

Brand Guidelines

IDENTITY MANUAL



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Logo Usage

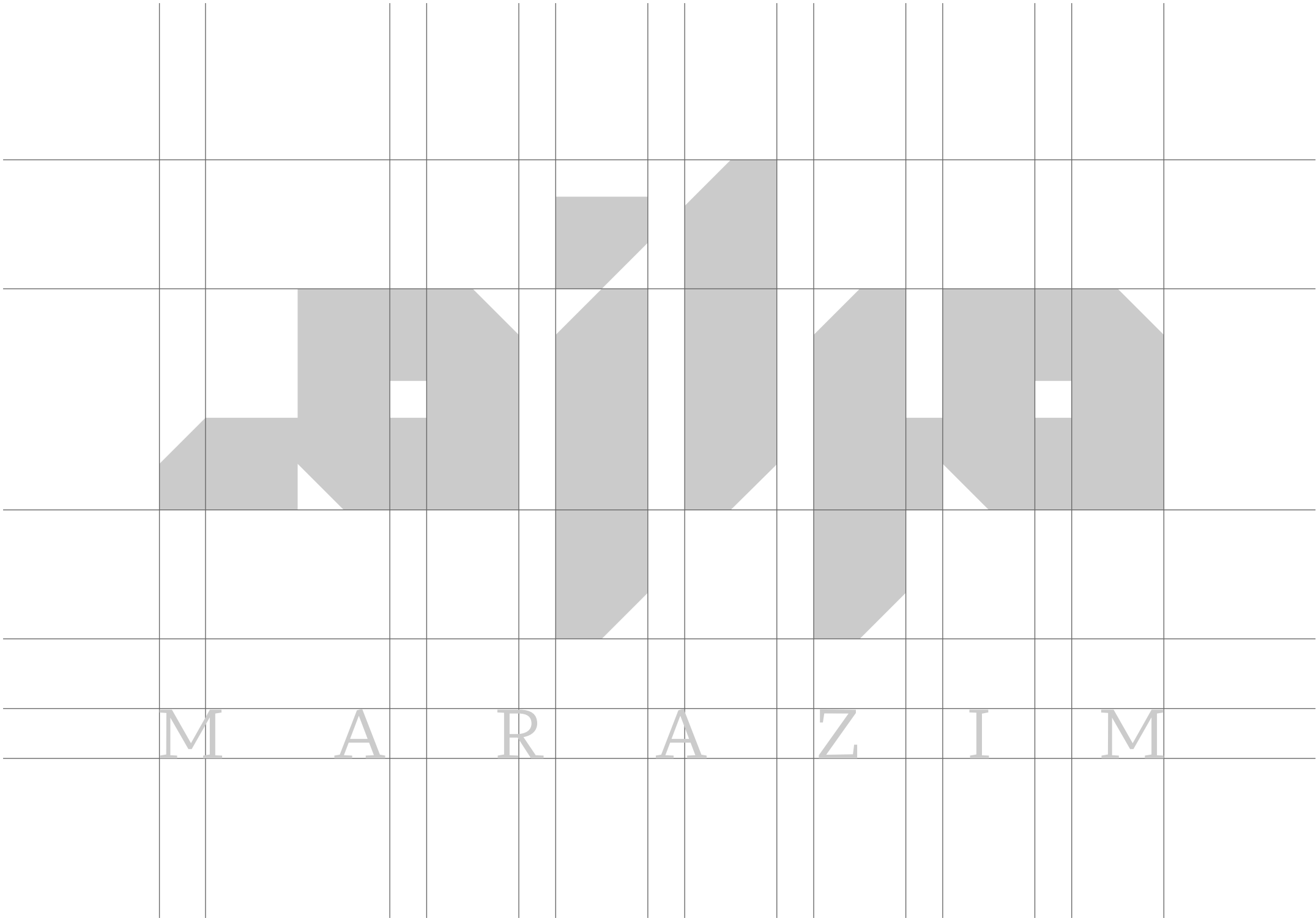
01



Our Logo (Wordmark)

Our Logo is Simple & Modern

Clean and minimalistic typography logo expresses elegance and strength at the same time. With a changeable Line length, we show the connection between marazim and a customer. Our goal was to emphasize how the company can be adapted to each client's needs and deliver immense quality tailored to every customer with various tastes and preferences. The result is a visual identity that is dynamic, flexible and minimalistic reflecting the values of the brand.





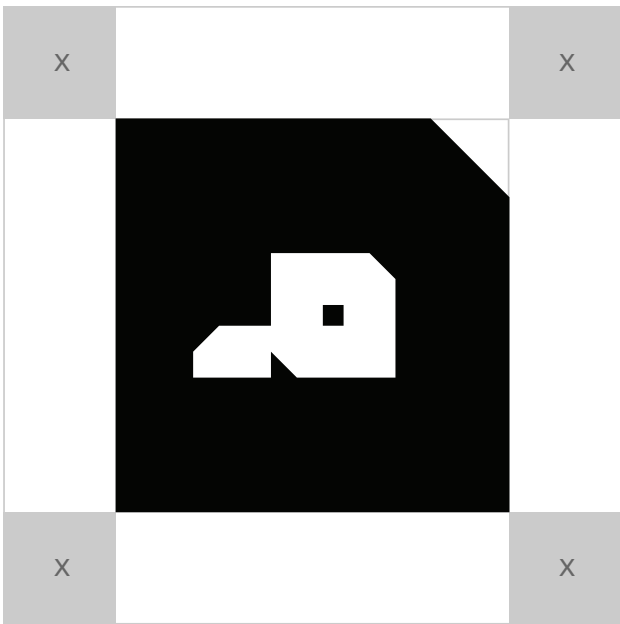
Minimum Clear Space

Always Maintain The Minimum Clear Space Around The Logo To Preserve Its Integrity.

To maintain visual clarity and to provide maximum impact, the logo must never appear to be crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from the diagram demonstrated on this page.

The minimum clear space around the logo equals the arrows shape size in the emblem.





