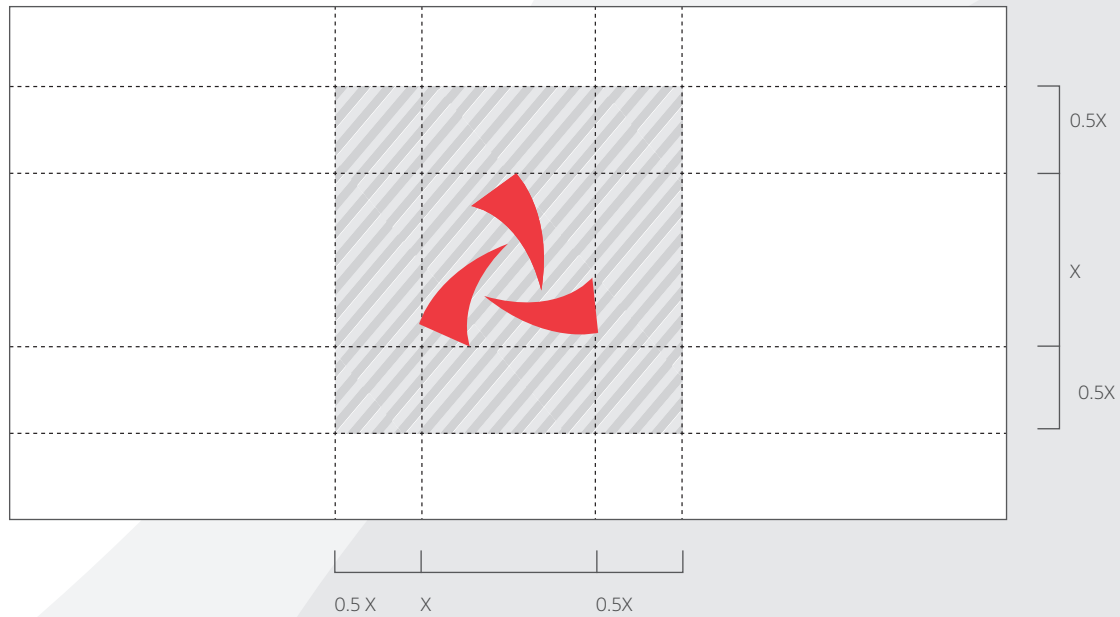BMU-Icon-Mark-Red-CMYK.ai

Icon Mark

0.5X

X

0.5X

0.5 X   X   0.5X

Acceptable Variations - Complete Mark

In typical applications, Bank Muscat uses our the Complete Mark in its two colour form, set against white. However, there may be occasions when a single colour or a red colour field is required. In such instances, you should use a reversed version of the complete mark, as illustrated below.

Complete Mark - Foiling & Signage

For prestige communications, or if constructing signage, you may use a single metallic variation. Foiling may be in red, silver or black but must not combine colours (i.e: red foil with black). The whole mark is to be foiled rather than a single element (i.e: red foil logo, printed word mark).

☑ Preferred full colour artwork

☑ Red, single colour artwork

☑ Reversed artwork (on red colour field)

☑ Monochrome artwork

☑ Reversed artwork (on black colour field)

☑ Logo in original colors (on black color field)

Artwork References:

BMU-Complete-Mark-TwoCol-CMYK.ai
BMU-Complete-Mark-Red-CMYK.ai
BMU-Complete-Mark-Reversed-White-CMYK.ai
BMU-Complete-Mark-Black-CMYK.ai

Brand Marks

Usage Restrictions - All Marks

The artworks should only ever be used as per the Master Artwork Archive. There are no exceptions to this rule.. Do not bend, distort, wrap or abuse the artworks in any way. The restrictions in the following pages apply to all marks - Complete, Tab or Icon only.

❌ Busy photographic or illustrative surrounds

❌ Patterned backgrounds

❌ Reflections, glow and Lighting effects

❌ Gradient surrounds

❌ Wrapping

❌ Drop shadows, bevels and other 3D effects

❌ Sheering or warping

❌ Skewing

Usage Restrictions - Complete Mark

The artwork should be used as supplied and not adulterated at all. Do not rearrange or distort the components. If you accidentally adjust an artwork, delete it and re-import an original art work. As with the rules on rearrangement, do not adjust the text, resize or realign it in any way.

❌ Resizing of type size ratios

❌ Adjustment to vertical height of the Brand Mark

❌ Adjustment to vertical height of the Brand Mark

❌ Rearranged type elements either horizontally or vertically


❌ Resizing or moving elements

❌ Resizing or moving elements

Usage Restrictions - Complete Mark

Bank Muscat does not want you to add anything to the Brand Mark or for you to create your own version. Also, do not make patterns with it or use the Brand Mark or any part of it as a bullet point. Moreover, any acceptable usage of Bank Muscat's Complete Mark will be set and outlined here in this guideline document.
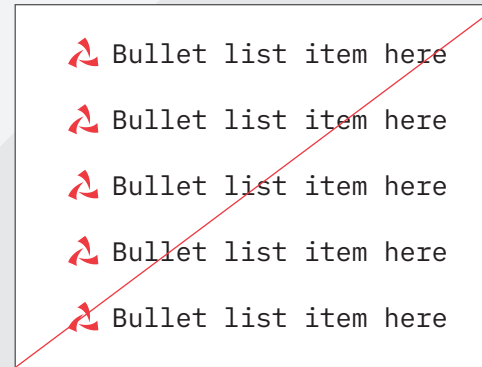

❌ Adding things to the Brand Mark
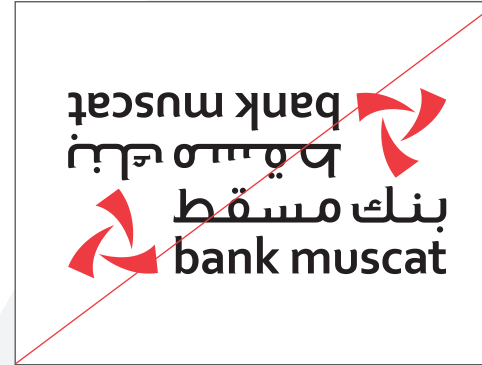
❌ Creating new version from Brand Mark components

❌ Creating patterns from components

❌ Creating bullets from the icon

Brand Marks

Previous Brand Marks
The bank has updated its identity a number of times over the years and old brand marks exist especially when marketeers and channel partners search for our identity online.
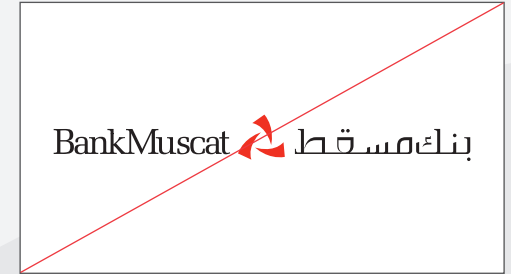
Restrictions on Use
Old marks such as the ones below are not to be used in any circumstance other than for the purpose of historical record keeping (history presentations on the legacy of the brand).

