

Brand Guideline
2017



BRAND MARK

MIRAS | ALL RIGHTS RESERVED 2017

ORIGINS

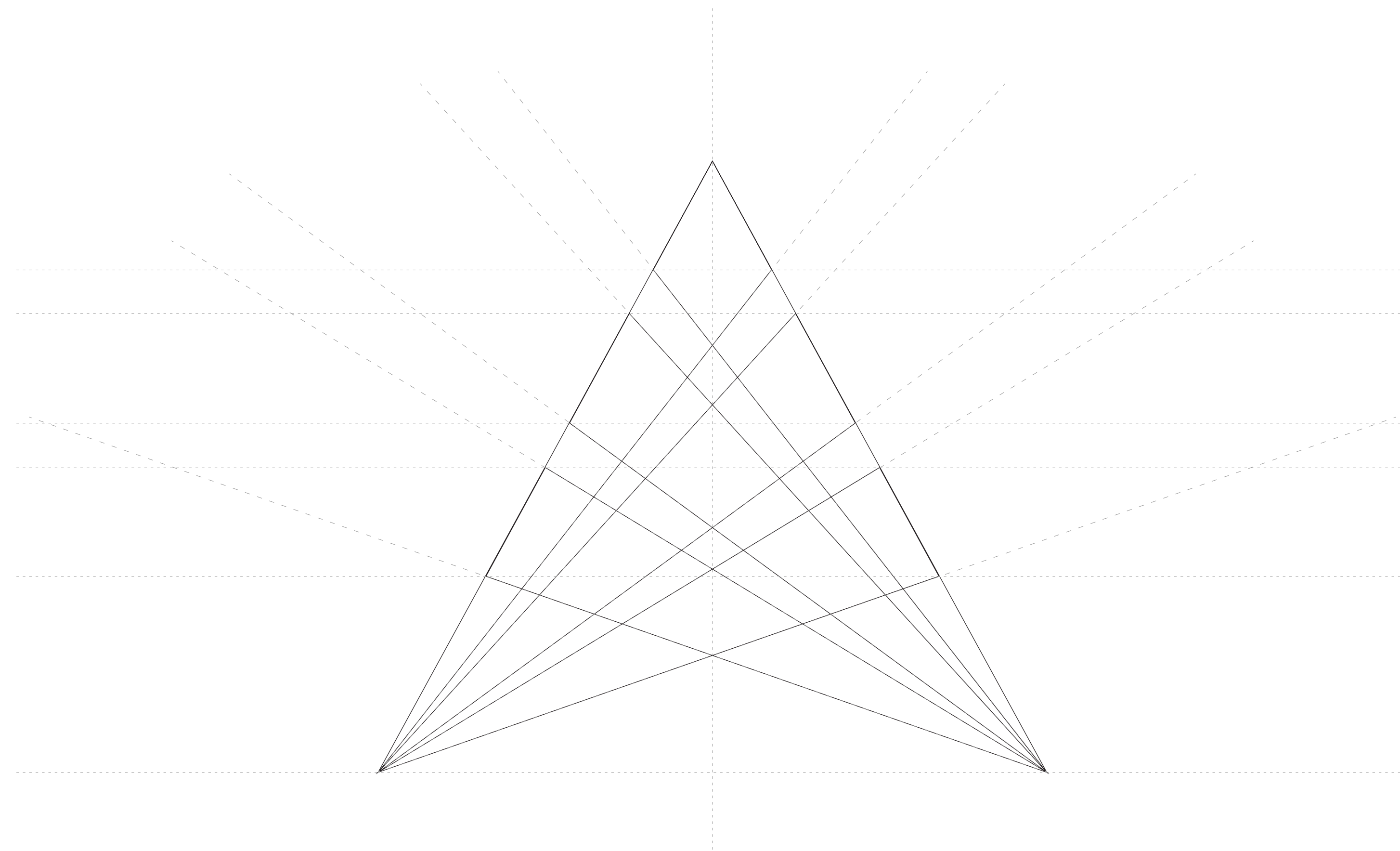
Three key elements were chosen to build the logo. **Gate, Services** and **one place**. The elements combined set what the app stands for and do.

- **The Gate**, represents how the service will be your gate to the business sector in Saudi.
- **Services**, The numerous and diversified services the service will provide.
- The last element is the representation of having all that in **one place**, as a tool that will enhance the business process in the kingdom by getting all the main governmental transactions in one place.



STRUCTURE

Structure brings restraint, order, rhythm, and comfort to a mark. Put care, time, and effort into the exactness of your drawing. There is beauty in the perfection of craft. It also establishes your playing field, making variation more noticeable.



CLEARSPACE

Miras logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the 'س' letter is drawn around the logo to create the invisible boundary of the area of isolation.



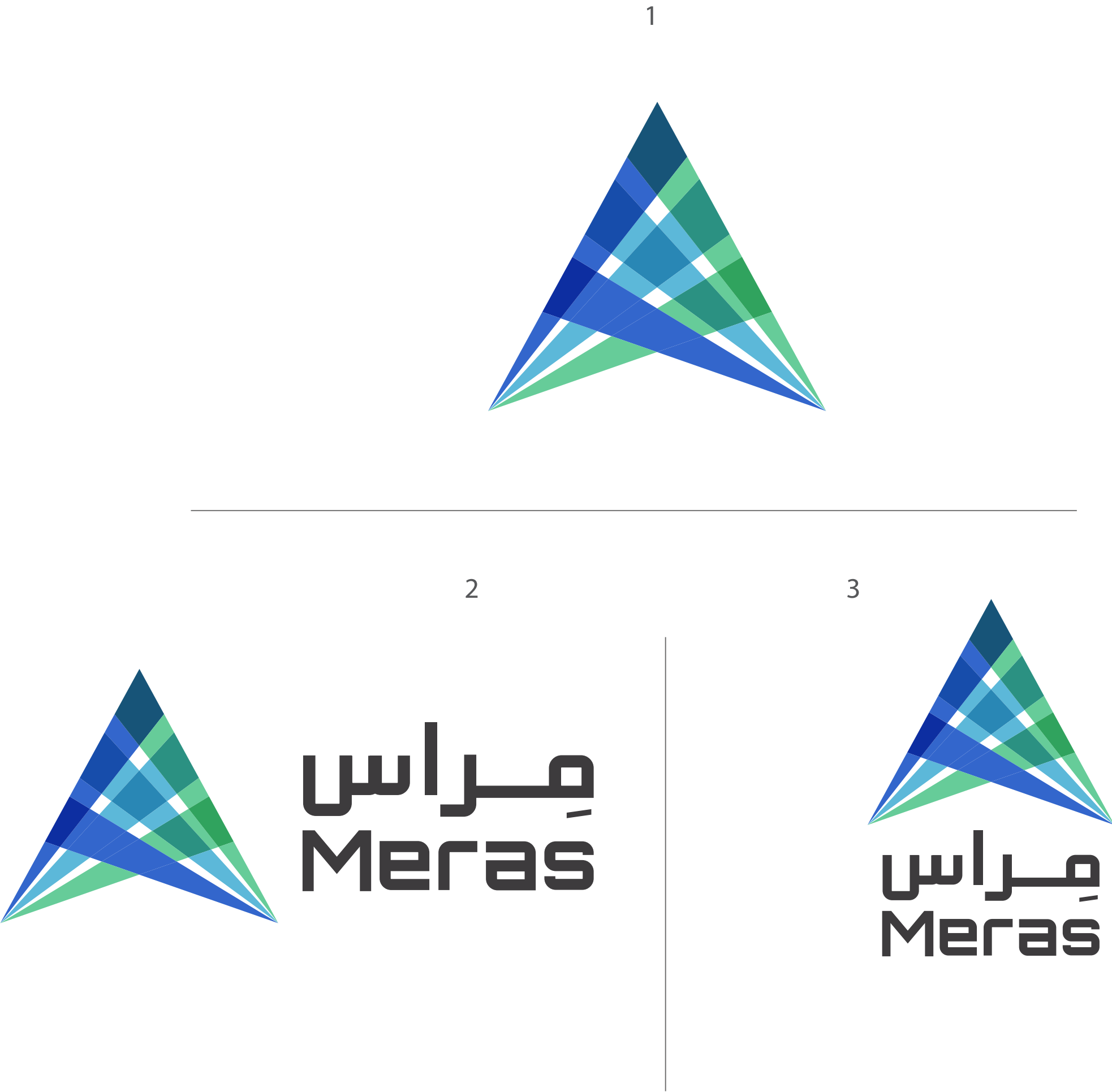
ARTWORK

The logo exists in two different lockups, a horizontal and a vertical. These lockups are fixed, so please do not try to tweak or recreate the logo from its core elements. When creating your compositions, be smart about which lockup you use.