Logo Positions

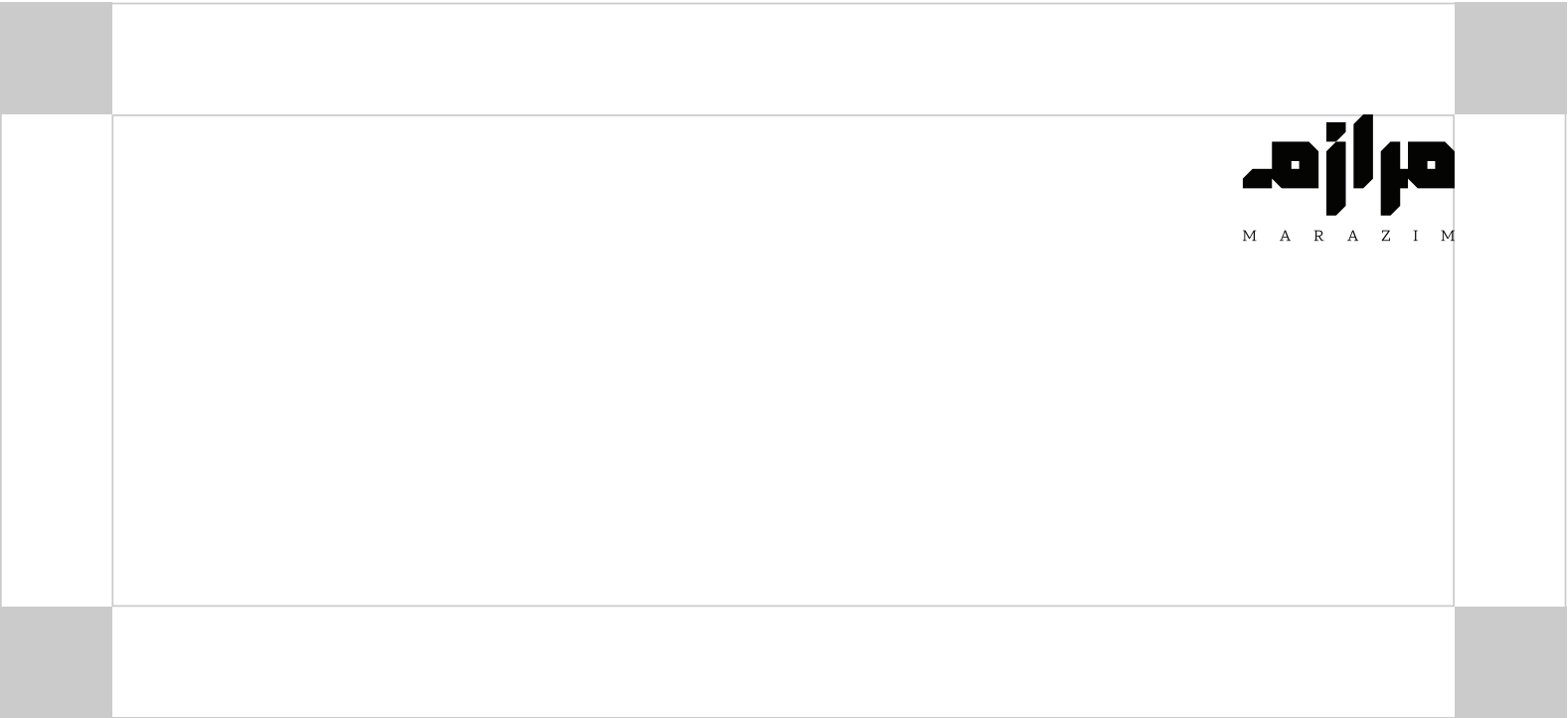
Arabic Version



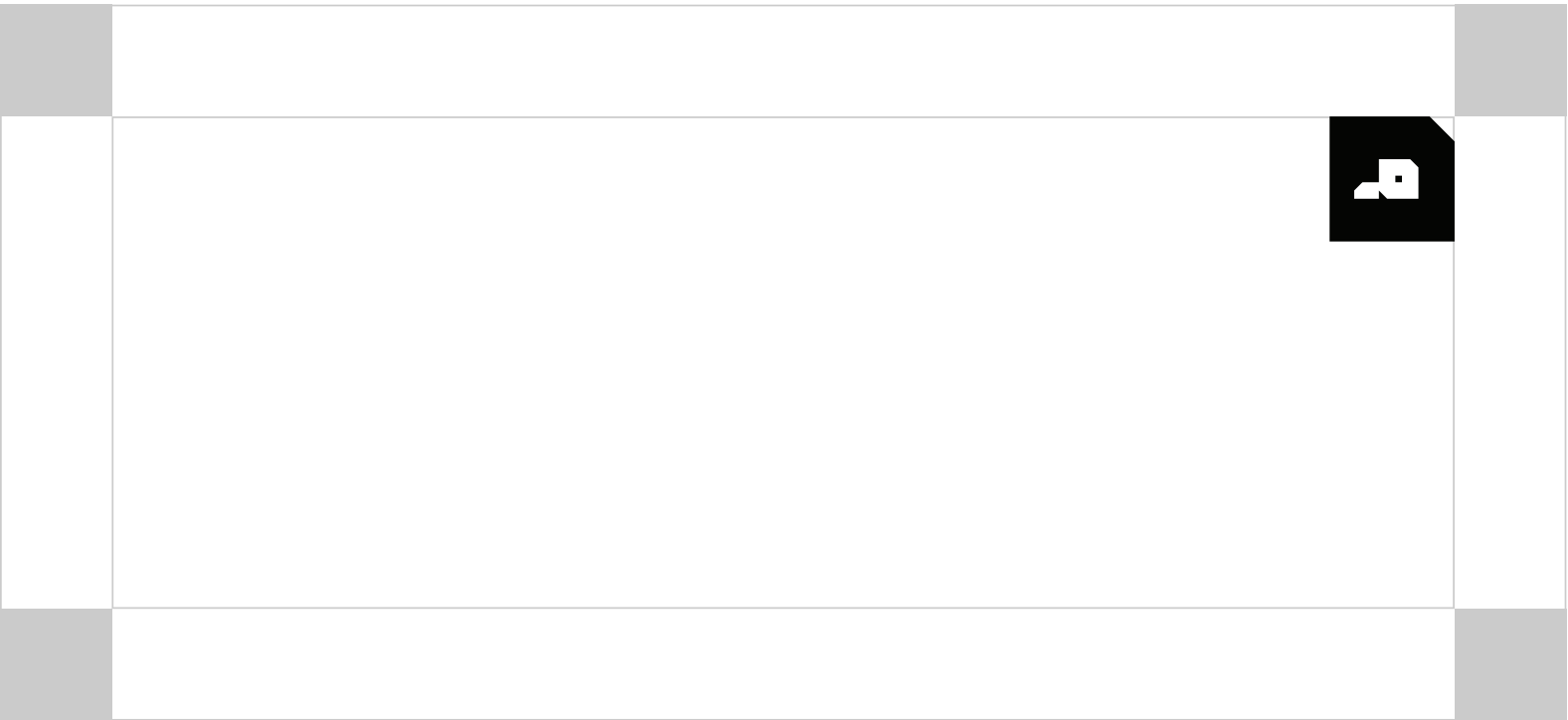
On any given format: landscape or vertical, the preferred placements for the logo are the top corners of that space.

The logo should be placed at the top-**right** corner on **A4 Arabic Format**.

01 - Arabic Version



02 - Arabic Version





Logo Positions

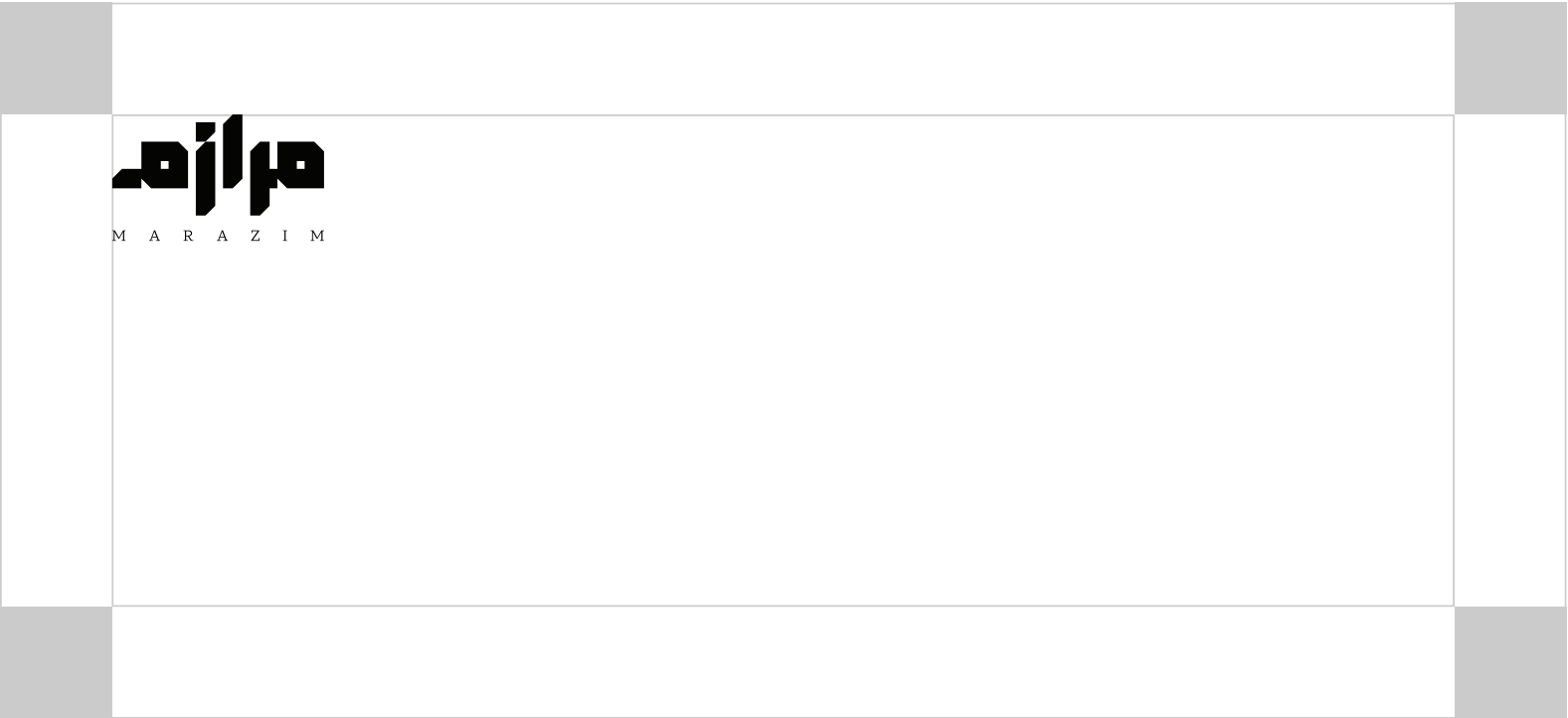
English Version



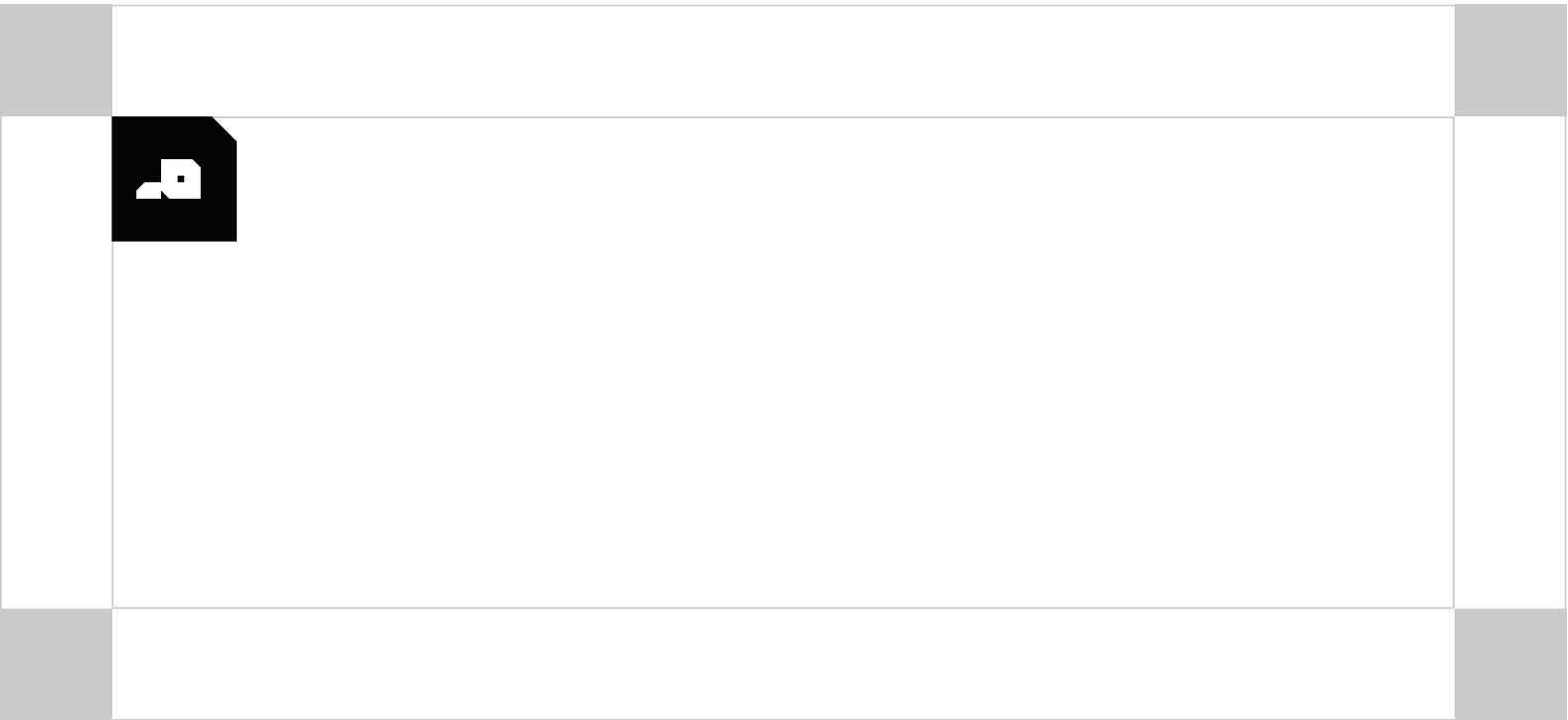
On any given format: landscape or vertical, the preferred placements for the logo are the top corners of that space.

The logo should be placed at the top-**Left** corner on **A4 English Format**.

01 - English Version



02 - English Version





Favicon

It is very important for our logo to get an icon to be used in smaller applications.

However, there are times when due to size restrictions, usage of the full brand marque is not possible.

In these cases, we can use the Favicon in isolation. The examples on this page show how the the Favicon is used in isolation.