❌ Do not use old brand marks

❌ Do not use old brand marks


❌ Do not use old brand marks

Anatomy of the Tab Mark
Our Tab Mark is comprised of a Icon Roundel
and Tab. The design of this Tab Mark is set - you
should only use permissible versions as provided.
Please do not re-invent any artwork in any way,
shape or form (using colour, stretching, or dis-
torting, for example.)

Permissible Variations
All permissible variations of this artwork will be
outlined in the following pages. Should you find
that an artwork has been adulterated in any way
(stretched accidentally for example),please undo
any changes or reimport the master artwork file
from the supplied archive.

Tab Mark

Tab Mark Artwork

Icon Roundel

Tab

Artwork reference:
BMU-Tab-Mark-Dark-CMYK.ai

Brand Marks
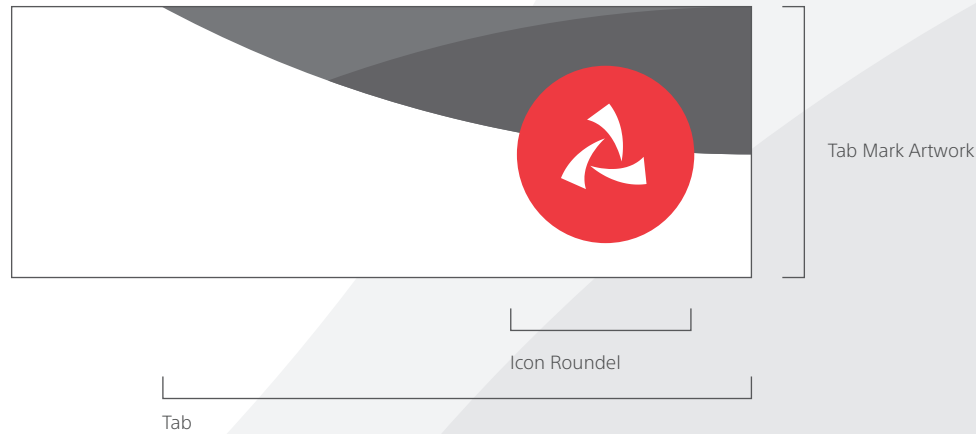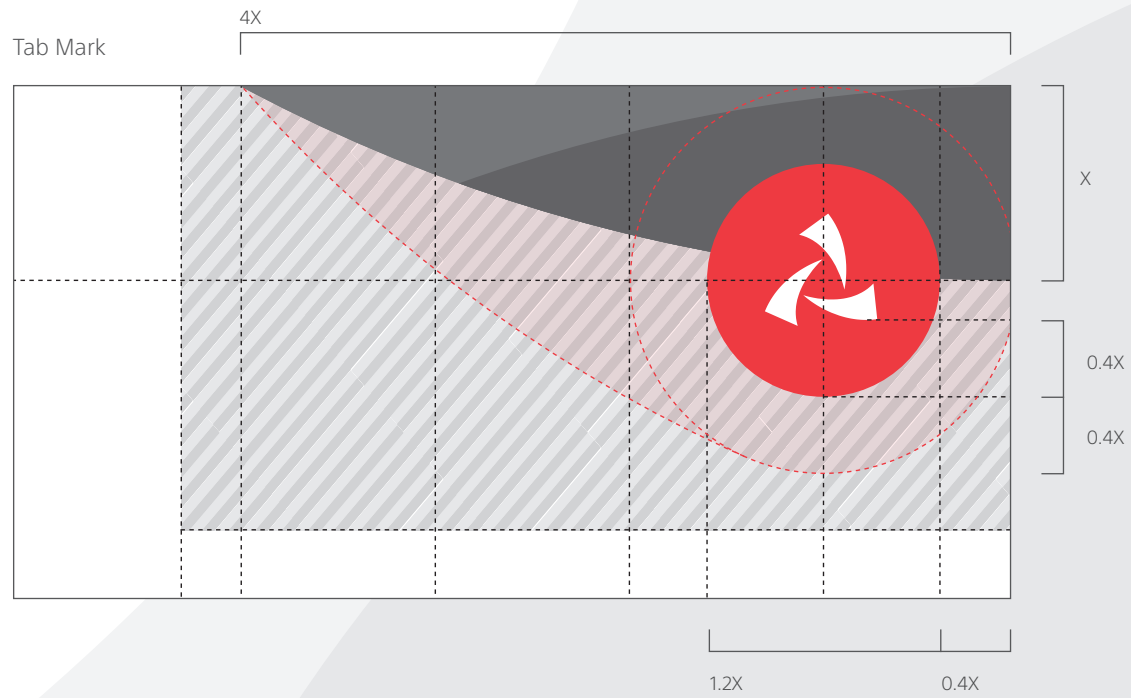
Clear Space - Tab Mark
The minimum acceptable artwork clear space is illustrated here. For legibility, at least 0.5X of the icon roundel is to be left clear of other artworks or typography. Judgement and discretion should be applied by the designer to make the finished art feel appropriate to the layout.