1 Logomark
Used primarily as an app icon.





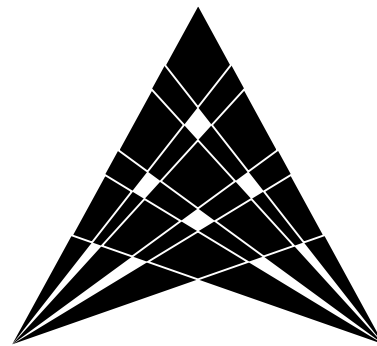
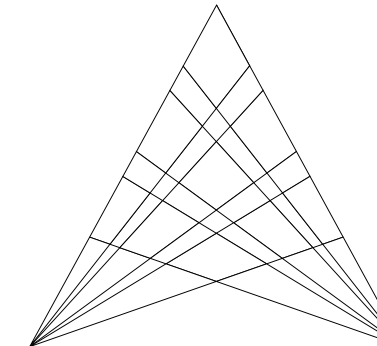
2 Horizontal Lockup

3 Vertical Lockup



LOGO VARIATION

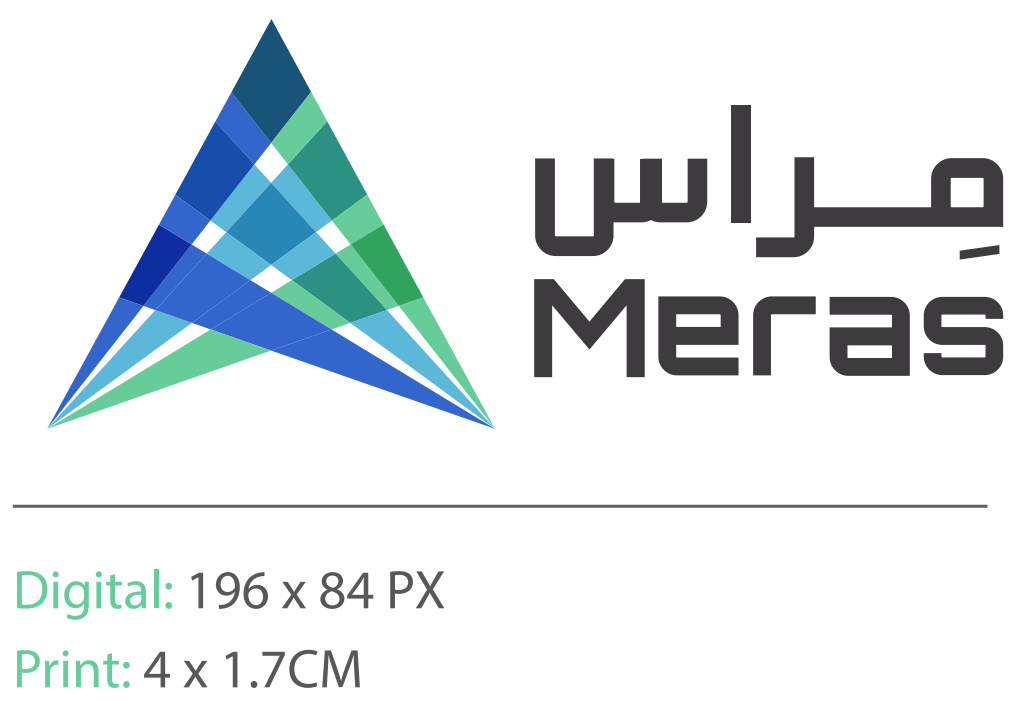
The brand logo variations extend the primary logo to accommodate a wider range of media formats or scenarios.

 مراس Meras Primary Color	 مراس Meras Secondary Color	 مراس Meras Reverse Colors
 مراس Meras Gradiance Color	 مراس Meras 1 Color	 مراس Meras Spot Colors

MINIMUM SIZE

Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for Miras logo. Minimum sizes are as shown here.



INCORRECT LOGO USAGE

The way that you use the logo affects the impact of your communications and brand image. It is important that the logo is always used correctly.

When using Miras logo the following rules should be adhered to at all times.



Recolor



Resize or move



Add effects



Rotate



Gradient



Stretch or skew



TYPOGRAPHY

MIRAS | ALL RIGHTS RESERVED 2017

ENGLISH
TYPOGRAPHY

The designated brand typefaces are Frutiger LT Arabic. It has a modern and crisp clarity, with an approachable feel. It is very well-suited for display and text use.

Frutiger LT Arabic bold is used for headlines and in other situations where you want larger type to stand out from the standard brand typeface.

English
HEADLINES
UPPERCASE

Miras

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

ENGLISH
BODY COPY
SMALLCASE

Miras

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

ARABIC TYPOGRAPHY

The designated brand typefaces are Frutiger LT Arabic. It have an approachable feel. It is very well-suited for display and text use.

Frutiger LT Arabic bold is used for headlines and in other situations where you want larger type to stand out from the standard brand typeface.

Arabic
HEADLINES
UPPERCASE

مراس

Bold

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 . ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Arabic BODY
BODY COPY
SMALLCASE

مراس

55 Roman

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 . ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

65 Bold

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 . ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

75 Black

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 . ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩




COLOR

MIRAS | ALL RIGHTS RESERVED 2017


PRIMARY COLORS

The colors are used for brand identity, marketing, correspondence, letterhead and business cards.

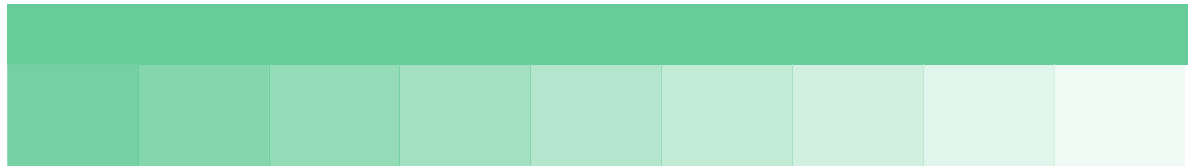
Main colors



Color spaces of #3366cc				
RGB	51	102	204	
HSL	0.61	0.60	0.50	
HSV	220°	75°	80°	
CMYK	0.75	0.50	0.00	0.20



Color spaces of #5bb8d8				
RGB	91	184	216	
HSL	0.54	0.62	0.60	
HSV	195°	58°	85°	
CMYK	0.58	0.15	0.00	0.15



Color spaces of #66cc99				
RGB	102	204	153	
HSL	0.42	0.50	0.60	
HSV	150°	50°	80°	
CMYK	0.50	0.00	0.25	0.20

SECENDARY COLORS

Along with the primary colors, secondary colors are used in marketing, signage, illustrations and communications.