01

On social media platforms such as Facebook, Instagram, Twitter or app buttons we use our Favicon for more recongnition & smart usage of limited space.



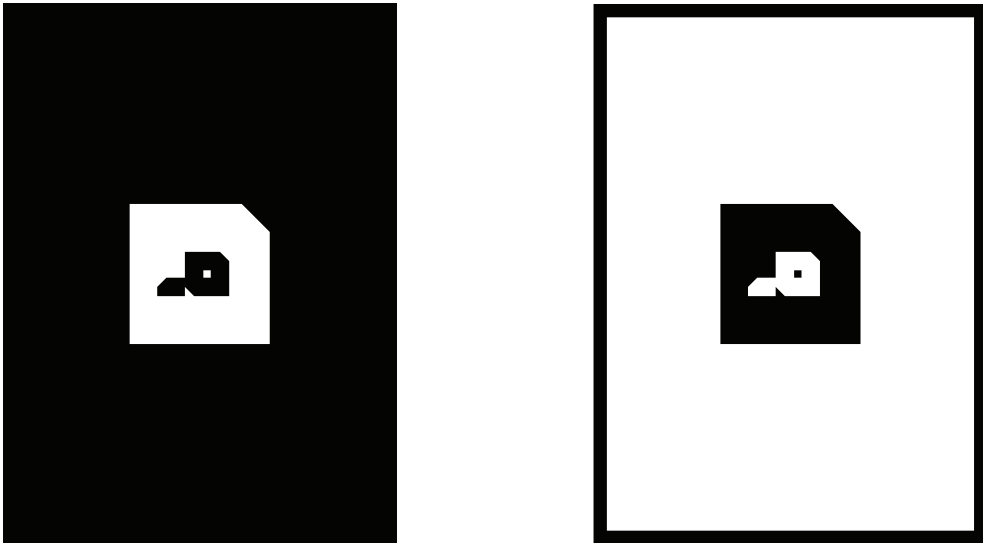
02

Our Favicon can be used next to the URL address.



03

On our app's welcome page, the Favicon can be used as a graphical representation of our wordmark.





Incorrect Logo Usage

Incorrect Logo Usage Manipulation of The Logo is Not Permitted in Any Way, Shape Or Form.

To maintain the integrity of the logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the logo to be avoided.

- 1. Don't rearrange the logo elements
- 2. Don't change the proportions
- 3. Don't outline the logo
- 4. Don't rotate the logo
- 5. Don't stretch the logo
- 6. Don't create a logo lockup with text

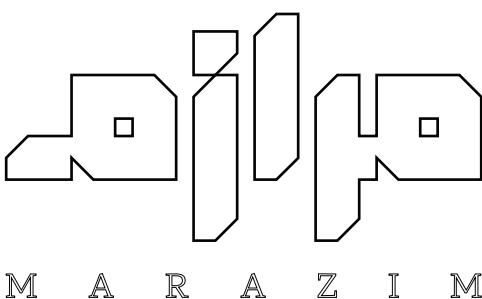
01



02



03



04



05



06





Logo On Colors

Color Variations



The preferred background colors are the brands primary colors, however there is no issue in placing the logo in any other background if we ensure the readability and contrast.

- 1. The White Version over Black Background
- 2. The White Version over Dark grey Background
- 3. The black version on Medium Grey Background
- 4. The black version on Light Grey Background
- 5. The White Favicon on Black Background
- 6. The Black Favicon on White Background

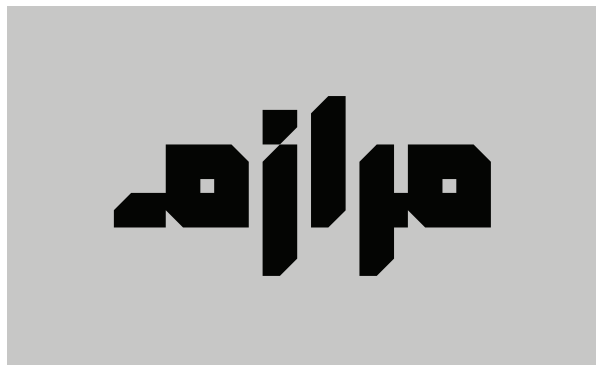
01



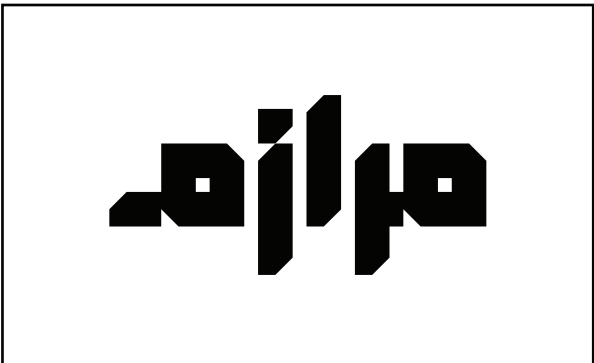
02



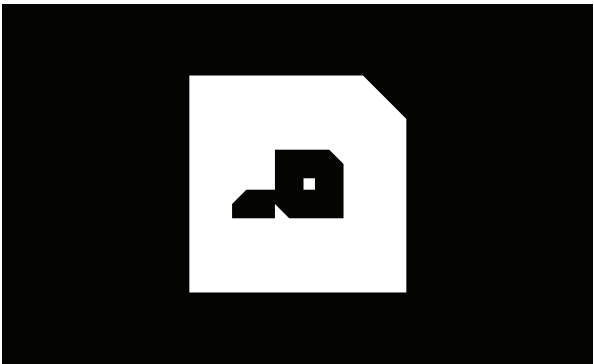
03



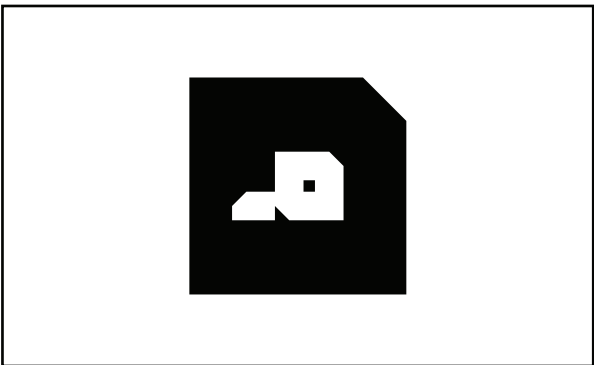
04



05



06



Graphical Elements

02

Latin & Arabic Typeface

Consistency in The Use of Typeface Plays An Important Role in Reinforcing The Corporate Image.

Montserrat Arabic font is characterized by its modernity and a slight computerized feel that makes it a very dynamic option for corporate use. This typeface is the corporate font and must be used across all ADI corporate and communication items, whether advertisements, papers, in-house materials, leaflets, digital or others.

Montserrat Arabic Typeface

Latin & Arabic Typeface

Montserrat Arabic

The typeface contains nine weights: thin, extralight, light, regular, medium, semibold, bold, extrabold and black.

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789!~*{^
أبجده ز ح ط ي ١٢٣٤٥٦٧٨٩!~*{^)+

Extralight

A B C D E F a b d c d e f g 1 2 3 4 5 6 7 8 9 ! ? * { ^
أ ب ج د ه ز ح ط ق ك م ن ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! ? * () +

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789!~*{^
أ ب ج د ه و ز ح ط ق ك م ن ب 1 2 3 4 5 6 7 8 9 ! ~ * { ^ } +

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789!~*{^
أ ب ج د ه و ز ح ط ق ك ل م ن هـ ي 1 2 3 4 5 6 7 8 9 ! ? () +

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789!~*{^
أ ب ج د ه و ز ح ط ق ك م ن هـ ي ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! ? (^) +

Semi Bold

A B C D E F a b c d e f g 1 2 3 4 5 6 7 8 9 ! ? * { ^
أ ب ج د ه و ز ح ط ق ك م ن ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! ? * () +

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789!~*{^
أ ب ج د ه و ز ح ط ق ك م ن هـ ي ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! ? () +

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789!~*{^
أ ب ج د ه و ز ح ط ق ك م ن هـ ي ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! ~ * { ^) +

Black

A B C D E F a b d c d e f g 1 2 3 4 5 6 7 8 9 ! ? * { ^
أ ب ج د ه ح ت ث ب 1 2 3 4 5 6 7 8 9 ! ? * { ^ } +

Typeface Usage

Text Sizes & Formats.

The headline text format has to be bold or black depends of the layouts and for the body copy the text could be light or regular.

Make sure having the title double size the text copy as maximum.

Example

Title 24 pt
Text 12 tpt

Title Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

العنوان الرئيسي هنا

لوريم ایپسوم دولار سیت آمیت ,کونسیکتیتور اداپیا پسکینچ ألیایت,سیت دو ایوسمود تیمبور آنکایدیدیونتیوت لابوری ات دولار ماجنا الیکیوا . یوت انیم اد مینیم فینایم,کیواس نوسترید اکسیر سیتاشن یلامکو لابوراس نیسی یت الیکیوب اکس آیا کوممودو کونسیکیوات.

Example

Title 30 pt
Text 12 tpt

Title Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

العنوان الرئيسي هنا

لوريم ایپسوم دولار سیت آمیت ,کونسیکتیتور اداپیا پسکینچ ألیایت,سیت دو ایوسمود تیمبور آنکایدیدیونتیوت لابوری ات دولار ماجنا الیکیوا . یوت انیم اد مینیم فینایم,کیواس نوسترید اکسیر سیتاشن یلامکو لابوراس نیسی یت الیکیوب اکس آیا کوممودو کونسیکیوات.

Example

Bold &
Black 36 pt

Title Goes Here

Title Goes Here

العنوان الرئيسي هنا

العنوان الرئيسي هنا

Color Palette

Green, Grey, Brick Red, Beige & Black

They should be dominant in every design and application for Marazim identity, stationery, communication forms, events, packaging and digital executions.

Hex #000000
Patone Black C
R 0 G 0 B 0
C 75 M 68 Y 67 K 90

Hex #ffffff
Patone Clear white
R 255 G 255 B 255
C 0 M 0 Y 0 K 0



Hex #c7c8c7
Patone 179-4 C
R 199 G 200 B 199
C 22 M 16 Y 18 K 0

Hex #404040
Patone 179-14 U
R 64 G 64 B 64
C 68 M 61 Y 60 K 47

Photography Style

In Order For Our Photography To Have A Consistent Style, Here is A List Of Common Visual Elements To Consider

Color

Aim for clean photos, preferably with grey natural hues as the dominating colors, where the Black or White on the person becomes prominent.