Mandatory Clear Space

Tab Mark

4X

X

0.4X

0.4X

1.2X

0.4X
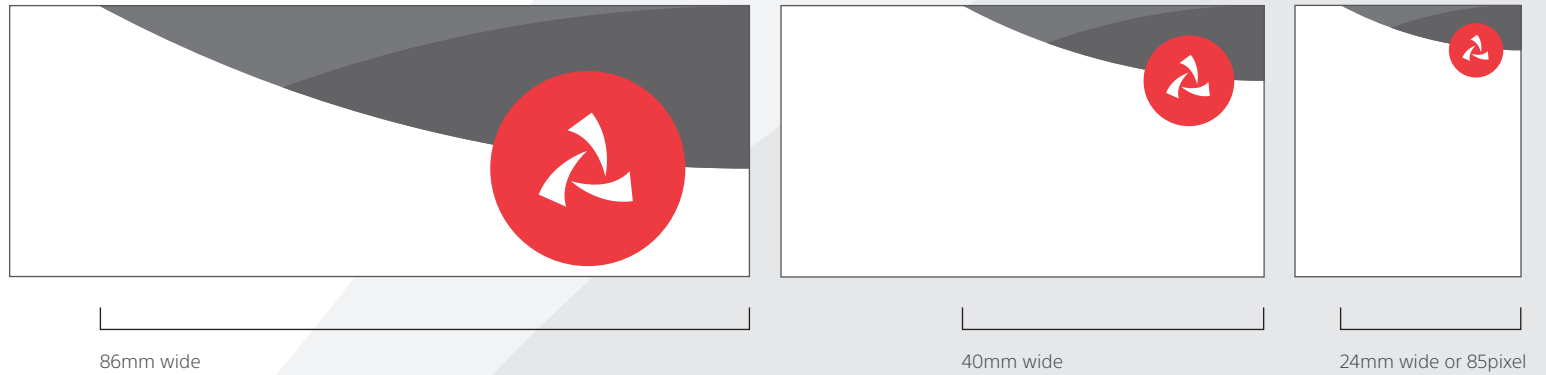
The minimal size for our Tab Mark
The minimum acceptable size for our Tab Mark is 24mm wide. Ideally, it should always be rendered larger than this in our communications.

Tab Mark

86mm wide

40mm wide

24mm wide or 85pixel

Artwork References:
BMU-Tab-Mark-Dark-CMYK.ai

Brand Marks

Acceptable Variations - Tab Mark
Standard usage will be the two colour Tab Mark against white. When used over a dark colour field artwork or image you should use the Light Tab. If your artwork is predominantly red or you are using a red colour field you are to use to Red Tab version.

Tab Mark - Foiling & Signage
For prestige communications, or if constructing signage, you are to use the foiling artwork. Foiling may be in single colours such as red, silver or black, clear or white as appropriate to the substrate or layout.

✅ Preferred full colour Dark Tab artwork

✅ Light Tab dark backgrounds
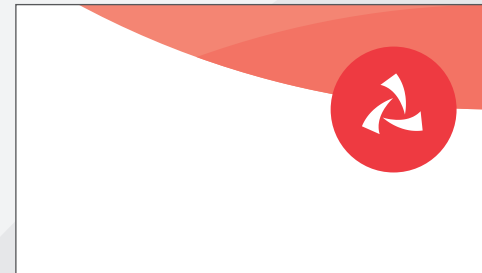

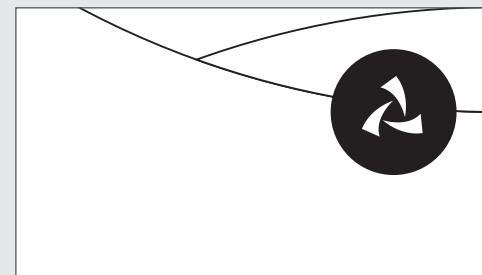✅ Reverse Tab for red background usage

✅ Light Tab gray backgrounds

✅ Tinted Tab single colour applications

✅ Monochrome Tab for black & white applications

Artwork References:
BMU-Tab-Mark-Dark-CMYK.ai
BMU-Tab-Mark-Light-CMYK.ai
BMU-Tab-Mark-Red-CMYK.ai
BMU-Tab-Mark-Foil-CMYK.ai
BMU-Tab-Mark-Red-Tint-CMYK.ai
BMU-Tab-Mark-Black-Tint-CMYK.ai

✅ Keyline Tab for use in foiling only

Brand Marks

The artworks should only ever be used as per the Master Artwork Archive. There are no exceptions to this rule.. Do not bend, distort, wrap or abuse the artworks in any way. The restrictions in the following pages apply to all marks - Complete, Tab or Icon only.

❌ Busy photographic or illustrative surrounds

❌ Patterned backgrounds

❌ Reflections, glow and blue effects
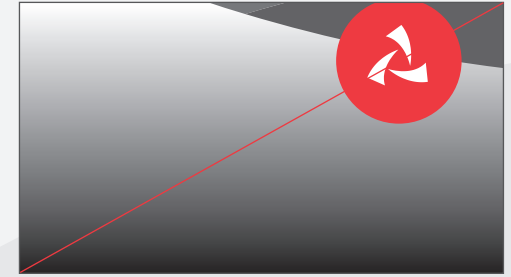
❌ Gradient surrounds
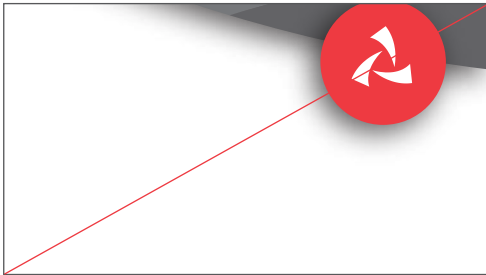
❌ Drop shadows

❌ Skewing
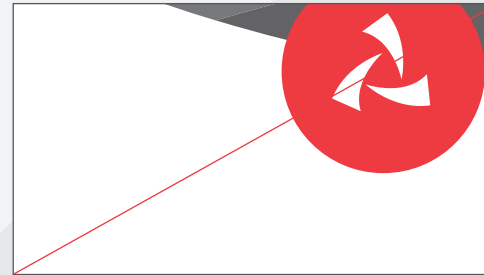
❌ Scaling or reproportioning
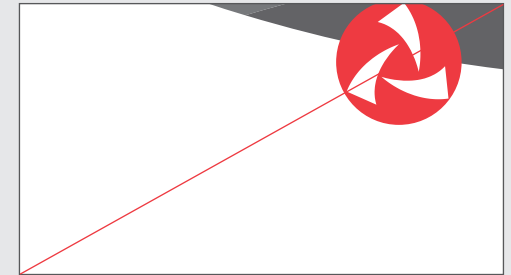
❌ Resizing elements independently
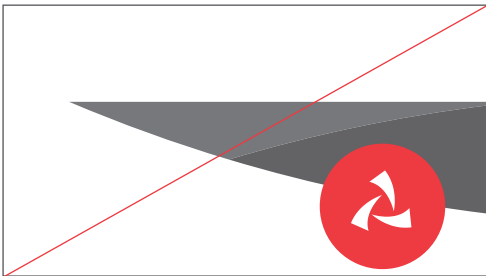
❌ Realigning elements to artwork areas
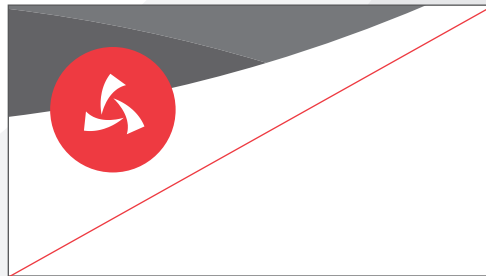
❌ Flipping
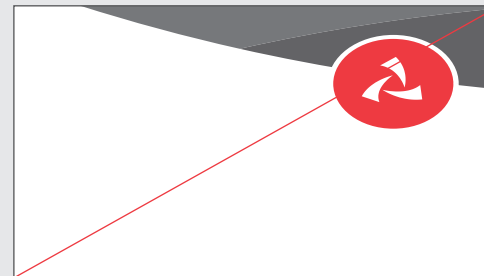
❌ Adding elements to the form such as key lines
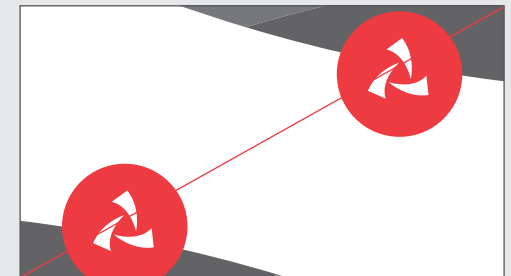
❌ Additional versions on same artwork