Secondary colors



Color spaces of #31a25f

RGB	49	162	95
HSL	0.40	0.54	0.41
HSV	144°	70°	64°
CMYK	0.70	0.00	0.41 0.36



Color spaces of #2b9282

RGB	43	146	130
HSL	0.47	0.54	0.37
HSV	171°	71°	57°
CMYK	0.71	0.00	0.11 0.43



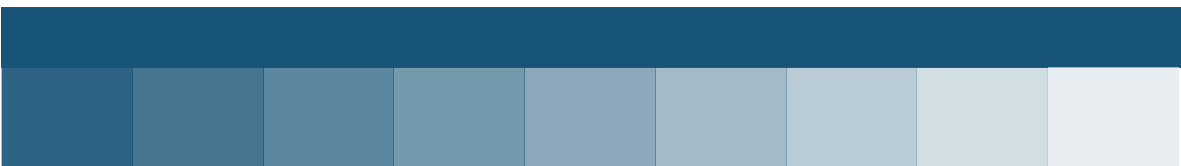
Color spaces of #2886b5

RGB	40	134	181
HSL	0.56	0.64	0.43
HSV	200°	78°	71°
CMYK	0.78	0.26	0.00 0.29



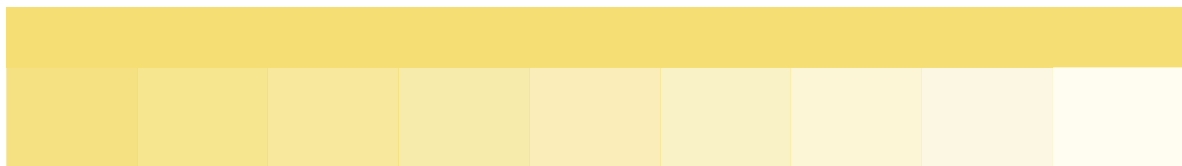
Color spaces of #174daa

RGB	23	77	170
HSL	0.61	0.76	0.38
HSV	218°	86°	67°
CMYK	0.86	0.55	0.00 0.33



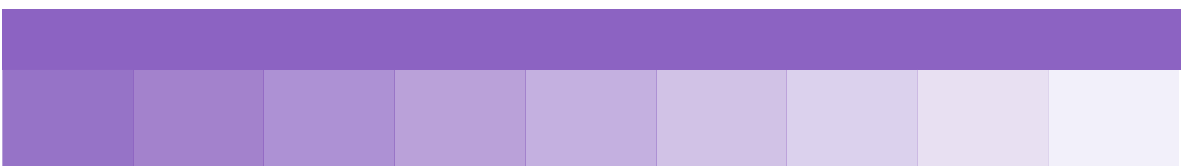
Color spaces of #175377

RGB	23	83	119
HSL	0.56	0.68	0.28
HSV	203°	81°	47°
CMYK	0.81	0.30	0.00 0.53



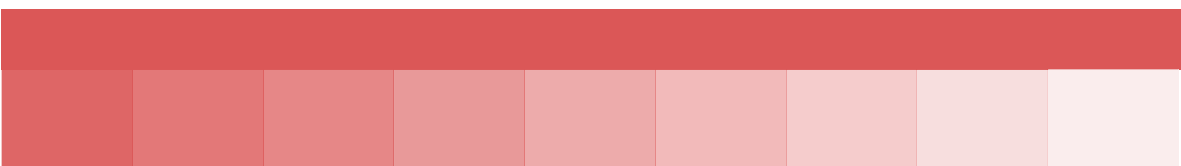
Color spaces of #f4de73

RGB	244	222	115
HSL	0.14	0.85	0.70
HSV	50°	53°	96°
CMYK	0.00	0.09	0.53 0.04