Composition

Compose the photograph to achieve a natural balance, draw attention to the important parts of the scene, or to lead the viewer’s eye through the image

Perspective

We try to take photographs with different interesting and intriguing perspectives. Camera angle, cropping and framing are all different tools we use to achieve distinct photos.

Depth of Field

Using depth of field creatively allows for more appealing shots
Sometimes, we use a shallow depth of field to direct the viewer’s attention to a specific area in order to separate the subject from a busy background.





Pattern Concept

Our Pattern is Unique and Shaped From our Logo.

With a changeable Line length, we show the connection between marazim and a customer. Our goal was to emphasize how the company can be adapted to each client's needs and deliver immense quality tailored to every customer with various tastes and preferences.

Streaching the line length can vary from one design or document to another with complete freedom of home many lines are required for the design size.

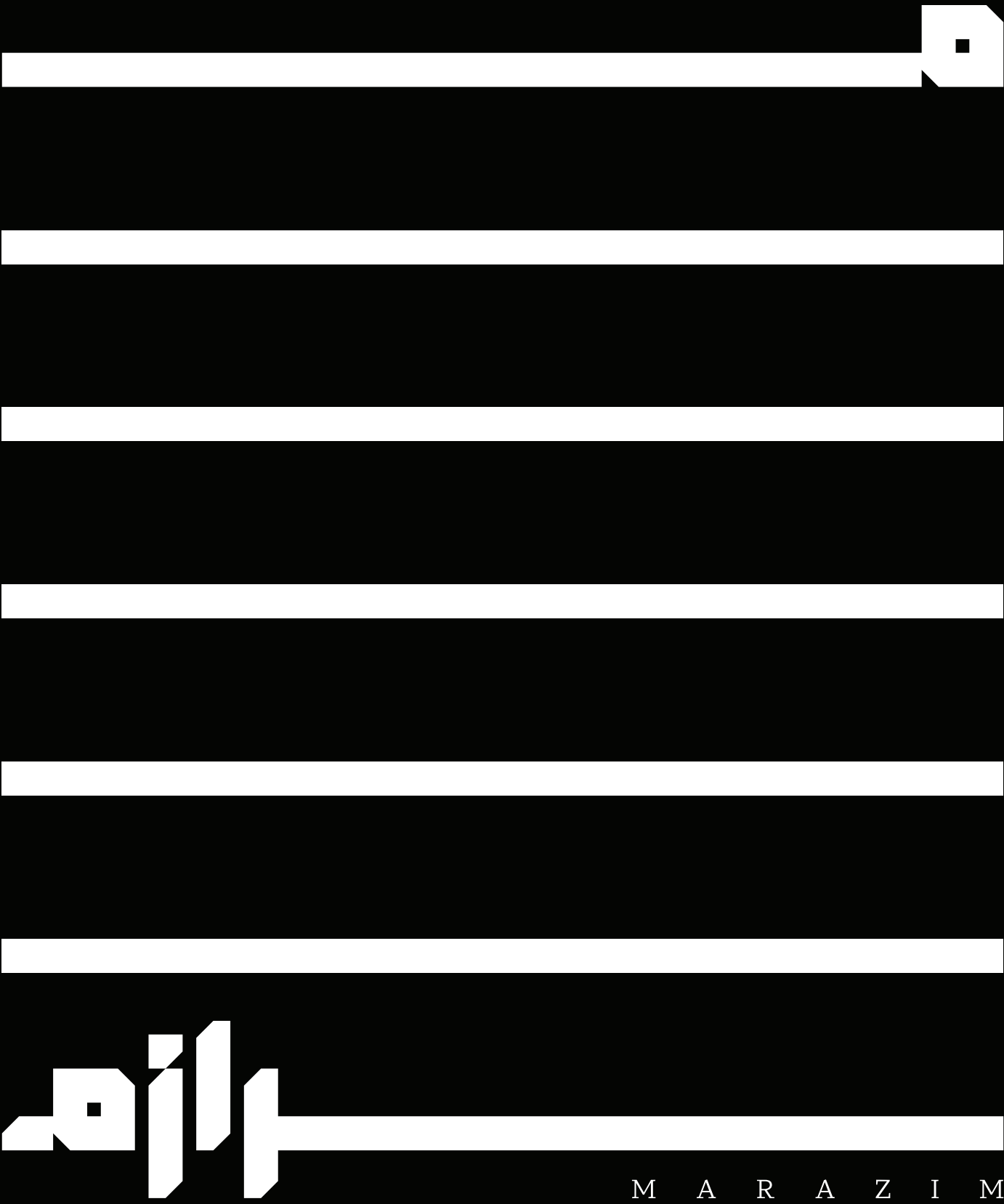
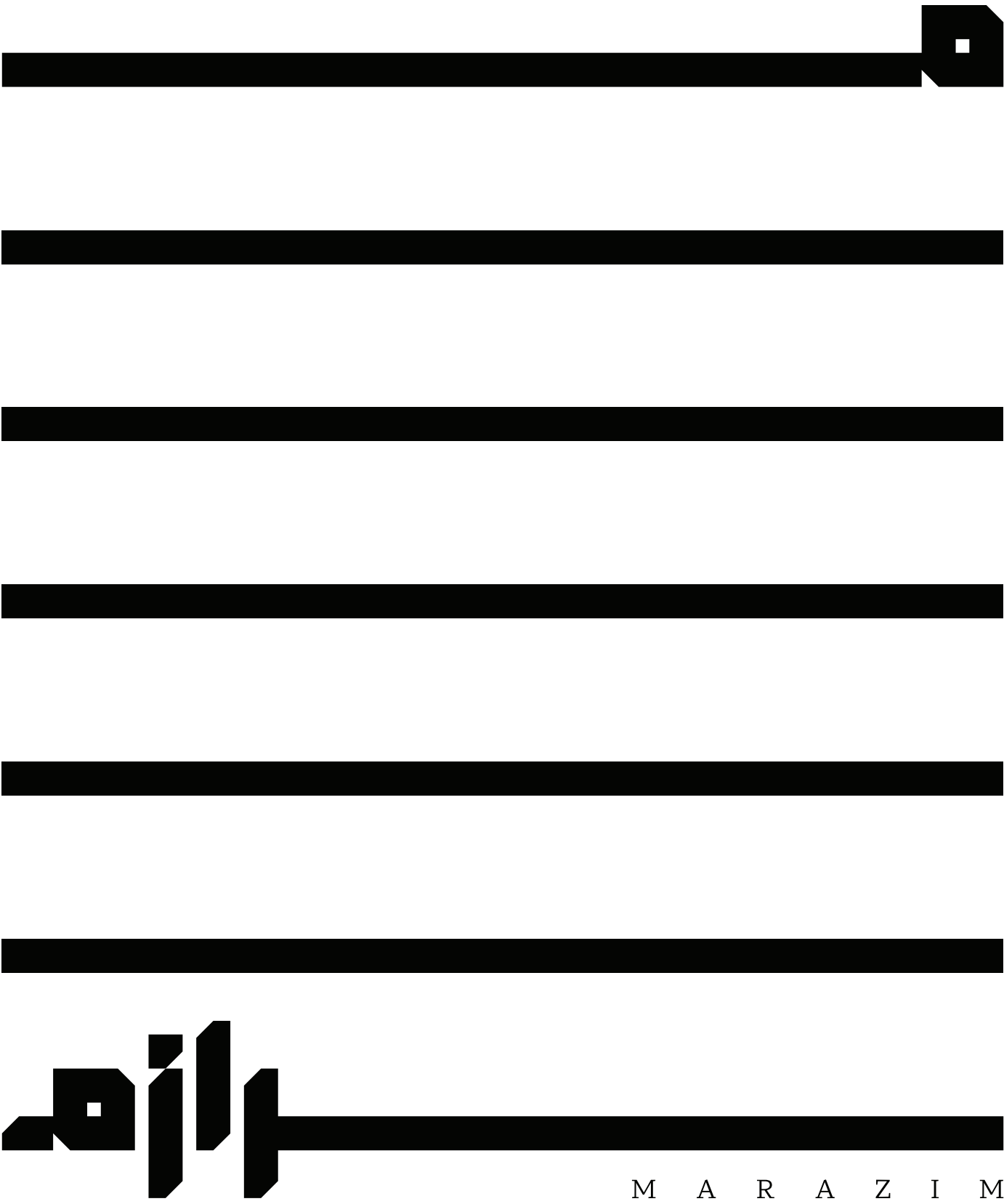
You can extend the line horizontally for wide designs or you can increase the lines number vertically for taller designs.

01 - Full Logo Version



02 - Favicon Version





01



02



03



Communication Panel Grid

03



Creation step 1

Defining the Measuring Unit (X)

Start creating the panel grid by defining the measuring unit (X). This measuring unit will be used to define all Marazim panel grid elements like, the grid system, Marazim Favicon size and positioning.