Brand Marks

Usage Restrictions - Tab Mark
Please do add anything to the Tab Mark or create your own version or variants. Also do not make patterns with it or use the Brand Mark or any part of it as a bullet point.

Acceptable Variations
All acceptable applications of the Brand Mark will be set and outlined here in this guideline document. Should you need specific guidance not covered specifically, you can request this from the Bank Muscat Marketing Team.

❌ Adding things to the Brand Mark

❌ Creating new version from Brand Mark components
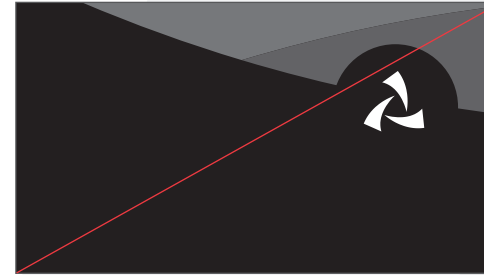
❌ Creating patterns from components
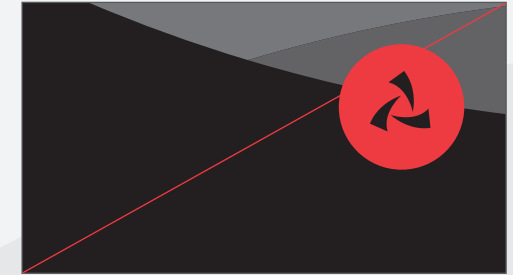
❌ Creating bullets from the icon

Brand Marks

Reference Examples
On this page we can see two concept artworks that are applying the Tab Mark correctly. The Tab Mark is highly affective at owning Bank Muscat's communication while allowing the artwork to fully utilise the space to connect with our audience. The communication is clear and direct.

Selecting the Right Tab
The Light Tab has been used on the left hand concept as it uses a darker image while the Reversed Dark Tab has been used on the left hand image as this artwork is predominantly red and would not display correctly. Both uses are correct.

✅ Light Tab correctly applied to an press half page concept artwork for Baituna

✅ Dark Tab Reversed correctly applied to an Al Mazyona concept artwork

الشعار النصي والأسم معاً

يمكن للشعار النصي والاسم أن يكونا معاً خلال عمليات التواصل. وعندها، يجب اتباع التعليمات الواردة أدناه. فعند وضعهما معاً في سطر واحد يجب التفريق بينهما من خلال علامة الترقيم النقطة (.) وذلك لضمان القراءة الصحيحة.

الشعار النصي والإسم بشكل عامودي على سطرين

بنك مسقط.
أفضل كل يوم.

بنك مسقط
أفضل كل يوم

❌ لا يجوز وضع علامة الترقيم النقطة (.) بعد الاسم والشعار النصي على سطرين

✅ الشعار النصي والاسم على سطرين دون الحاجة لوضع علامة الترقيم النقطة (.)

الشعار النصي والإسم بشكل أفقي على سطر واحد

بنك مسقط أفضل كل يوم

بنك مسقط. أفضل كل يوم.

❌ لا يجوز ترك الاسم والشعار النصي على سطر واحد دون وضع علامة الترقيم النقطة (.)

✅ الاسم والشعار النصي على سطر واحد مع وضع علامة الترقيم النقطة (.)

العربية - أفضل كل يوم

لدى شعار بنك مسقط النصي أهمية كبيرة في هوية العلامة التجارية وهو يتكون من ثلاث كلمات - أفضل - كل -يوم. فهو يعني "فعل أمور أفضل لجعل حياة الزبائن اليومية أفضل". لا يجوز العبث بترتيب الكلمات الثلاث الخاصة بالشعار النصي لبنك مسقط.

إيصال الرسالة - "منتج" أفضل لك كل يوم

عند التواصل، نقوم بتحديد لماذا حياة الزبائن تصبح أفضل كل يوم. على سبيل المثال، "خدمات أفضل كل يوم" ستساعد الزبائن بالحصول على حياة أفضل كل يوم. هنا يجب وضع "خدمات" بالبداية ثم "أفضل كل يوم".

الشعار النصي للعلامة التجارية

أفضل كل يوم

كل يوم أفضل

✅ كلمات الشعار النصي بالترتيب الصحيح

❌ لا يجوز العبث بترتيب كلمات الشعار النصي

التواصل من خلال المنتج

خدمات أفضل
كل يوم

أفضل خدمات
كل يوم

✅ التواصل بشكله الصحيح من خلال وضع اسم المنتج بالبداية وكلمة (لك) بعد كلمة (أفضل)

❌ تواصل خاطئ من خلال وضع اسم المنتج وكلمة (لك) في مكانين غير مناسبين

Slogan & Name Lock-up
The Bank Muscat name and slogan may be locked together in your communications. When you do so, it should follow the principles we set out on this page below. When used in a line, like a sentence, you should use a period as punctuation, to ensure the slogan and brand name is read correctly by the audience.

Brand name & slogan stacked vertically

Bank Muscat
Better Everyday

Bank Muscat.
Better every day.