Color spaces of #8c63c1

RGB	140	99	193
HSL	0.74	0.43	0.57
HSV	266°	49°	76°
CMYK	0.27	0.49	0.00 0.24

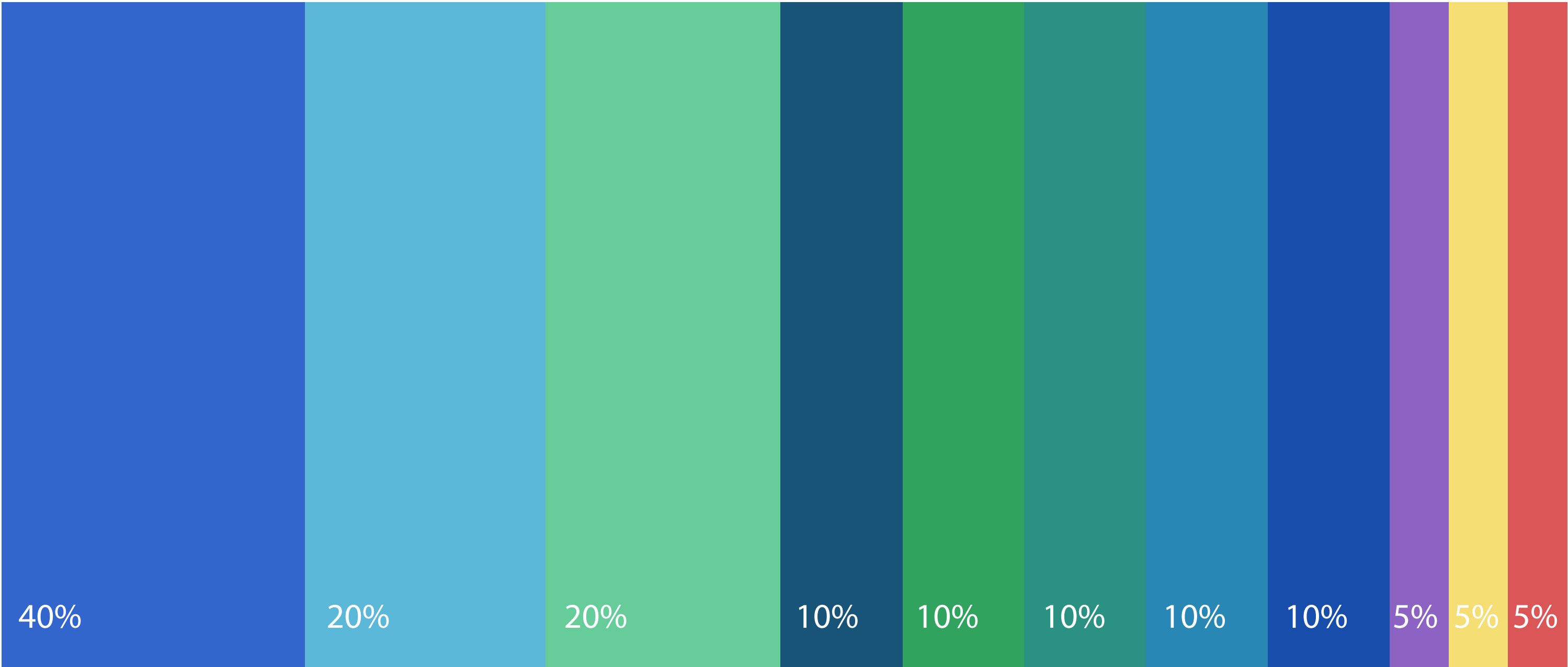


Color spaces of #db5656

RGB	219	86	86
HSL	0.00	0.65	0.60
HSV	0°	61°	86°
CMYK	0.00	0.61	0.61 0.14

COLOR BALANCE

Along with the primary colors, secondary colors are used in marketing, signage, icons and communications.





GRAPHIC SYSTEM

MIRAS | ALL RIGHTS RESERVED 2017



PATTERN 1

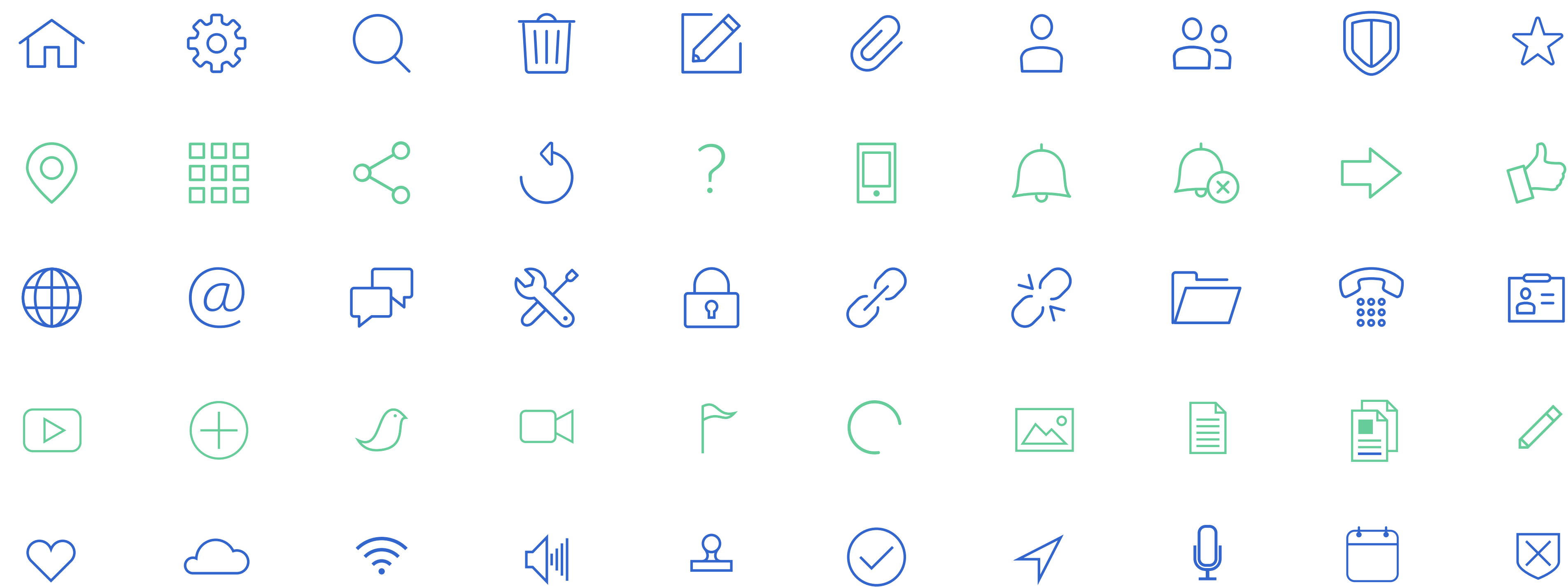
The colors are used for brand identity, marketing, correspondence, letterhead and business cards.

PATTERN 2

The colors are used for brand identity, marketing, correspondence, letterhead and business cards.

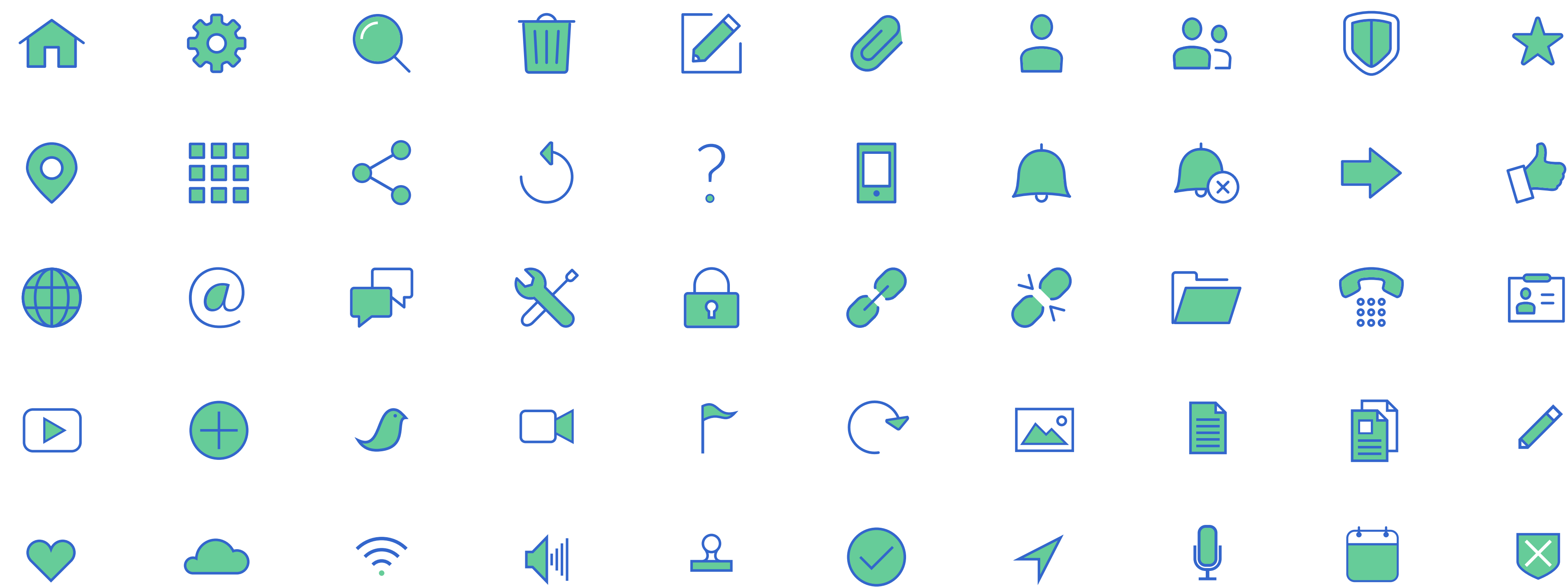
STYLE 1

The icons used with a holding shape. Leave a minimum of 8px between icons.