Use the following formula to come up with the correct X value for standard printing communication templates: $(\text{Width} + \text{Height}) \div 6$

For example; the X value for an English A4 advertising size is:
 $X = (210\text{mm} + 297\text{mm}) \div 6$
 $X = 84\text{mm}$

Use the following formula to come up with the correct X value for narrow printing and standard digital communication templates: $(\text{Width} + \text{Height}) \div 8$

For example; the X value for an English Twitter post size is:
 $X = (1080\text{px} + 1080\text{px}) \div 8$
 $X = 270\text{px}$

01.
Print
X = (Width + Height) ÷ 6

02.
Web Banner
X = (Width + Height) ÷ 8

03.
Digital
X = (Width + Height) ÷ 8



Creation step 2

Creating The Grid System

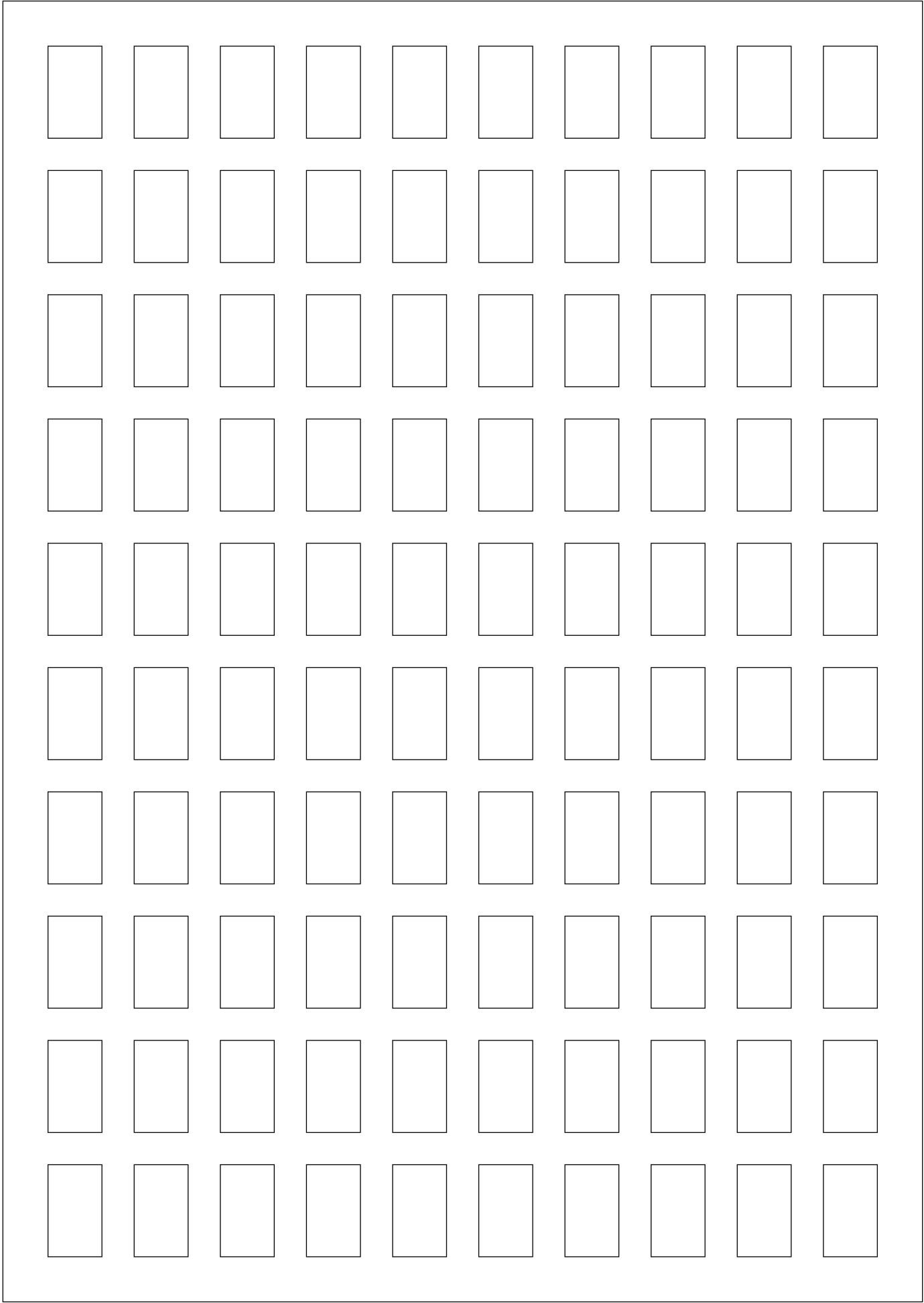
The grid system is the invisible structure of our communication design. It allows us to control placement consistency across all applications, by defining content areas such as visual area, text area and brand logo placement positioning.

For all normal and standard formats:
Apply 10 rows x 10 columns.

For all extreme formats:
(10 x 2) or (10 x 4) or (10 x 6) grid (or vice versa).

On A4 format:
The outer margin use $X \div 8$ from the edges which equals to the brand marque's clear space, and for the gutter width use $X \div 11$.

01.
A4 Format
X= 84mm / Margine 10.5mm / Gutter 7.6mm





Creation step 2

Creating The Grid System

Using the formula $x \div 4$, the height of brand Logo on this specific A4 advertising size is 21mm or 20mm.

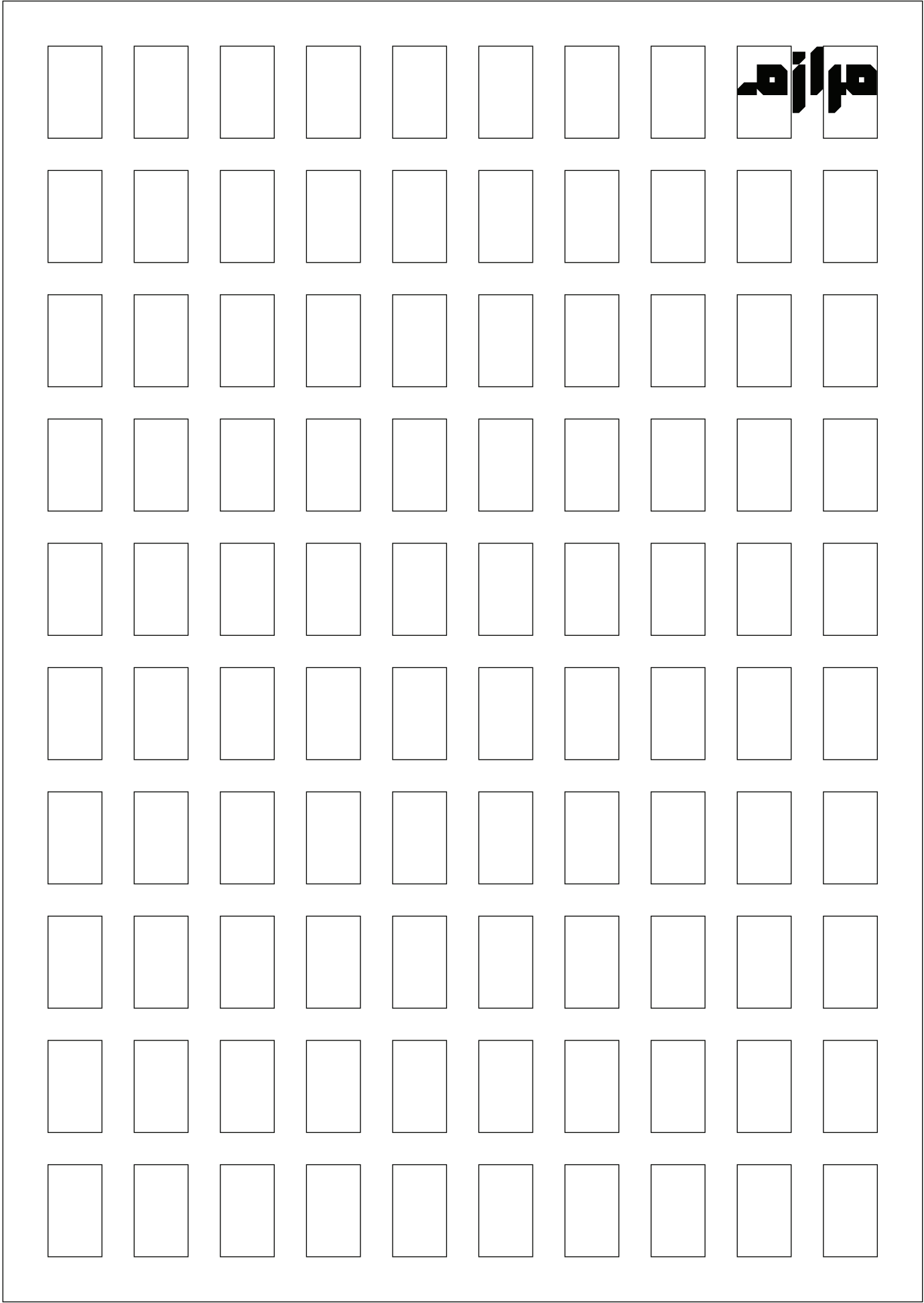
The logo should be placed at the top-left corner on A4 **English Format**.

The logo should be placed at the top-right corner on A4 **Arabic Format**.

01.

A4 Format

X= 84mm / Logo Height 20mm



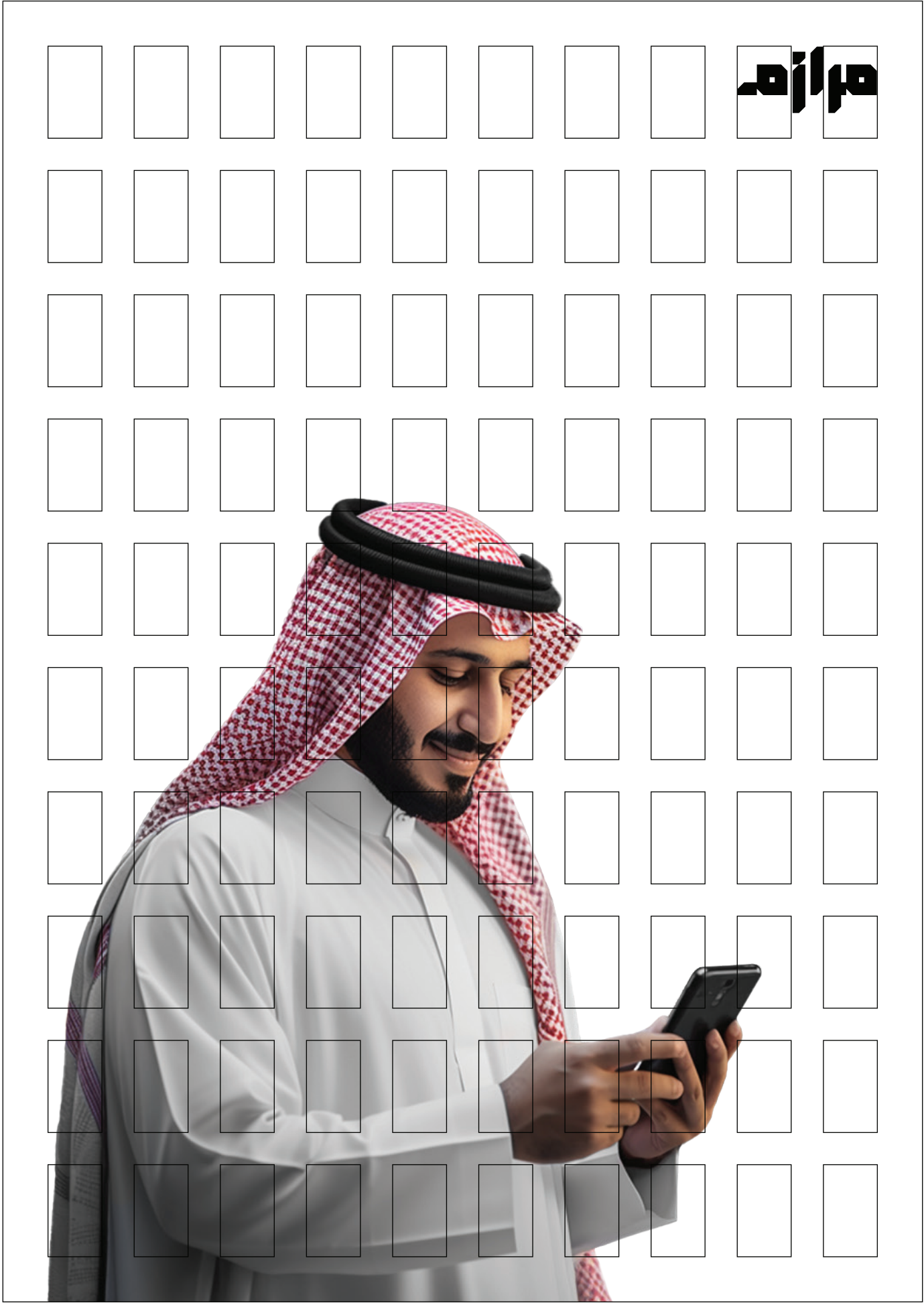


Creation step 4

Imagery

Marazim’s imagery plays important role in the brand communication.