✅ Lines are stacked, no periods, all title case, 'everyday' is one word

❌ Periods not required, mix of title and lower case, 'every day' should be one word

Brand name & slogan horizontal

Bank Muscat. Better Everyday.

Bank Muscat better every day.

✅ Periods required, all title case, 'everyday' is one word

❌ Periods required, mix of title and lower case, 'every day' should be one word

The Slogan

English - Better Everyday
The Bank Muscat slogan is a key component of our brand identity comprising of two key words - 'Better' and 'Everyday'. This gives the meaning of 'doing better things to make everyday life better for our customers'. In our slogan, 'Everyday' should be as a single word.

Messaging - Better 'XYZ' every day
When we communicate, we will establish why everyday life is better for our customers. For example, 'Better banking every day' will help our customers have a better 'everyday life'. Here the words 'every' and 'day' are used as single words.

Brand slogan

Better Everyday

Better every day

✅ Slogan is two words in Title Case

❌ Slogan is two words, not three and not a mix of title and lower case

Headline using messaging platform

Better banking every day

Better Banking Everyday

✅ Headlines is in Sentence case, everyday is two words

❌ Headlines don't mix of sentence and lower case, 'every day' isn't one word

Bank Muscat's Typographic Overview
Bank Muscat's typographic standards are clean, approachable and simple, with a Light and approachable feeling to them. Bank Muscat uses a single typeface for all graphic communications. This font is SST Arabic and contains all the glyphs required for Arabic and English messages.

Contemporary Typography
SST Arabic was selected for its contemporary personality and friendly, rounded character. It produces an impression which helps our brand to feel approachable yet professional. SST Arabic has plenty of weights to give your communication emphasis and expression where required.

Aa12?&%
#١٠٢٣٤

Buy the SST Arabic typeface from
www.myfonts.com

Typography

Mostly used for body copy and headlines over colour fields. Light headlines help our content to feel approachable and welcoming.

Regular can be used for small copy where Light causes legibility issues.

Medium is used to differentiate our headlines when we are using an image rather than a colour field. For example, most of our advertising will use images and two levels of differentiation - Light and Medium.

Mostly used when setting body copy so you can draw attention to a section of copy by boldening the title.

Buy the SST Arabic typeface from
www.myfonts.com

Arabic Type
Bank Muscat typography held us represent our friendly and personal nature to our audience. When used in combination with our images and artworks, these typefaces help Bank Muscat create the right perception of a professional and reliable brand which helps make everyday life better for all.

Lighter Typography
Most of our headline and body copy will use Light weight with emphasis as required. Colour emphasis is preferred on colour fields where as weight emphasis is preferred on imagery and artworks - to maintain legibility. Body copy will use Light for most sizes but where legibility is compromised, regular weight will be applied.

Bolder Emphasis
Bold can be used to emphasise text when used against a photograph or artwork and to differentiate key words or product names in headlines. It should be used sparingly as it can convey a dominating tone.

خفيف

طبيعي

متوسط

سميك

Typography

English Type
Bank Muscat typography held us represent our friendly and personal nature to our audience. When used in combination with our images and artworks, these typefaces help Bank Muscat create the right perception of a professional and reliable brand which helps make everyday life better for all.

Lighter Typography
Most of our headline and body copy will use Light weight with emphasis as required. Colour emphasis is preferred on colour fields where as weight emphasis is preferred on imagery and artworks - to maintain legibility. Body copy will use Light for most sizes but where legibility is compromised, regular weight will be applied.

Bolder Emphasis
Bold can be used to emphasise text when used against a photograph or artwork and to differentiate key words or product names in headlines. It should be used sparingly as it can convey a dominating tone.

Mostly used for body copy and headlines over colour fields. Light headlines help our content to feel approachable and welcoming.

Regular can be used for small copy where Light causes legibility issues.

Medium is used to differentiate our headlines when we are using an image rather than a colour field. For example, most of our advertising will use images and two levels of differentiation - Light and Medium.

Mostly used when setting body copy so you can draw attention to a section of copy by boldening the title.

Buy the SST Arabic typeface from
www.myfonts.com

Light
Regular
Medium
Bold

SST Arabic

SST Arabic comes in a range of weights and we are only using the normal style (no italics). You can use all the weights of the font in Bank Muscat communications, but do so sparingly and according to these principles.

SST Character Sets - Arabic Glyphs

The character set for SST Arabic across the different weights is outlined below on this layout for your reference. One the subsequent page you will find the Latin (English) character sets. The usage for both are governed by the same principles.

Body copy always be set as 9 points and headlines size set as per templates. Alignment always be right in all arabic layouts.

Agencies can buy the SST Arabic typeface from
www.myfonts.com

SST Arabic Light

Good for use in headlines -
do not use in smaller sizes.

ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن و ه ي
! ؟ <> () ٪ ١٢٣٤٥٦٧٨

SST Arabic Regular

Good for use in headlines -
do not use in smaller sizes.

ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن و ه ي
! ؟ <> () ٪ ١٢٣٤٥٦٧٨

SST Arabic Medium

Good for use in headlines -
do not use in smaller sizes.

ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن و ه ي
! ؟ <> () ٪ ١٢٣٤٥٦٧٨

SST Arabic Bold

Good for use in headlines -
do not use in smaller sizes.

ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن و ه ي
! ؟ <> () ٪ ١٢٣٤٥٦٧٨

Typography

SST Arabic
SST Arabic comes in a range of weights and we are only using the normal style (no italics). You can use all the weights of the font in Bank Muscat communications, but do so sparingly and according to these principles.

SST Character Sets - Arabic Glyphs
The character set for SST Arabic across the different weights is outlined below on this layout for your reference. One the previous page you will find the Arabic character sets. The usage for both are governed by the same principles.

Body copy always be set as 9 points and headlines size set as per templates. Alignment always be left in all english layouts.

Agencies can buy the SST Arabic typeface from **www.myfonts.com**

SST Arabic Light
Good for use in headlines -
do not use in smaller sizes.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+{}[]:";'<>,.

SST Arabic Regular
Good for use in headlines -
do not use in smaller sizes.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+{}[]:";'<>,.

SST Arabic Medium
Good for use in headlines -
do not use in smaller sizes.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+{}[]:";'<>,.

SST Arabic Bold
Good for use in headlines -
do not use in smaller sizes.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+{}[]:";'<>,.

Colour Emphasis
Your type designs will mostly be set on white surrounds rather than colour fields. In this document, Bank Muscat have provided guidance for both scenarios. On this page we focus on the brand's type elements when set on white.