STYLE 2

The icons used with a holding shape. Leave a minimum of 8px between icons.





STATIONARY

MIRAS | ALL RIGHTS RESERVED 2017

LETTER HEAD

All content shown in this example is for demonstration purposes only.

Document dimensions:
A4 297 x 210 mm



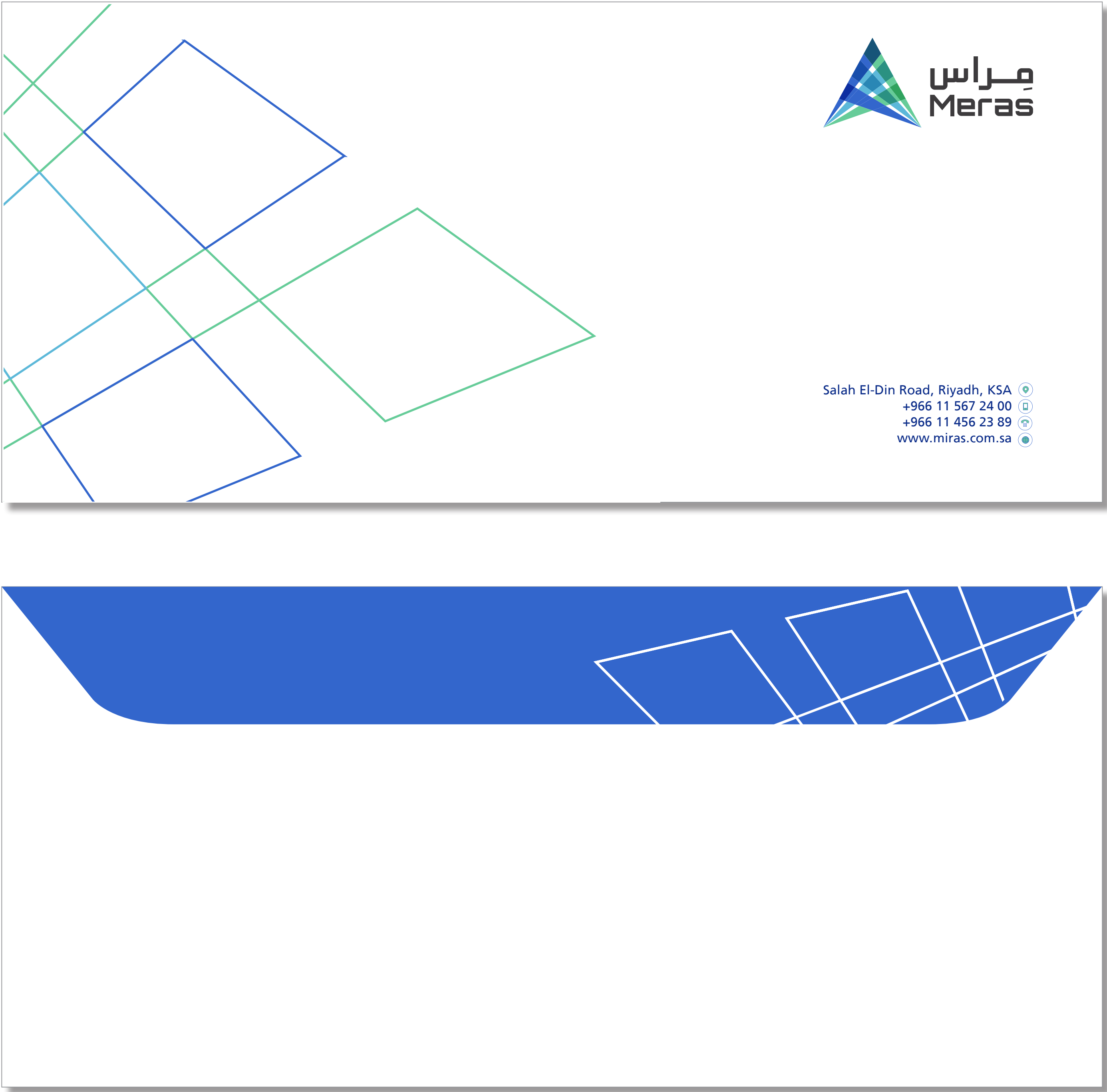
BUSINESS CARD

All content shown in this example is for demonstration purposes only.

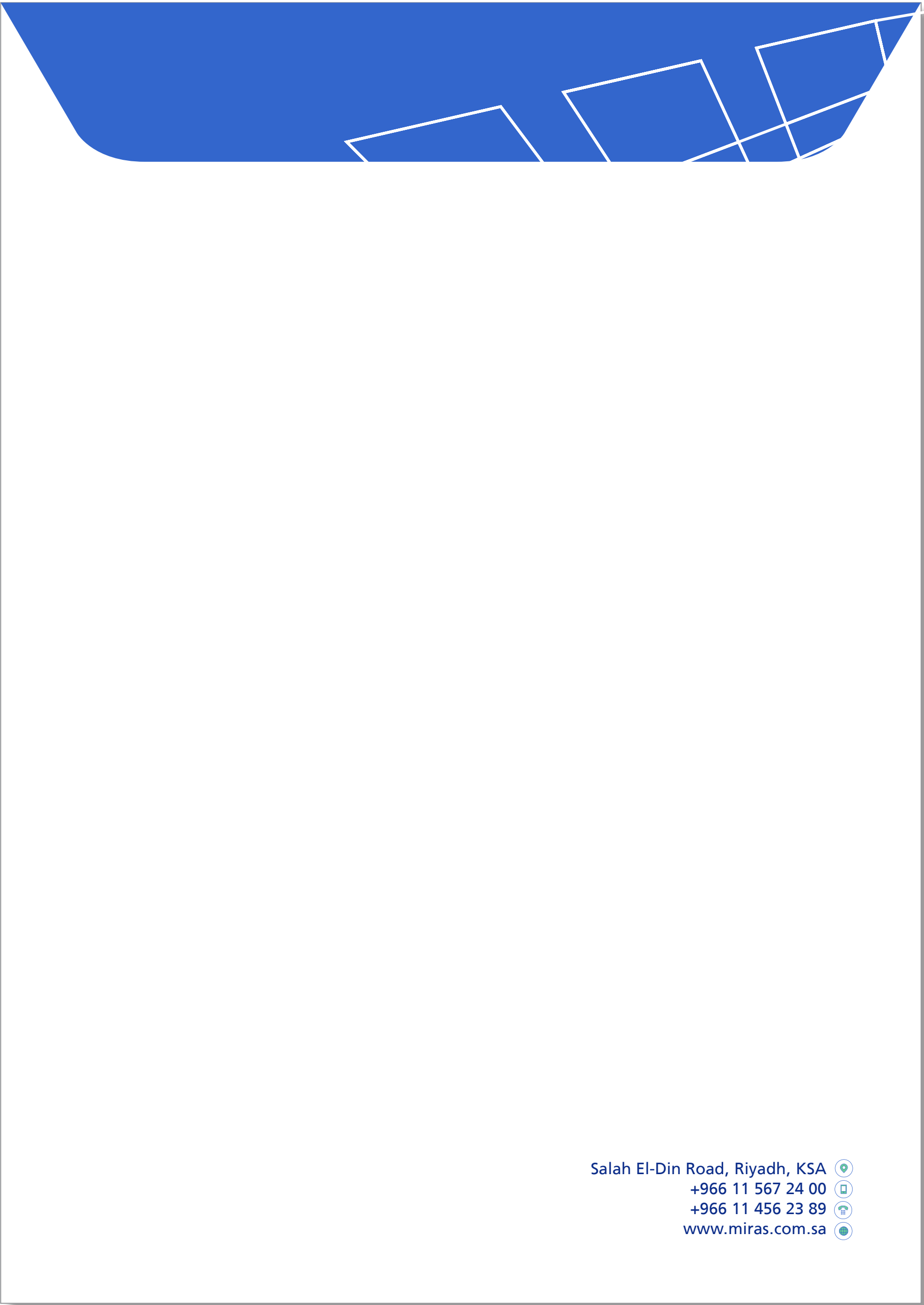
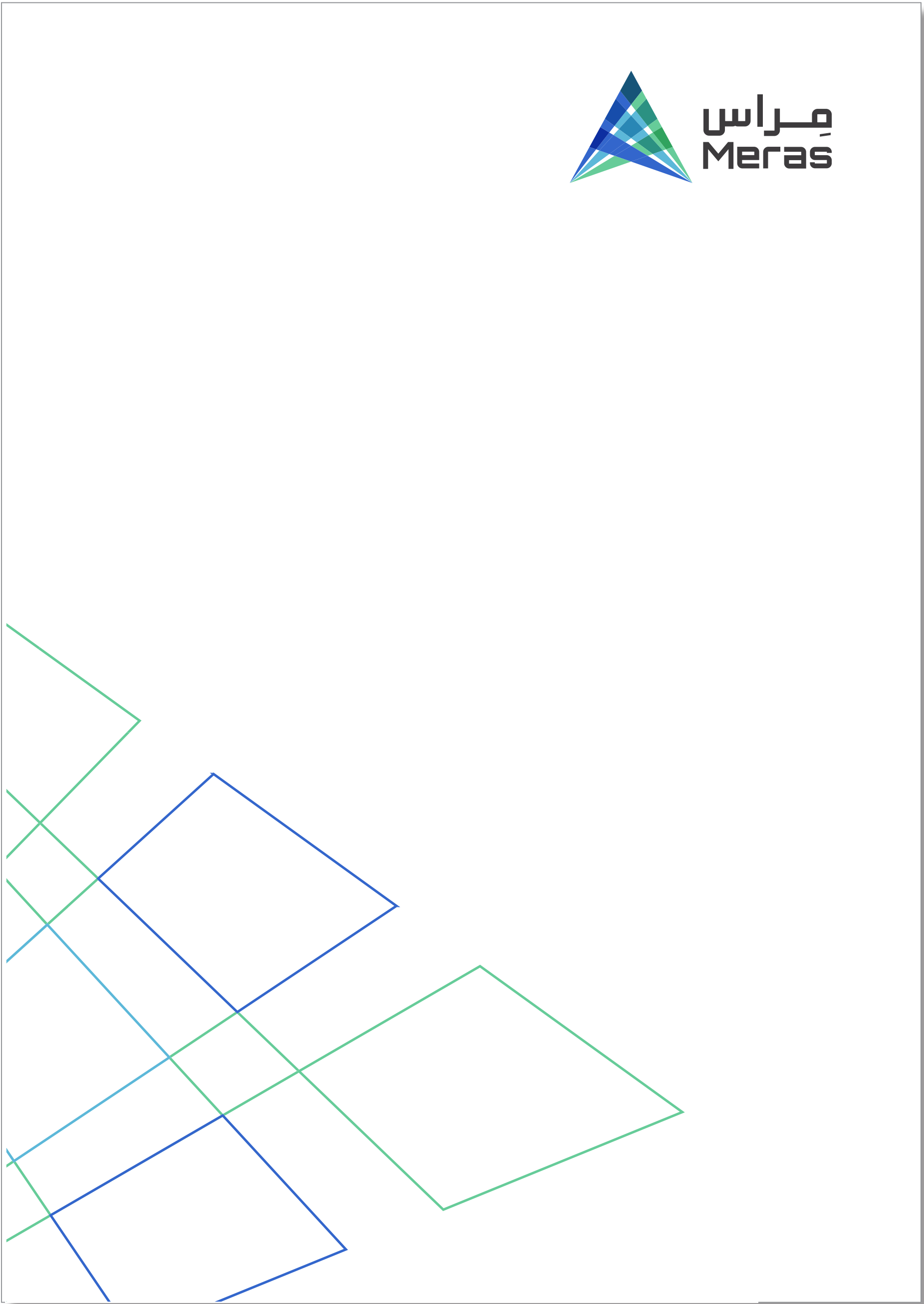
Document dimensions:
90 x 50 mm