01.
A4 Format



Corporate Items

04



LetterHead

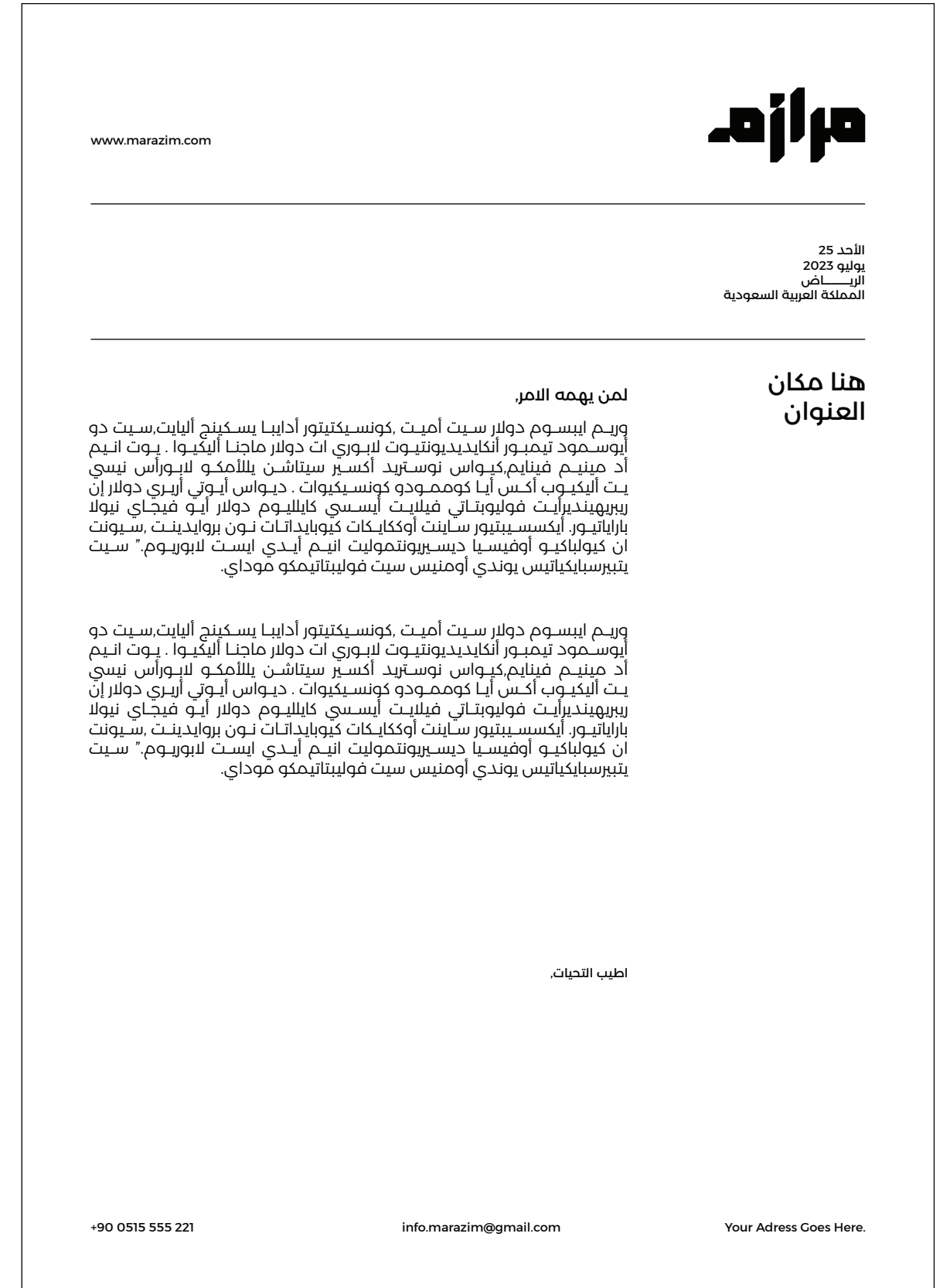
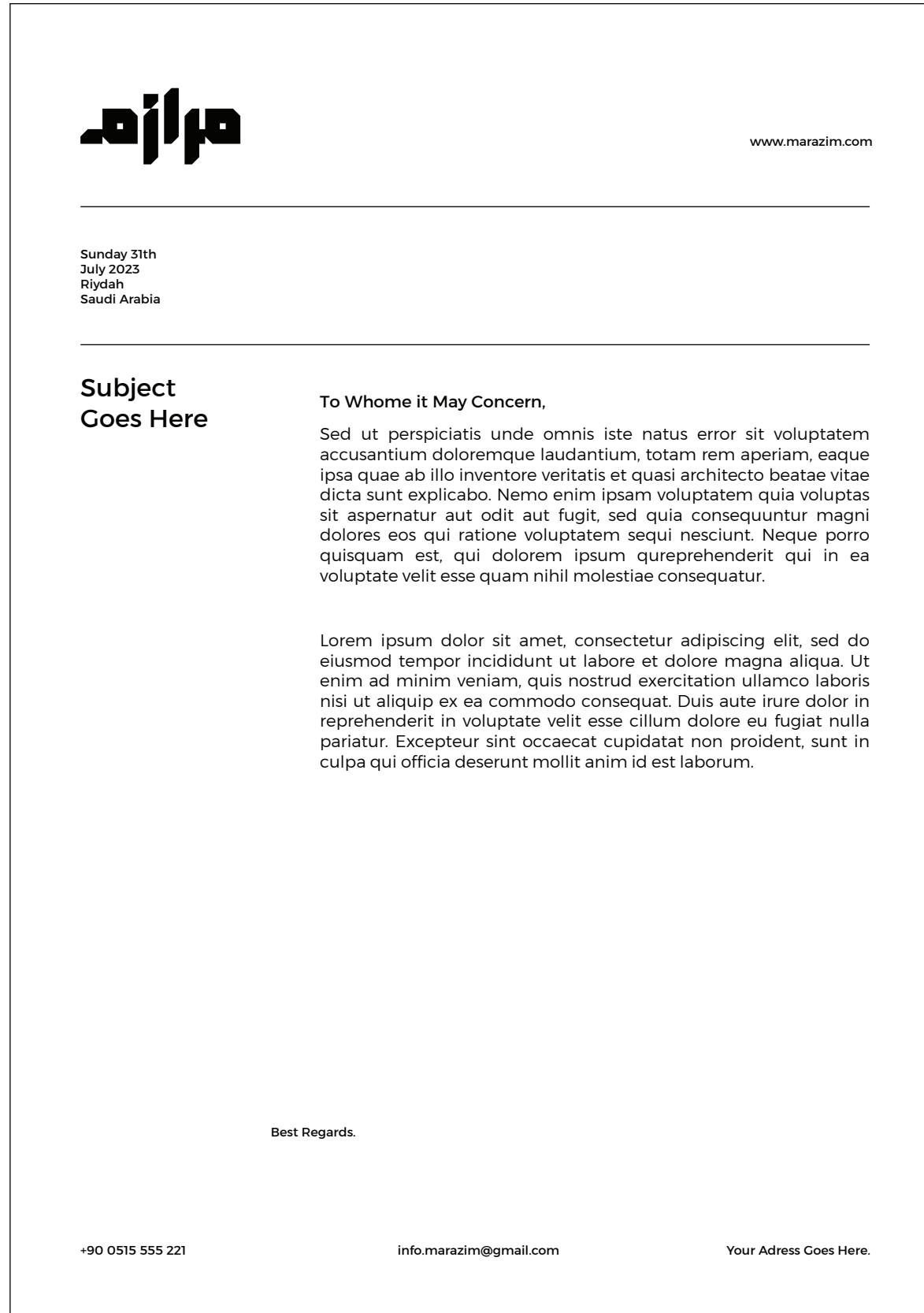
Specifications