Single Point of Emphasis
For emphasis, Bank Muscat prefers the use of colour and a single point of differentiation. See examples for more information.

Headlines are set using the SST Arabic Light font. Using sentence case (colour emphasis over colour fields, bold emphasis over artwork or photography). Do not use periods on headlines or sub-headlines.

Sub-headlines are set in SST Arabic Light in black, not read. Using sentence case and medium emphasis. Do not use periods on headlines or sub-headlines.

Column Headers are in SST Arabic Medium, body copy is set in 9pt SST Arabic Light. Do not use periods on Column Headers.

Avoid Orphan lines and Widow words in your type setting please.

Sentence case 90% Black headlines emphasis in colour

Sub-headlines set in SST Arabic Light in a smaller size (at least -40%) **using weighted emphasis**

Column Header, Black, Medium Weight
Column Headers are set in title case, all other headlines are set in sentence case. Body text used 100% black copy in 9pt Light, all copy should be set to a considered baseline grid.

Tis nonsecte feugueros nulputat praesse facipiecte doluptat, sumsan hendre enum nibh elit lum.

Xer se dit eliquissent utem nulla feu feuguer il ercil eu facilissenim diam, con hendre eugue quip exer se dip ea facinis aliquisl inci er sed dunt wissit laorem velit, consequat.

Avoid orphan lines

Minis aut vel ilisi blan henim vel utat aut in henis eum venibh Eraestrud doluptat lortie molobor percidunt loreet, consequip eat in ea niat nos nullaor tionsequisim delelam consectem exerilis delisit ut wismod dolor susci tet lutat autpat velesto comliquat vent enim ver si.

Column header set in black and bold
At venibh eraessi smolor inciduisi enibh eum ad modipsusto odoloboreet, velessectem widow.

Typography

Weighted Emphasis
Your type designs will mostly be set on white surrounds rather than colour fields. In this document, Bank Muscat have provided guidance for both scenarios. On this page we focus on the brand's type elements when set on white.

Single Point of Emphasis
For emphasis over artwork or photography, Bank Muscat will weighted emphasis and a single point of differentiation. See examples for more information on emphasising points in your copy.

Headlines are set using the SST Arabic Light font. Using sentence case (colour emphasis over colour fields, bold emphasis over artwork or photography). Do not use periods on headlines or sub-headlines.

Sub-headlines are set in SST Arabic Light, using sentence case and medium emphasis. Do not use periods on headlines or sub-headlines.

Column Headers are in SST Arabic Medium, body copy is set in 9pt SST Arabic Light. Do not use periods on Column Headers.

Avoid Orphan lines and Widow words in your type setting please.

Sentence case light headlines
weighted emphasis

Sub-headlines set in SST Arabic Light in a smaller size (at least -40%) **using weighted emphasis**

Column Header, Black, Medium Weight
Column Headers are set in title case, all other headlines are set in sentence case. Body text used 100% white copy in 9pt Light, all copy should be set to a considered baseline grid.

Tis nonsecte feugueros nulputat praesse facipiecte doluptat, sumsan hendre enum nibh elit lum.

Xer se dit eliquissent utem nulla feu feuguer il ercil eu facilissenim diam, con hendre eugue quip exer se dip ea facinis aliquisl inci er sed dunt wissit laorem velit, consequat.

Avoid orphan lines

Minis aut vel ilisi blan henim vel utat aut in henis eum venibh Eraestrud doluptat lortie molobor percidunt loreet, consequip eat in ea niat nos nullaor tionsequisim delelam consectem exerilis delisit ut wismod dolor susci tet lutat autpat velesto comliquat vent enim ver si.

Column header set in black and bold
At venibh eraessi smolor inciduisi enibh eum ad modipsusto odoloboreet, velessectem widow.

Type over light art
When setting type over light coloured art and photography, use black and emphasise using weight as you would do with a dark background.

Single Point of Emphasis
Use only a single point of emphasis, weighting the emphasised point. Do not use different sized headline, subhead or body copy. See examples for more information.

Headlines are set using the SST Arabic Light font. Using sentence case (colour emphasis over colour fields, bold emphasis over artwork or photography). Do not use periods on headlines or sub-headlines.

Sub-headlines are set in SST Arabic Light, using sentence case and medium emphasis. Do not use periods on headlines or sub-headlines.

Column Headers are in SST Arabic Medium, body copy is set in 9pt SST Arabic Light. Do not use periods on Column Headers.

Avoid Orphan lines and Widow words in your type setting please.

Sentence case headlines
weighted emphasis

Sub-headlines set in SST Arabic Light in a smaller size (at least -40%) **using weighted emphasis**

Column Header, Black, Medium Weight
Column Headers are set in title case, all other headlines are set in sentence case. Body text used 100% black copy in 9pt Light, all copy should be set to a considered baseline grid.

Tis nonsecte feugueros nulputat praesse facipiecte doluptat, sumsan hendre enum nibh elit lum.

Xer se dit eliquissent utem nulla feu feuguer il ercil eu facilissenim diam, con hendre eugue quip exer se dip ea facinis aliquisl inci er sed dunt wissit laorem velit, consequat.

Avoid orphan lines

Minis aut vel ilisi blan henim vel utat aut in henis eum venibh Eraestrud doluptat lortie molobor percidunt loreet, consequip eat in ea niat nos nullaor tionsequisim delelam consectem exerilis delisit ut wismod dolor susci tet lutat autpat velesto comliquat vent enim ver si.

Column header set in black and bold
At venibh eraessi smolor inciduisi enibh eum ad modipsusto odoloboreet, velessectem widow.

Typography Styling - Colourfields
In many examples, you may wish to use colour fields to separate elements in your layouts. Bank Muscat has many options for how you can achieve this including reversed options like the one on this page. See examples for more information.

Headlines are set using the SST Arabic Light font. Using sentence case (colour emphasis over colour fields, bold emphasis over artwork or photography). Do not use periods on headlines or sub-headlines.

Sub-headlines are set in SST Arabic Light, using sentence case and medium emphasis. Do not use periods on headlines or sub-headlines.

Column Headers are in SST Arabic Medium, body copy is set in 9pt SST Arabic Light. Do not use periods on Column Headers.

Avoid Orphan lines and Widow words in your type setting please.

Two colour layout colour emphasis

Sub-headlines set in SST Arabic Light in a smaller size (at least -40%) **using weighted emphasis**

Column Header, Black, Medium Weight
Column Headers are set in title case, all other headlines are set in sentence case. Body text used 100% black copy in 9pt Light, all copy should be set to a considered baseline grid.