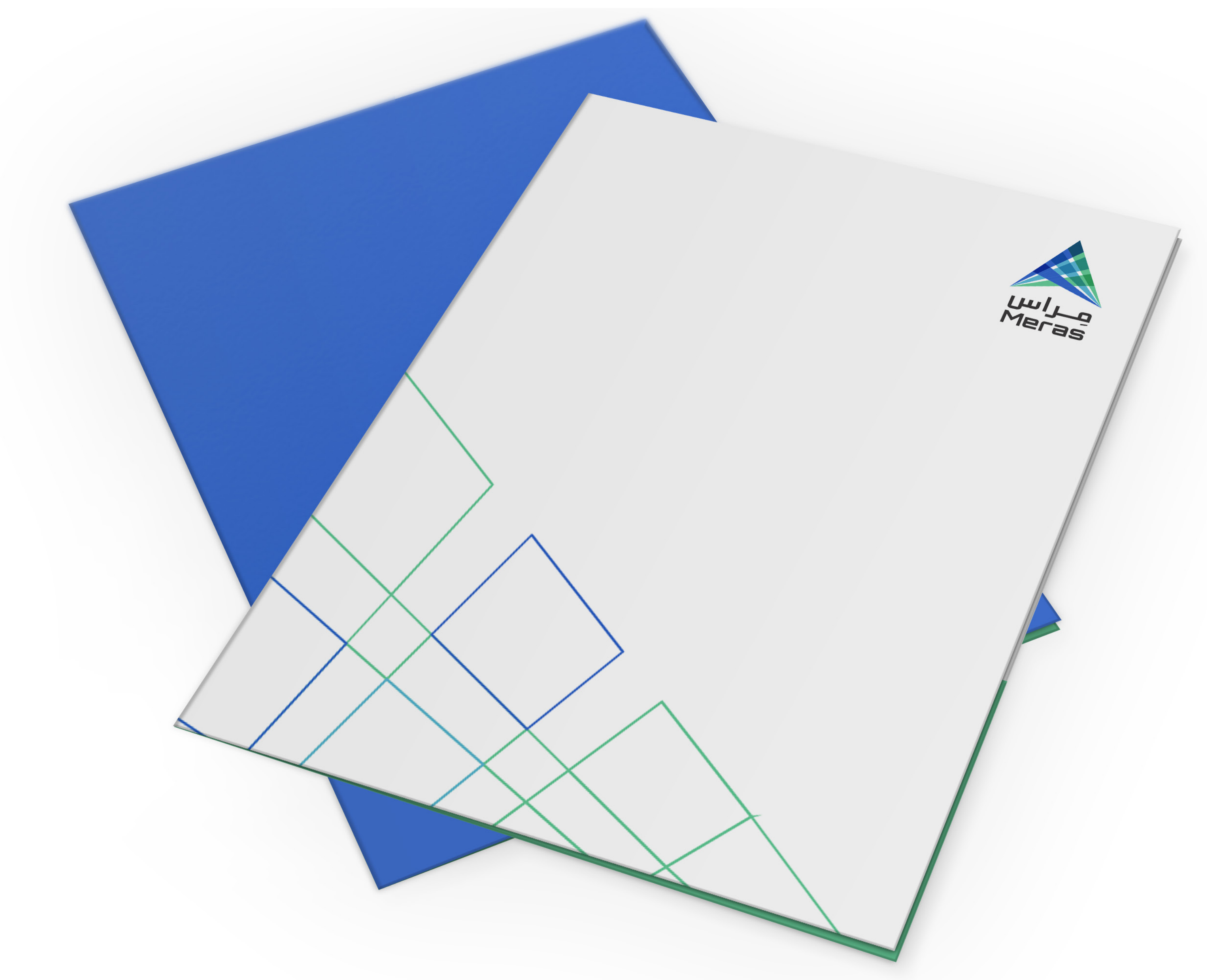
DL ENVELOP



A4 ENVELOP



FOLDER



EMPLOYEE ID

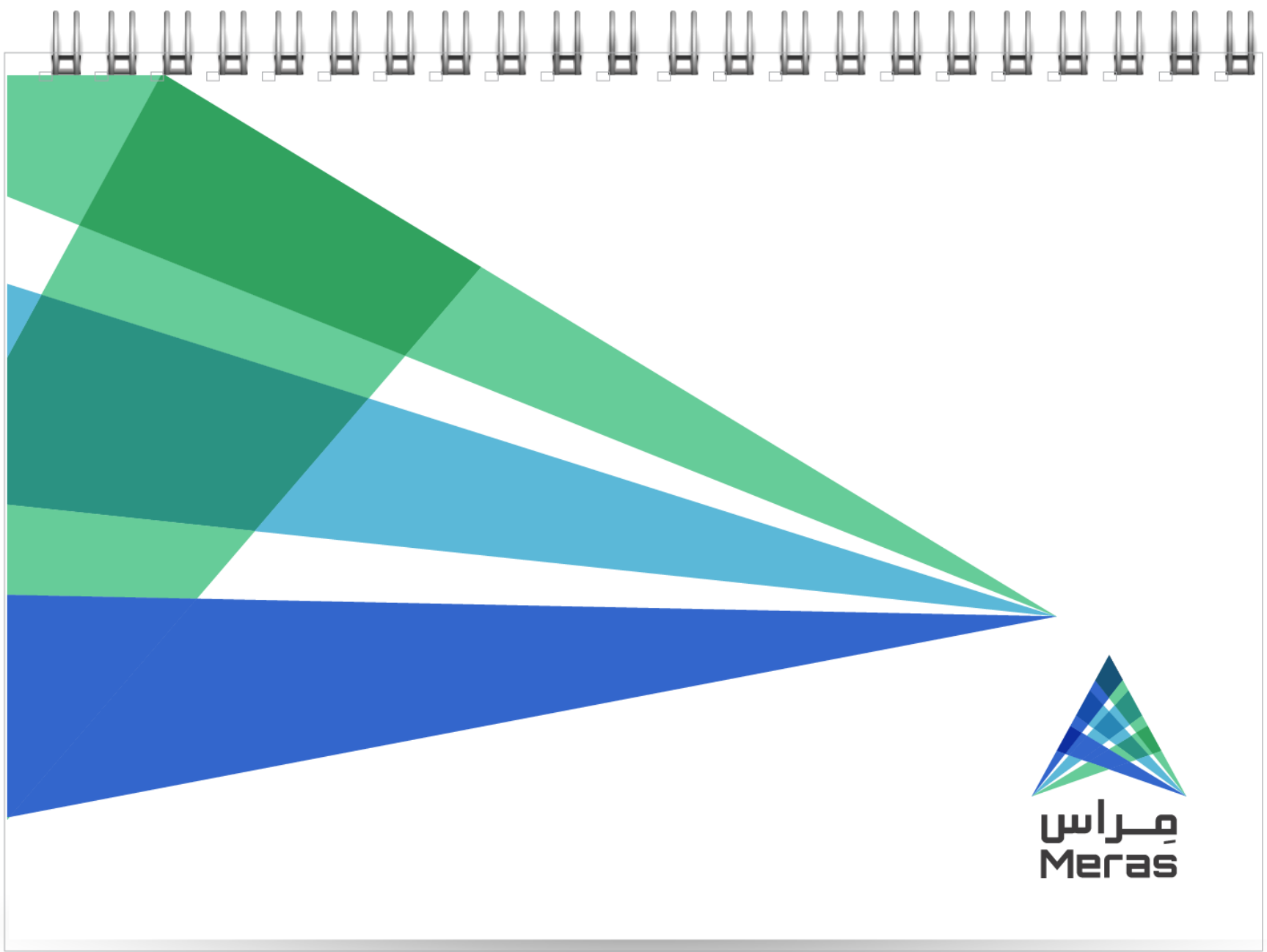


STAMP

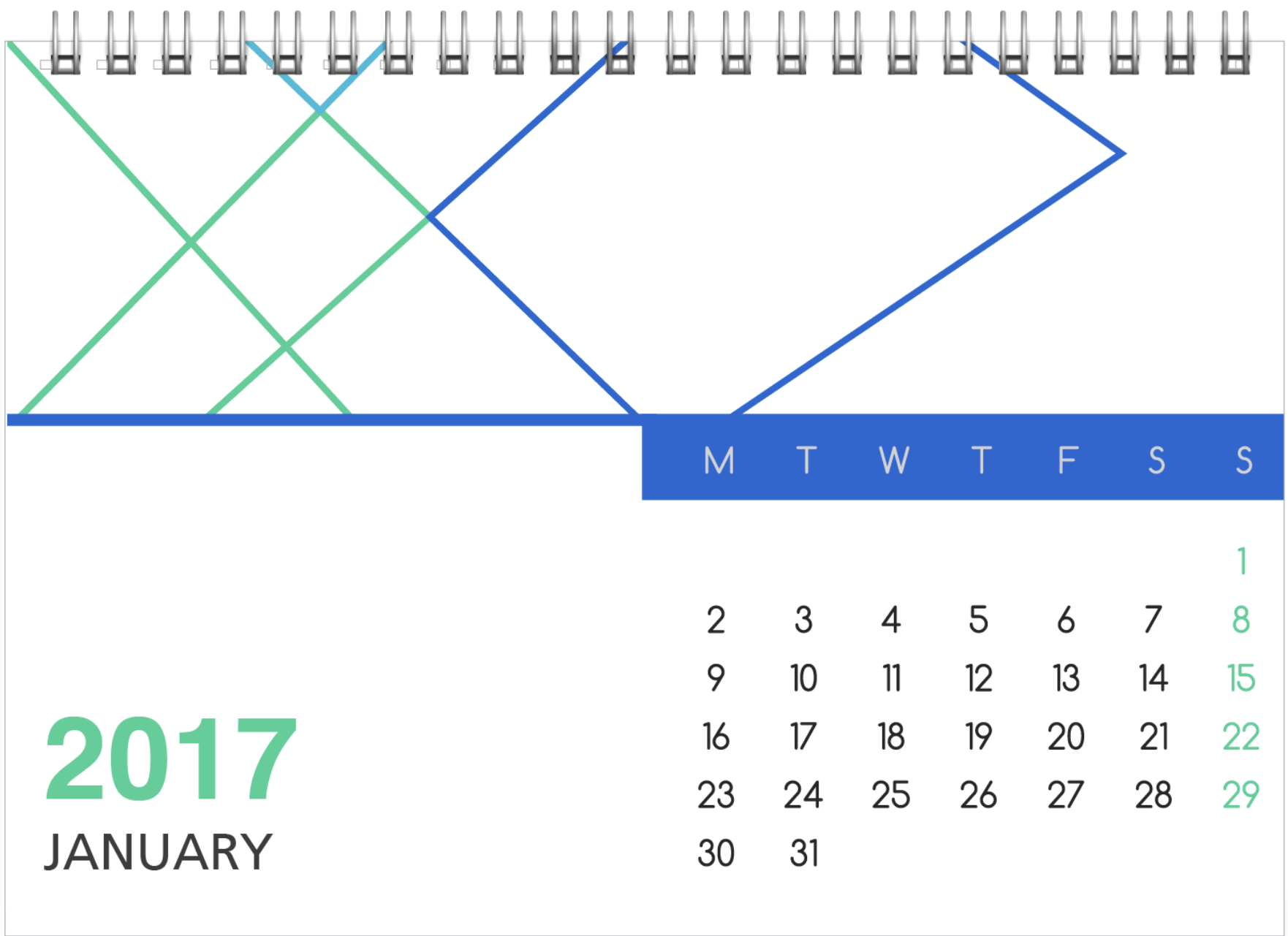


CALENDER

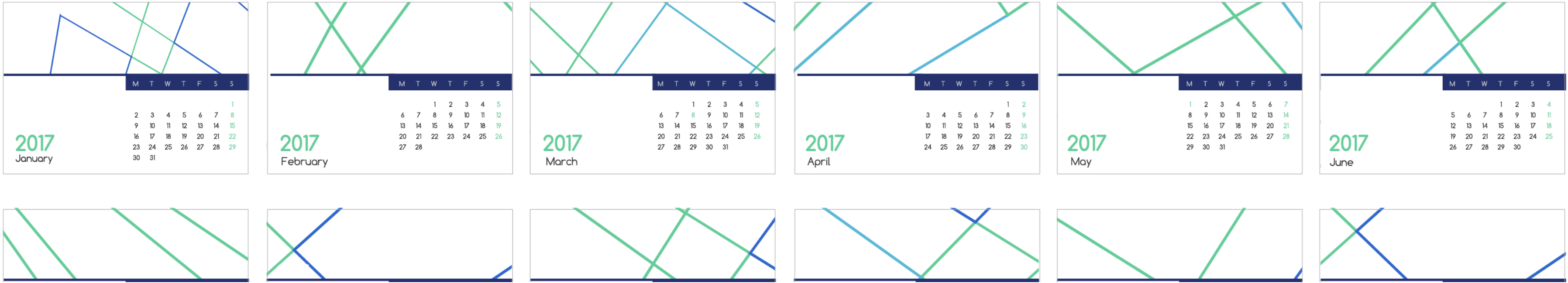
COVER



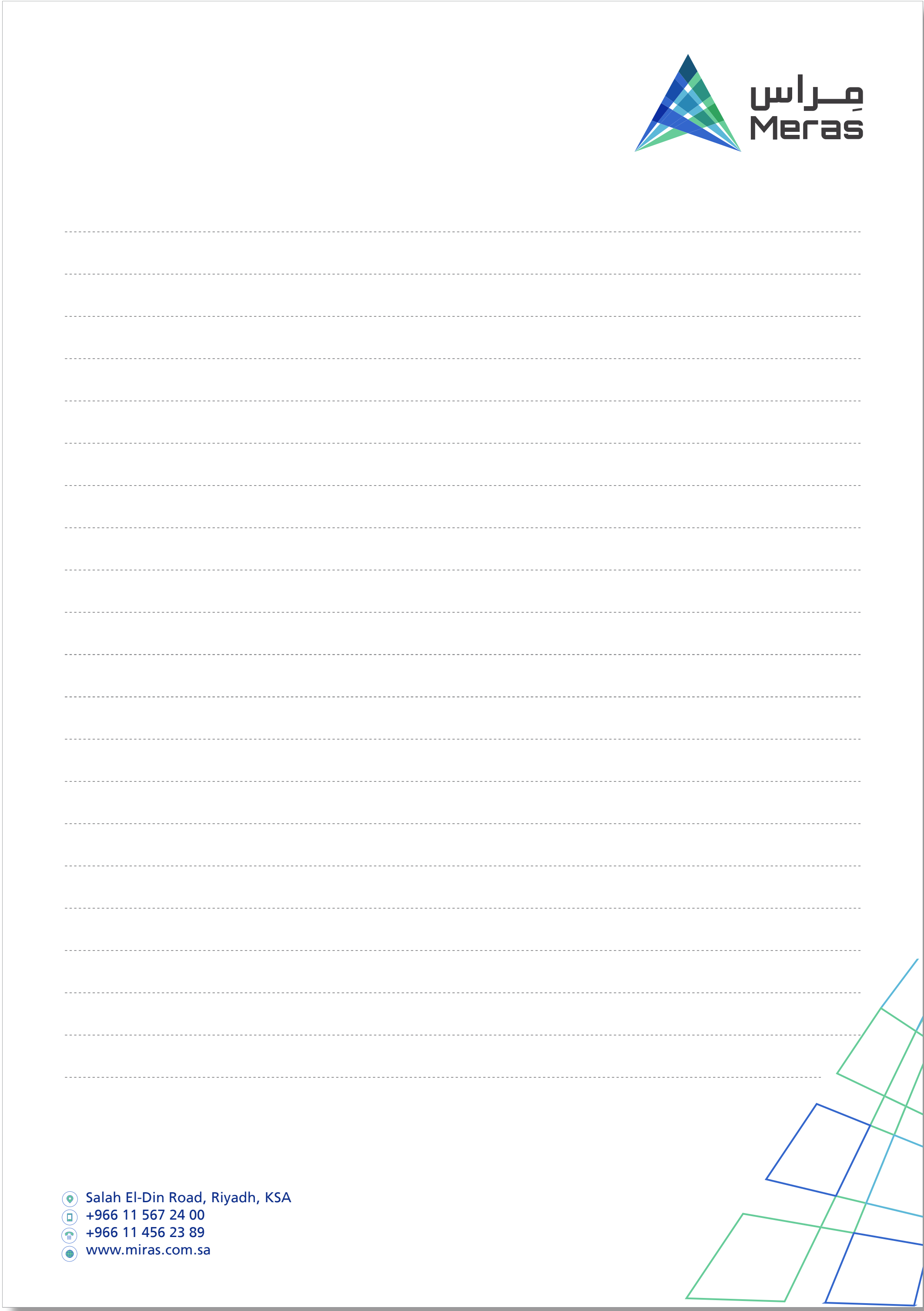
INSIDE



12 months ● all days



NOTE PAD





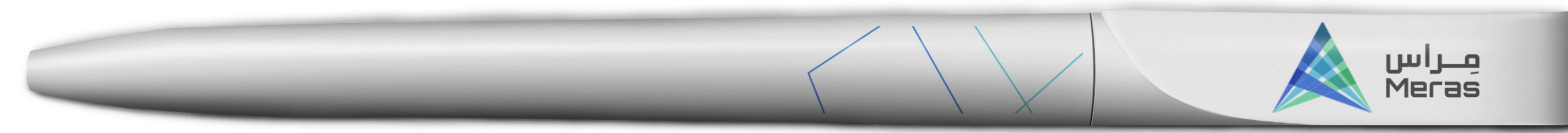
GIVE-AWAY

MIRAS | ALL RIGHTS RESERVED 2017

BAG



PEN



BROOCH



LANYARD



MUG



FLASH





ADVERTISING

MIRAS | ALL RIGHTS RESERVED 2017

POSTER



FLYER



ROLLUP



POPUP



BILLBOARD

ميراس
Meras