A4 Format
Size 210x297mm

Title
Font size 24/36pt

Text
Font Size 12/14pt

Information
Font Size 8/10pt







Business Cards

Specifications

Business Card
Size 85x55mm

Title
Font Size 6/8pt

Name
Font size 8/10pt

Information
Font Size 6/8pt

01 - Light Version



02 - Dark Version







NoteBook

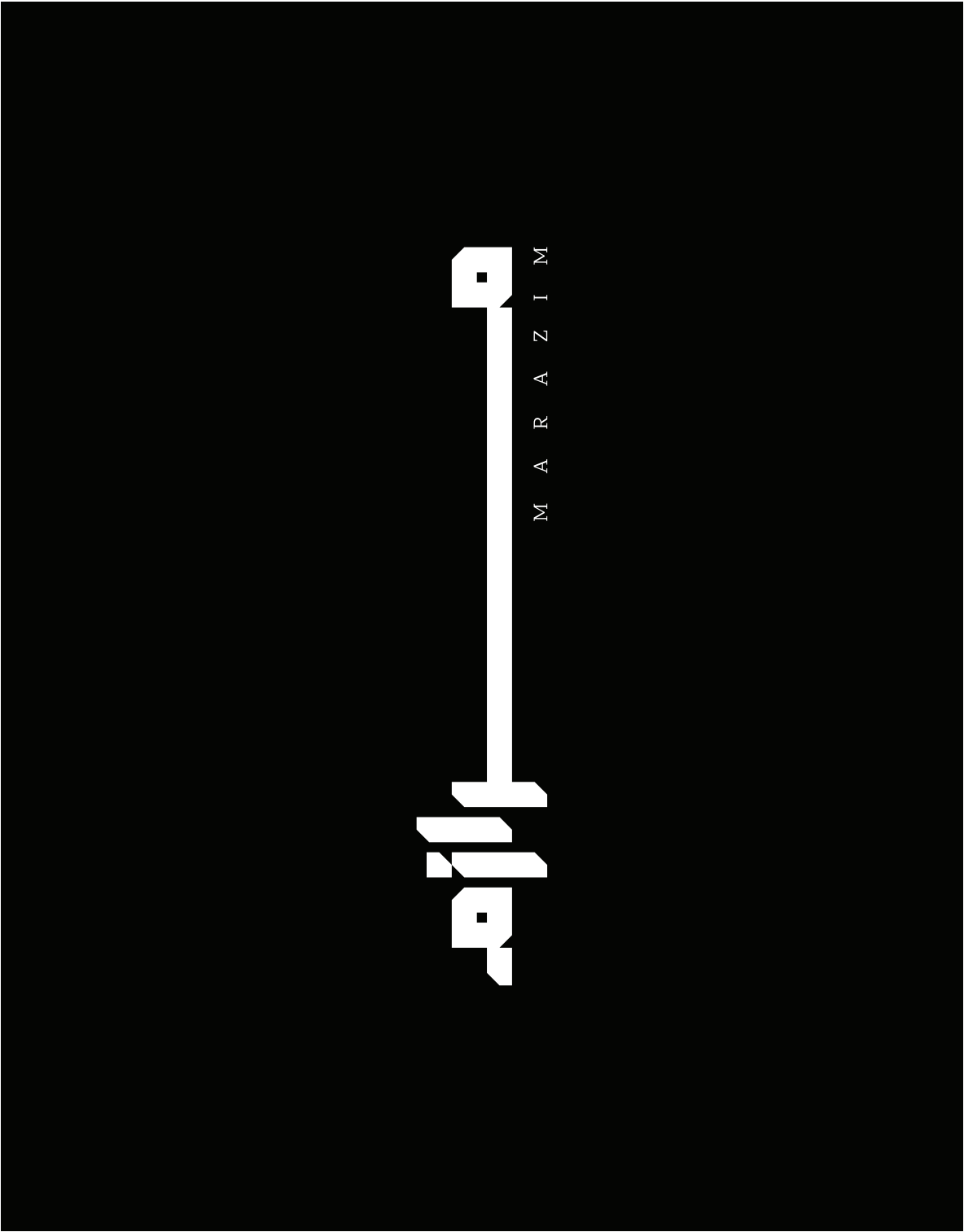
Specifications

NoteBook
Size 180x230mm

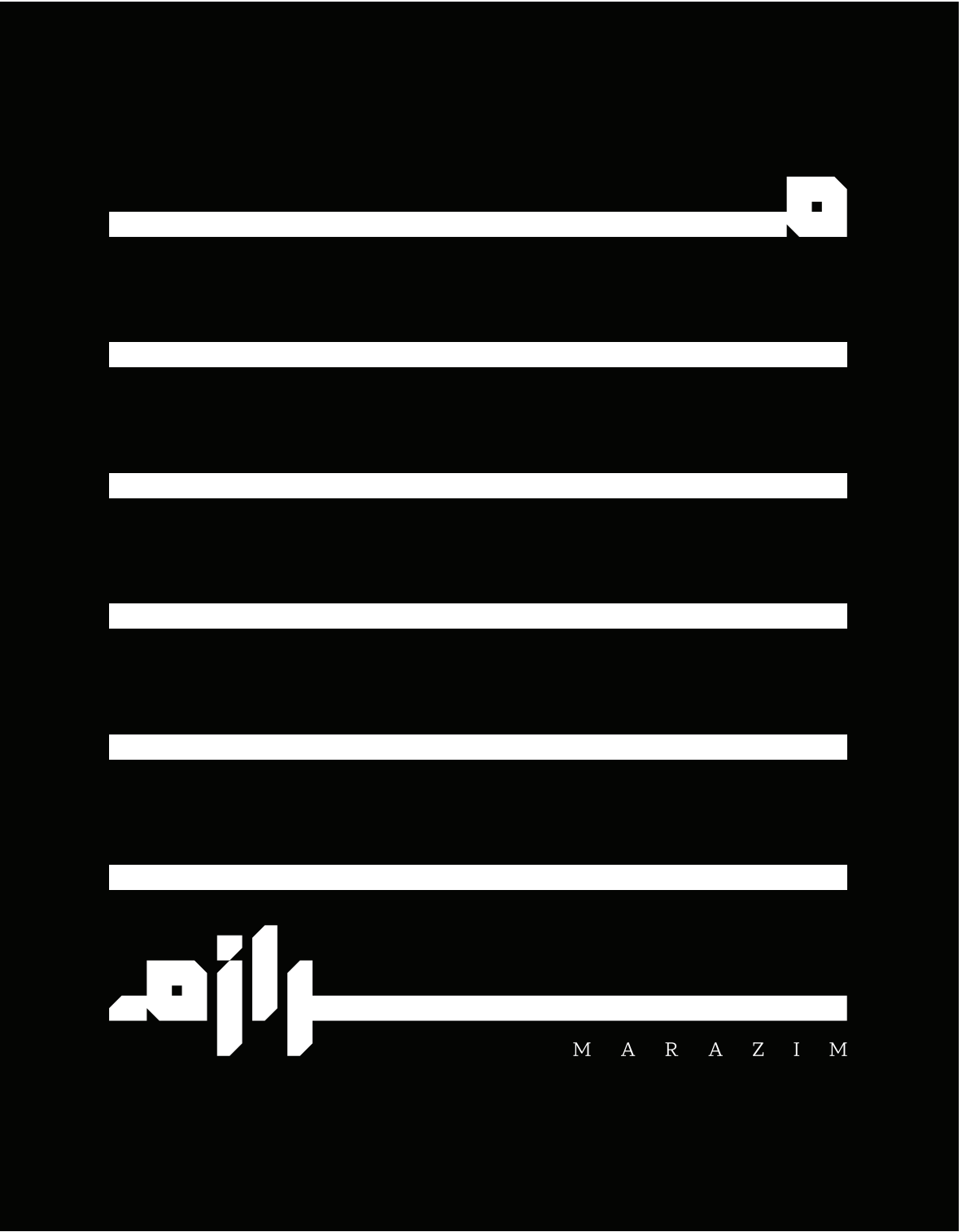
Information
Font Size 8/10pt

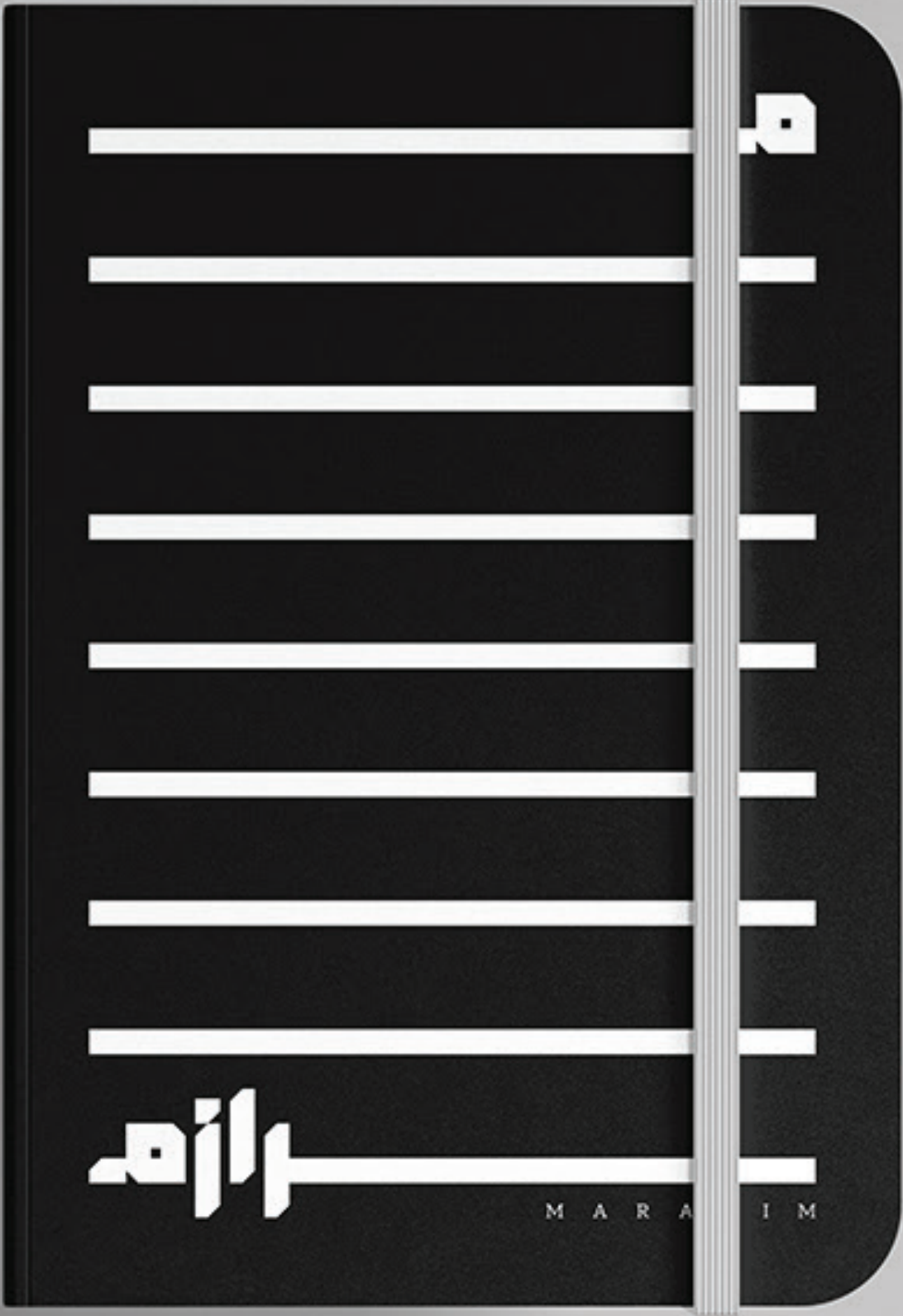
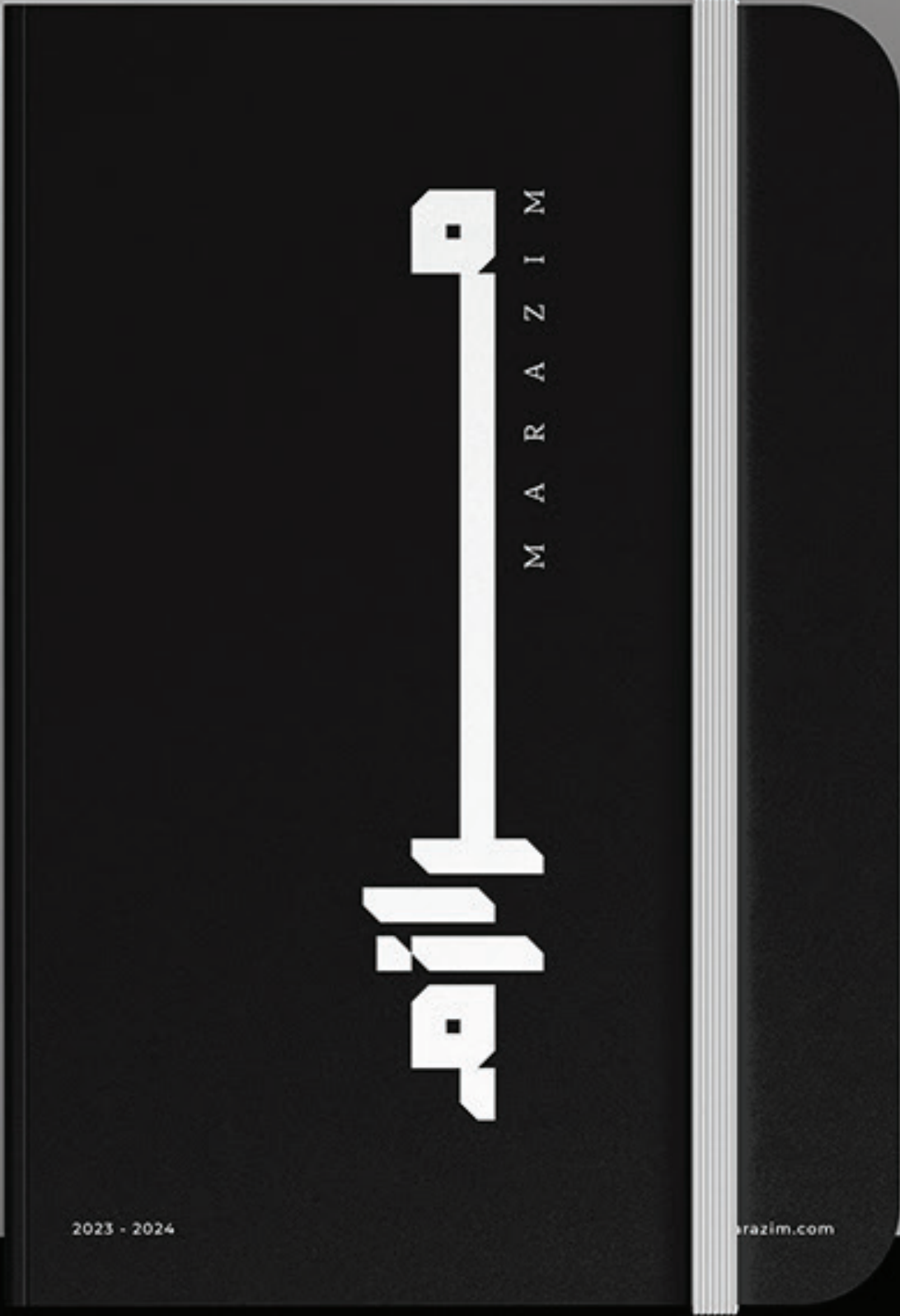
Here we can use our pattern to form a filling shape for the notebook to make it more branded by marazim’s identity.