Tis nonsecte feugueros nulputat praesse facipiecte doluptat, sumsan hendre enum nibh elit lum.

Xer se dit eliquissent utem nulla feu feuguer il ercil eu facilissenim diam, con hendre eugue quip exer se dip ea facinis aliquisl inci er sed dunt wissit laorem velit, consequat.

Two colour reversed colour emphasis

Sub-headlines set in SST Arabic Light in a smaller size (at least -40%) **using weighted emphasis**

Column Header, Black, Medium Weight
Column Headers are set in title case, all other headlines are set in sentence case. Body text used 100% black copy in 9pt Light, all copy should be set to a considered baseline grid.

Tis nonsecte feugueros nulputat praesse facipiecte doluptat, sumsan hendre enum nibh elit lum.

Xer se dit eliquissent utem nulla feu feuguer il ercil eu facilissenim diam, con hendre eugue quip exer se dip ea facinis aliquisl inci er sed dunt wissit laorem velit, consequat.

Typography styling - single colour uses
You may need to use single colour layouts and there are many options for how you can achieve good typography in single colour instances such as the one on this page. See examples for more information.

Headlines are in a 90% tint of red or black with emphasis in 100% of the same colour.

Sub-headlines are in solid red or black with emphasis in SST Arabic Medium

Column Headers are in solid red or black and weighted in SST Arabic Bold

Body copy is also set in SST Arabic Light in solid red or black.

Single colour layout, colour emphasis

Sub-headlines set in SST Arabic Light in a smaller size (at least -40%) **using weighted emphasis**

Column Header, Black, Medium Weight
Column Headers are set in title case, all other headlines are set in sentence case. Body text used 100% black copy in 9pt Light, all copy should be set to a considered baseline grid.

Tis nonsecte feugueros nulputat praesse facipiecte doluptat, sumsan hendre enum nibh elit lum.

Xer se dit eliquissent utem nulla feu feuguer il ercil eu facilissenim diam, con hendre eugue quip exer se dip ea facinis aliquisl inci er sed dunt wissit laorem velit, consequat.

Single colour layout, colour emphasis

Sub-headlines set in SST Arabic Light in a smaller size (at least -40%) **using weighted emphasis**

Column Header, Black, Medium Weight
Column Headers are set in title case, all other headlines are set in sentence case. Body text used 100% black copy in 9pt Light, all copy should be set to a considered baseline grid.

Tis nonsecte feugueros nulputat praesse facipiecte doluptat, sumsan hendre enum nibh elit lum.

Xer se dit eliquissent utem nulla feu feuguer il ercil eu facilissenim diam, con hendre eugue quip exer se dip ea facinis aliquisl inci er sed dunt wissit laorem velit, consequat.

Typography styling - single colour reversed
Single colour reverse layouts can also be used in your brand design work. There are many options for how you can work with such restrictions, such as the one on this page. See examples for more information.

Headlines are in a 40% tint of red or black with emphasis in white.

Sub-headlines are in solid red or black with emphasis in SST Arabic Medium

Column Headers are in white and weighted in SST Arabic Bold

Body copy is also set in SST Arabic in white.

Single colour layout tinted emphasis

Sub-headlines set in SST Arabic Light in a smaller size (at least -40%) **using weighted emphasis**

Column Header, Black, Medium Weight
Column Headers are set in title case, all other headlines are set in sentence case. Body text used 100% black copy in 9pt Light, all copy should be set to a considered baseline grid.

Tis nonsecte feugueros nulputat praesse facipiecte doluptat, sumsan hendre enum nibh elit lum.

Xer se dit eliquissent utem nulla feu feuguer il ercil eu facilissenim diam, con hendre eugue quip exer se dip ea facinis aliquisl inci er sed dunt wissit laorem velit, consequat.

Single colour layout tinted emphasis

Sub-headlines set in SST Arabic Light in a smaller size (at least -40%) **using weighted emphasis**

Column Header, Black, Medium Weight
Column Headers are set in title case, all other headlines are set in sentence case. Body text used 100% black copy in 9pt Light, all copy should be set to a considered baseline grid.

Tis nonsecte feugueros nulputat praesse facipiecte doluptat, sumsan hendre enum nibh elit lum.

Xer se dit eliquissent utem nulla feu feuguer il ercil eu facilissenim diam, con hendre eugue quip exer se dip ea facinis aliquisl inci er sed dunt wissit laorem velit, consequat.

Typography styling - Black Tints

Black tinted colourfields can be used on layouts so long as you use white type on >50% tints and black type on >50% tints. See examples for more information on how we use type and layout consistently.

Headlines are using light with weighted emphasis in SST Arabic Medium.

Sub-headlines are using light with weighted emphasis in SST Arabic Medium.

Column Headers are weighted in SST Arabic Bold

Body copy is set in SST Arabic Light in 9pt

Single colour layout
weight emphasis

Sub-headlines set in SST Arabic Light in a smaller size (at least -40%) **using weighted emphasis**

Column Header, Black, Medium Weight
Column Headers are set in title case, all other headlines are set in sentence case. Body text used 100% black copy in 9pt Light, all copy should be set to a considered baseline grid.

Tis nonsecte feugueros nulputat praesse facipiecte doluptat, sumsan hendre enum nibh elit lum.

Xer se dit eliquissent utem nulla feu feuguer il ercil eu facilissenim diam, con hendre eugue quip exer se dip ea facinis aliquisl inci er sed dunt wissit laorem velit, consequat.