هذا النص هو مثال لنص يمكن أن يستبدل

لقد تم توليد النص من مولد النص العربي
حيث يمكنك أن تولد مثل هذا النص أو
العديد من النصوص الأخرى إضافة إلى زيارة
عدد الحروف التي يولدها التطبيق.

    @miras_sa



DIGITAL

MIRAS | ALL RIGHTS RESERVED 2017

EMAIL SIGNATURE

7658 123 966+
@miras_sa
www.miras.sa



أحمد عبد العزيز
مدير عام



SOCIALMEDIA TEMPLATE

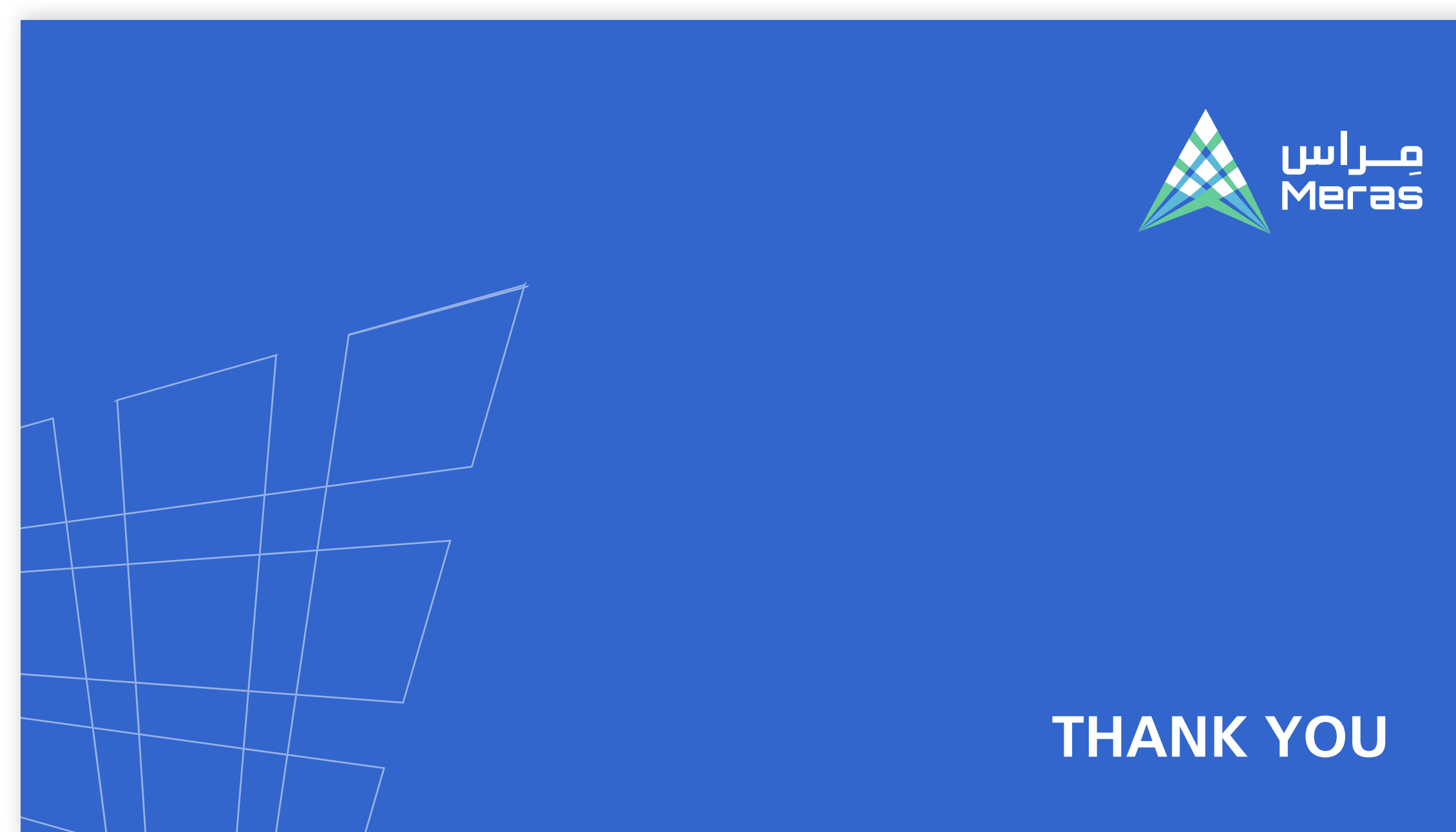


SOCIALMEDIA TEMPLATE



POWERPOINT

PowerPoint's main objective is to augment and illustrate a verbal lecture or talk. It is presentation tool used to enhance and illustrate your message. This is the powerpoint template.