Option 01



Option 02







Lanyard

Specifications

Lanyard
Size 85x55mm

Information
Font Size 8/10pt

Front View



Back View



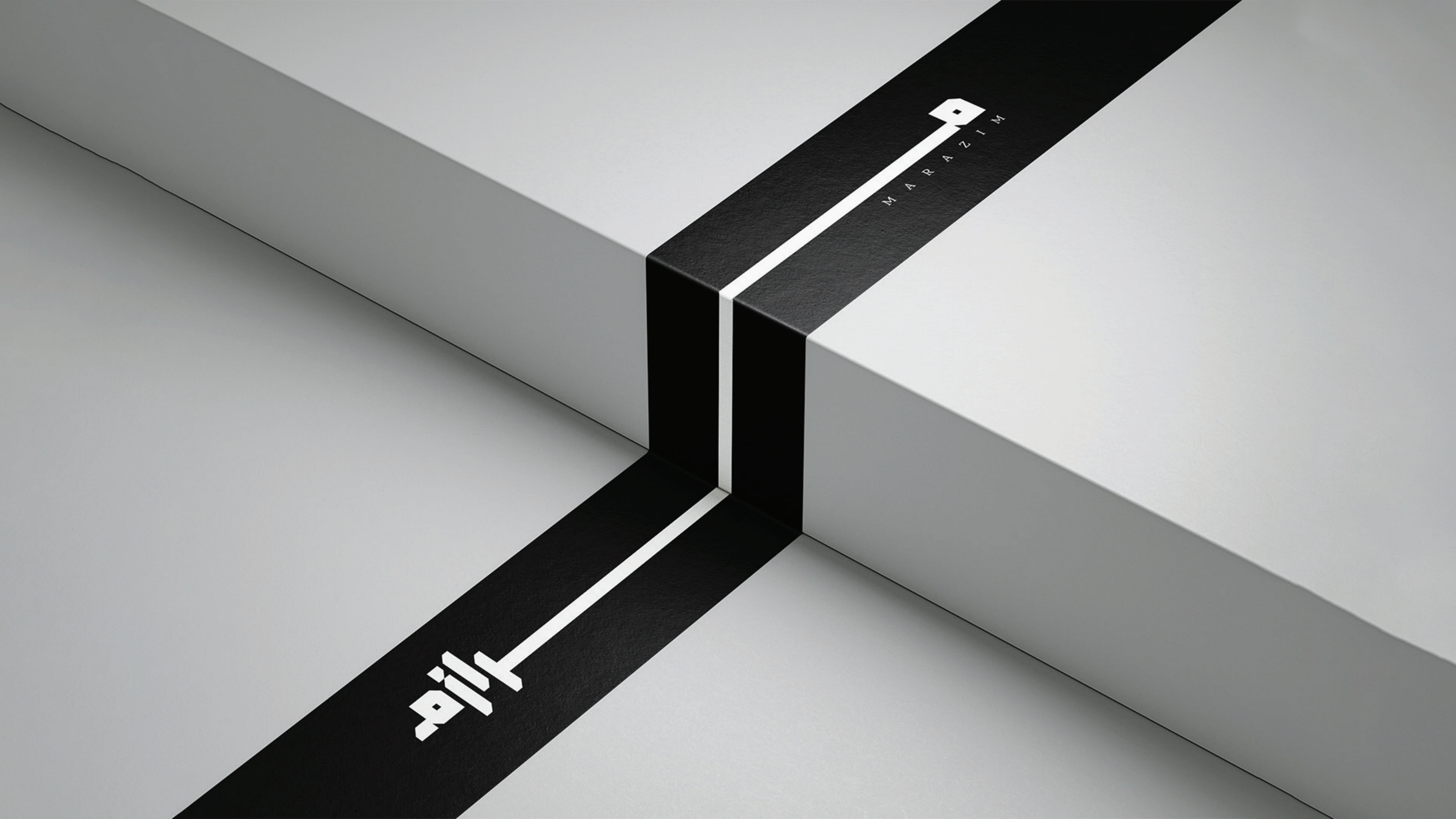


Brand Look & Feel

05







[illegible]

Q: Quid sit, inquit, *philosophia*? A: *Philosophia* est sapientia, quae
omnium rerum causas et naturas investigat, et
omnem vitam humanam ad bonum dirigere nititur.
Q: Quomodo autem ad hoc perveniri possit? A: Per
studium, quod cum ratione coniungitur, et
per conversationem cum bonis viris, qui
sapientiam suam cum aliis communicare solent.
Q: Quae sit, inquit, *ethica*? A: *Ethica* est
pars philosophiae, quae de moribus et
vita bona tractat, et docet, quomodo
vivendum sit, ut felicitatem consequamur.
Q: Quomodo autem felicitatem consequi possimus? A:
Per virtutem, quae est habitus animi, qui
nos ad bonum agendum impellit, et a malo
detrahit. Virtutes autem sunt, quae
animi rationem regunt, et ad bonum
dirigunt. Q: Quae sunt virtutes? A: Virtutes
sunt, quae animi rationem regunt, et ad
bonum dirigunt. Q: Quomodo autem
virtutes consequi possimus? A: Per
studium, quod cum ratione coniungitur,
et per conversationem cum bonis viris,
qui virtutem suam cum aliis communicare
solent.

هـ

— فِخَامَةٌ تَزْهَى بِكَ —

رازِم

M A R A Z I M

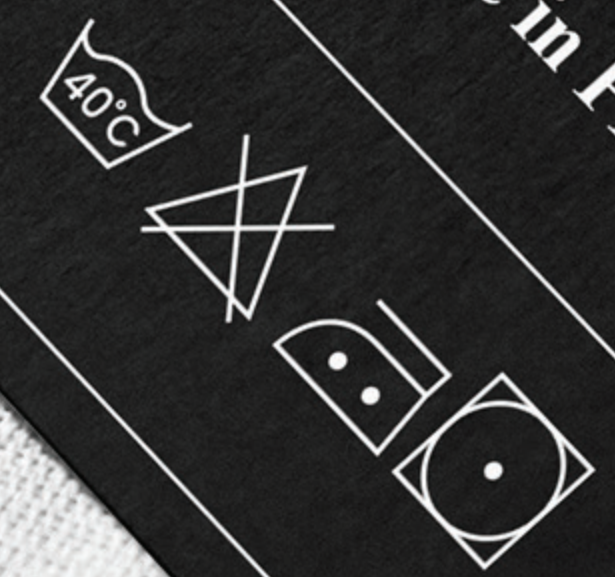




Marazim
M A R A Z I M

L
(No.ATC-09230)

33% Cotton
3% Spandex
64% Polyester
Made in PROC



Thank You.