Colourfield with a tint of less than 50% (<50%) uses black type

Single colour layout
weight emphasis

Sub-headlines set in SST Arabic Light in a smaller size (at least -40%) **using weighted emphasis**

Column Header, White , Medium Weight
Column Headers are set in title case, all other headlines are set in sentence case. Body text used 100% white copy in 9pt Light, all copy should be set to a considered baseline grid.
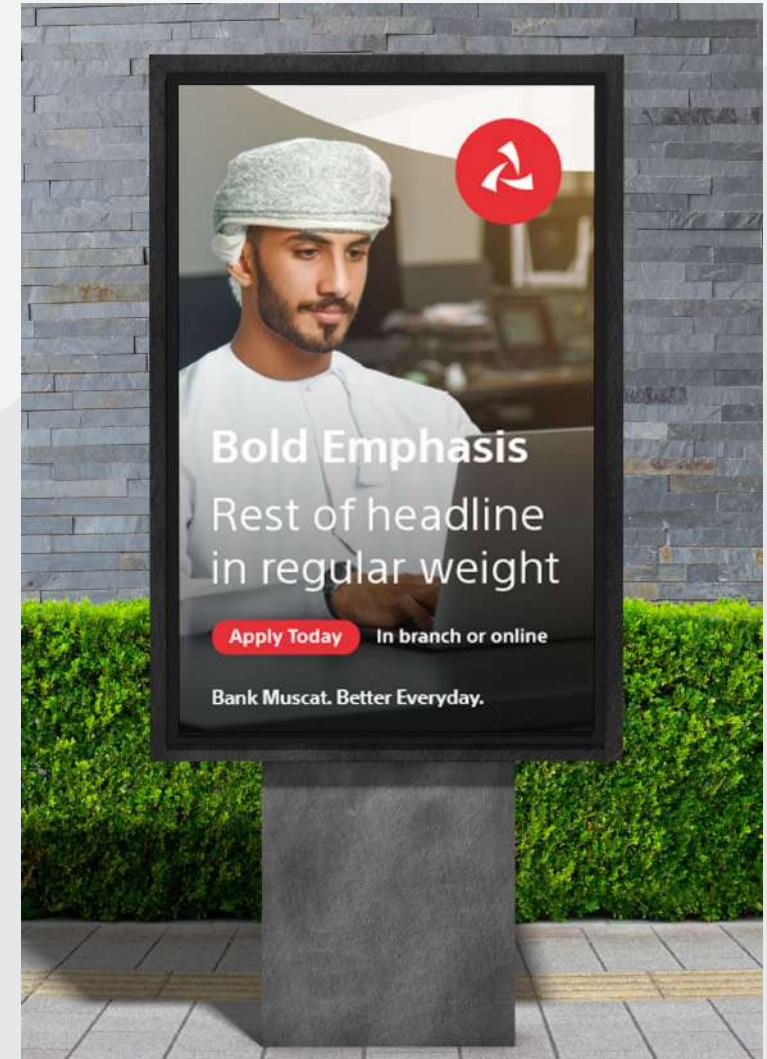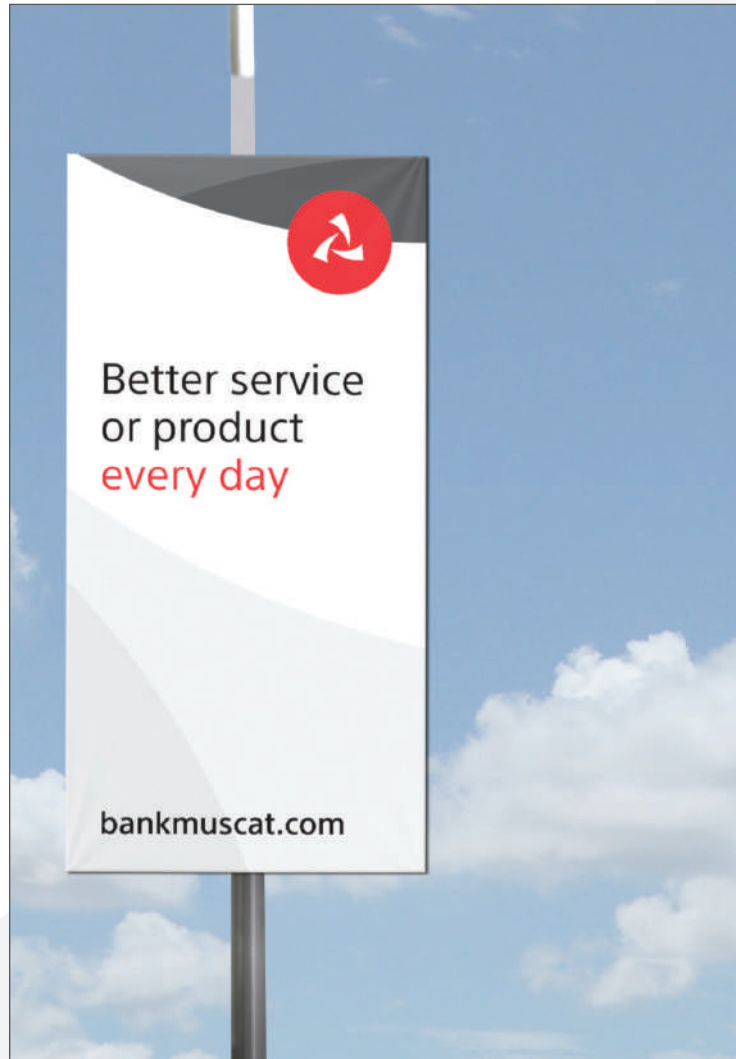
Tis nonsecte feugueros nulputat praesse facipiecte doluptat, sumsan hendre enum nibh elit lum.

Xer se dit eliquissent utem nulla feu feuguer il ercil eu facilissenim diam, con hendre eugue quip exer se dip ea facinis aliquisl inci er sed dunt wissit laorem velit, consequat.

Colourfield with a tint of more than 50% (>50%) uses white type

Typography

Reference Examples - Typography styling
As you can see from these reference examples, we can use different typographic treatments on different backgrounds and still achieve a very consistent image for the brand. In this page (below), we are using colour differentiation on the left where as on the right hand side we are using weight emphasis - both let the key element of the headline stand out and both are correctly applied.

Better service
or product
every day

bankmuscat.com

Bold Emphasis
Rest of headline
in regular weight

Apply Today   In branch or online

Bank Muscat. Better Everyday.

Type Over Images

When setting type over images, choose images that have low contrast headline spaces. If you need to, you can also add a feather gradient (changes opacity from one side to the other) in Indesign or Photoshop. This can be used to balance the image area and improve type legibility.

Headlines are set using the SST Arabic Light font. Using sentence case with weighted emphasis. The image has a black, feathered gradient applied from the left side of the image to balance to high contrast beach and water elements in the photograph.

Sentence case light
headlines white with
weighted emphasis

Sub-headlines set in SST Arabic
Light in a smaller size (at least
-40%) **using weighted emphasis**

Typography

Reference Examples - Type Over Images
The example artwork below shows how we treat images with light backgrounds. In this instance, similar to the one before, we have applied a feather gradient to the art so that the type area has low contrast and a light tonality. This allows our typesetting adequate contrast and high visibility.

The image was selected for its light tonality and then, with the application of a feather gradient, the background for the headline and copy gave adequate contrast for the message to be clear.

bank muscat بنك مسقط