APP ICON





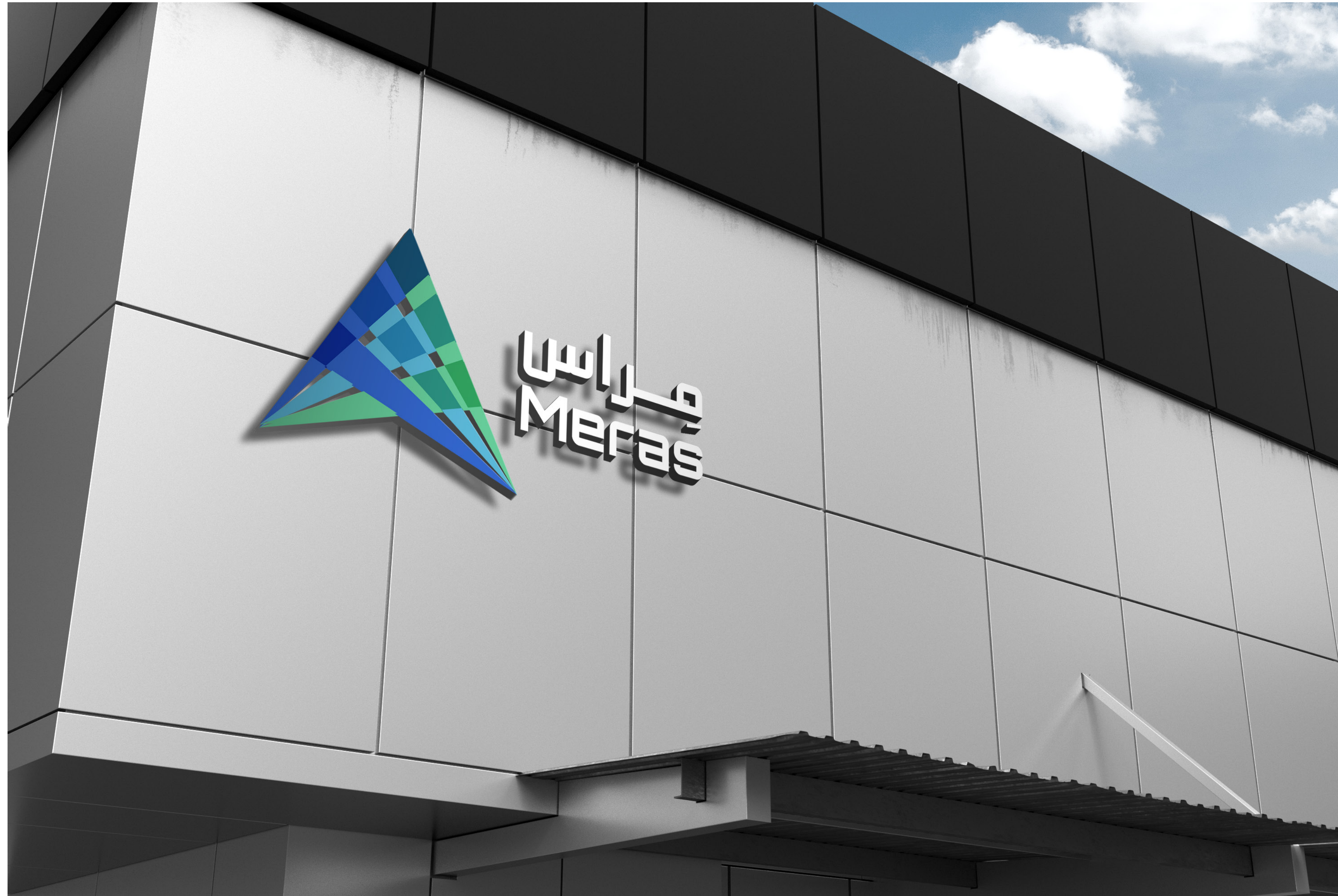
OFFICE BRANDING

MIRAS | ALL RIGHTS RESERVED 2017

BUILDING SIGN



BUILDING SIGN



BUILDING SIGN



RECEPTION



MEETING ROOM



HALLWAY



CUSTOMOR SERVICE



OFFICE



OFFICE



OFFICE



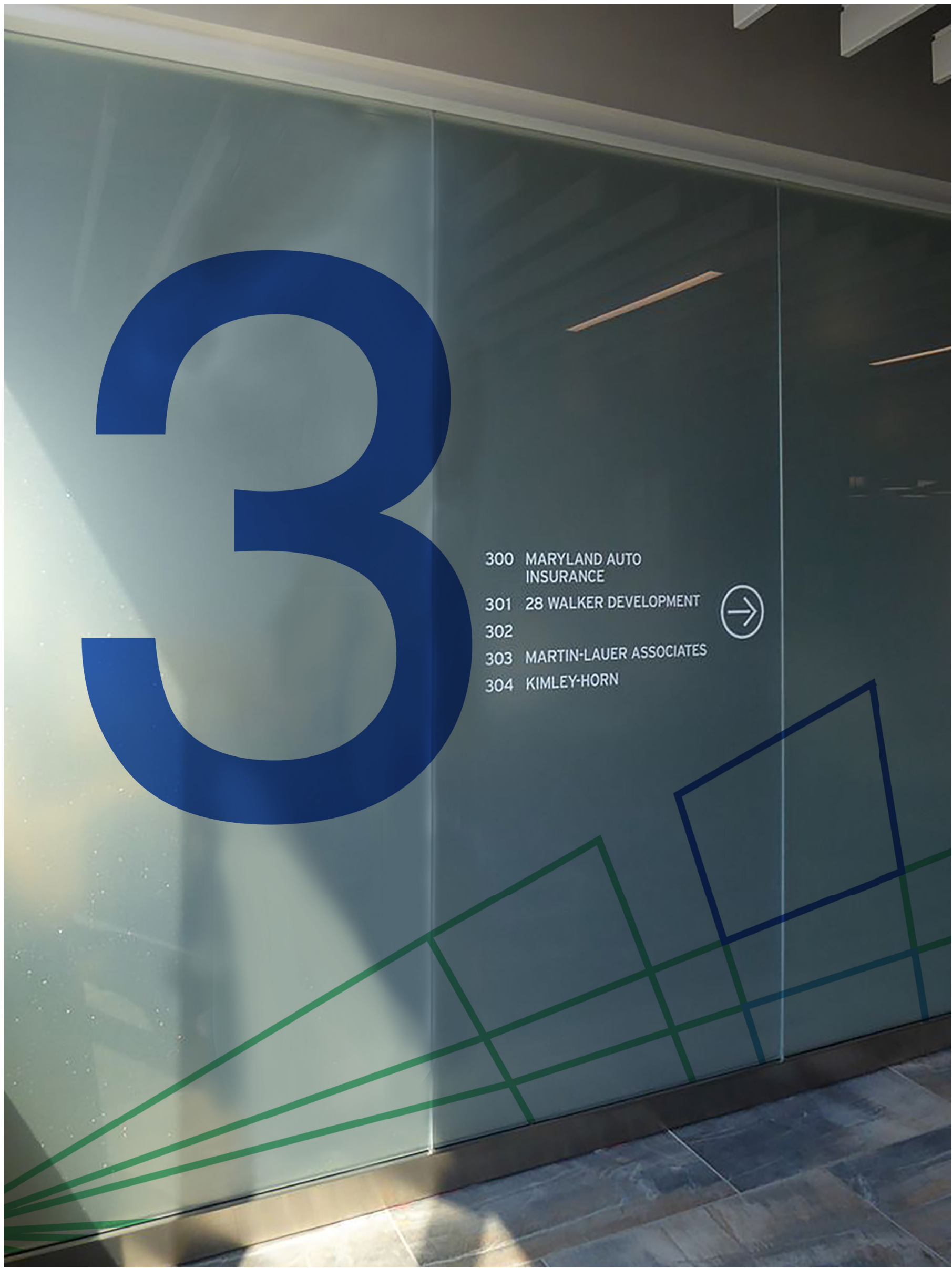
OFFICE



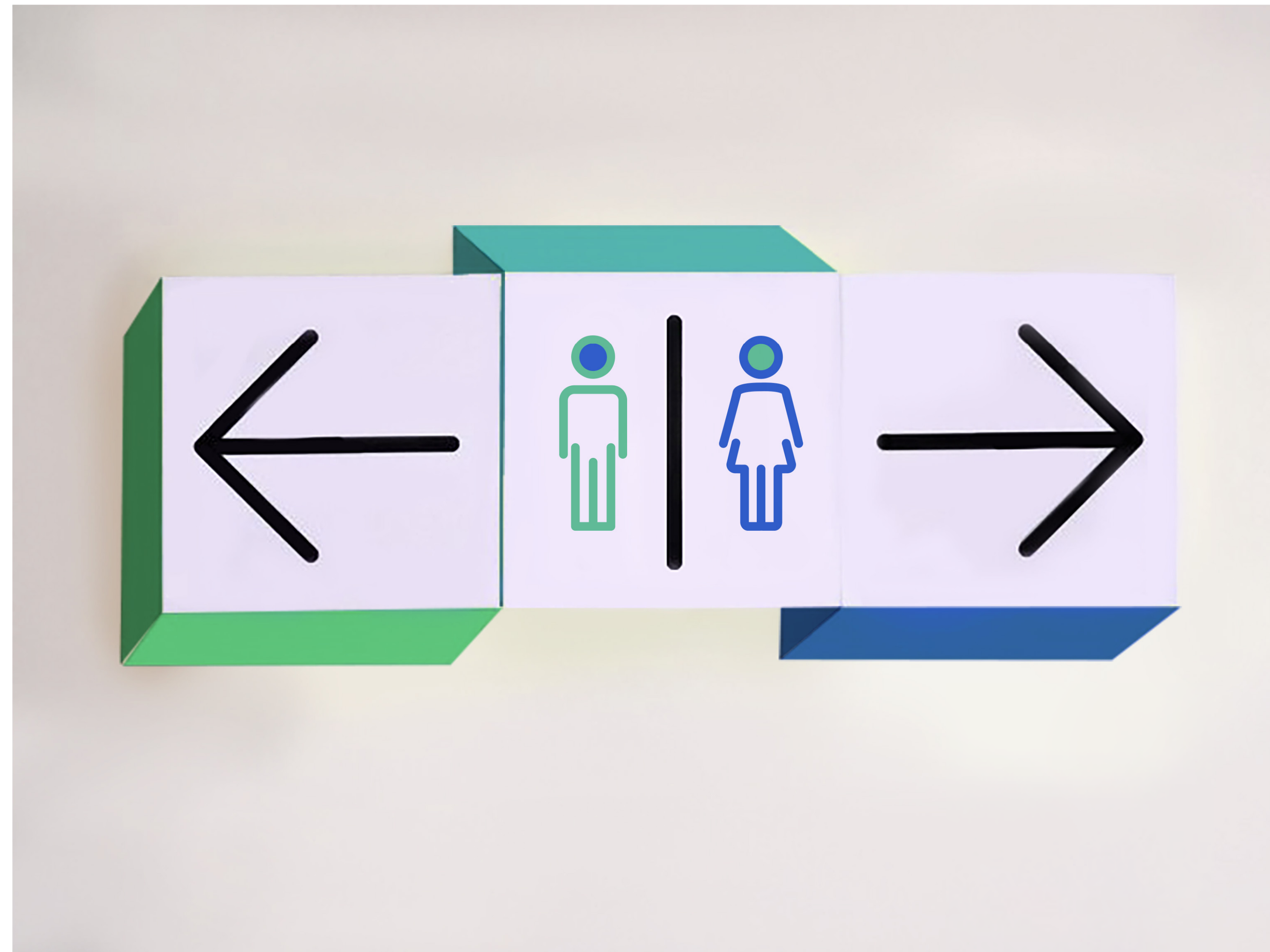
SIGNAGE



SIGNAGE



SIGNAGE





THANK YOU