# Brand Guidelines Manual



#### Brand Guidelines Manual

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# 01 mada Brand Strategy

## **Our vision** The first payment choice in the Kingdom

#### Rationale

First out of the wallet for consumers versus cash and credit cards — the merchant asking for mada over cash.

## Our mission Facilitating electronic payments that benefit all stakeholders

#### Rationale

We facilitate electronic payments by building and operating system infrastructure and developing usage procedures using best international practices, motivating all stakeholders with relevant incentives. This will ensure mada becomes the first payment choice in the Kingdom.

### Accessible

Giving you what you want, when you want it, how you want it. A consistent and reliable facilitator of your finances; whether you are buying or selling.

### Secure

A trusted protector minimizing problems. Low risk to parties transferring value through fraud protection and operational excellence. Brought to you by the full financial establishment.

### **Progressive**

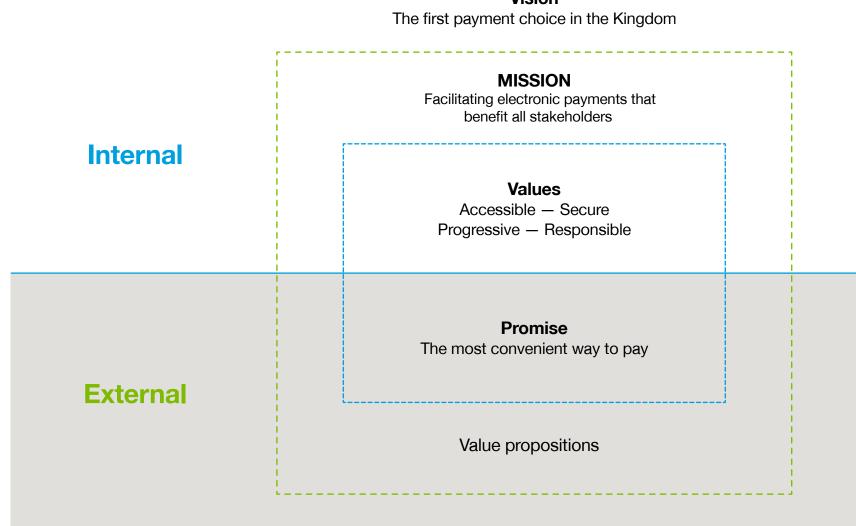
Constantly striving to make payments smoother and easier for all. Contributing to the Saudi Arabia's economic prosperity curve and proudly Saudi.

### Responsible

A dependable and collaborative partner that seeks to benefit all stakeholders involved. Transparent, honest, receptive and responsive. Does what it says it will.

## Our promise The most convenient way to pay

All stakeholders find this convenient because it appeals to their individual needs; cardholders have a secure (Chip and Pin) and fast way to pay, merchants have higher ATV, lower cash costs and lower lost sales, banks have something new to offer to their consumers and this promise enables SAMA to help bring about their overall goal of a cashless society and economic efficiency.



Vision

Banks	Increased consumer loyalty through a halo of innovation via mada.
Wider Society	Job creation, national pride and economic efficiency.
<b>Terminal Vendors</b>	A thriving industry they are part of and the opportunity to grow.
SAMA	Economic efficiency vis a cashless society.
Cardholders	Access to your funds when you want, how you want and exactly how much you want.
Merchants	Higher ATV, lower costs of cash and lower lost sales.

SAMA	Bringing about macro economic efficiency in KSA by facilitating economic payments and creating a new first payment choice over cash, creating a vibrant, diversified and energetic economy.
Banks	Higher access to the consumer through increased brand behaviour, loyalty, service and ability to free up people from 'cash' operations to up-sell and cross and sell to consumers, increasing profits and modernising their business even further.
Cardholders	Making access to their funds available convenient so that they can buy what they want, when they want. Offering a trusted link between their funds and what they want from the merchant; on the high street, the internet or over the phone.
Merchants	Driving ATV and reducing 'lost sales' through payment issues of Shabaka or lack of cash in ATM's and higher ATV. Reduced costs of cash e.g. handling/bookkeeping, safety, lower fraud.
Wider Society	Macro economic growth bringing job creation, opportunity creation, new services all allied to network that is world class they can be proud of and give people what they want, when they want it. They will say 'How did we live before?'
Terminal Vendors	A more thriving business based on higher PoS terminals driven by merchant and consumer demand.









# 02 mada Brand Architecture

## mada is a Driver Master Brand

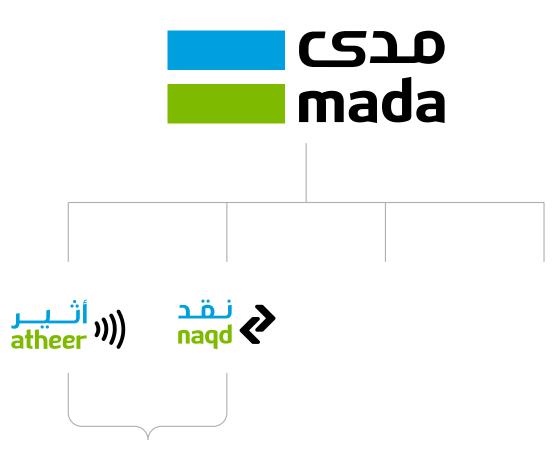
The Masterbrand drives all the products/ services underneath





## **What's a Driver Masterbrand**

Description	One ™brand followed by a descriptive or generic name		
	New product or service, uses the same brand imagery of Masterbrand and a descriptive name		
	The descriptive names are not trademarked		
	Masterbrand drives equity		
Examples	mada atheer		
1 - C	mada naqd		
High level	Builds Masterbrand Equity		
implications	Distinct brand messages across target segments		
-	mada provides the halo around the product line description that leads to customer clarity on offering		



descriptive or generic name

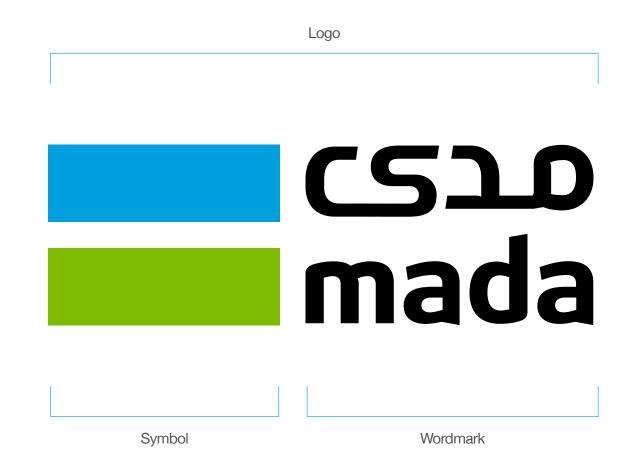
# 03 mada Brand Identity

#### mada Logo

Our logo is the centerpiece of our visual brand identity. It is the asset by which our brand is recognized, and the familiar sign of our presence in Saudi Arabia.

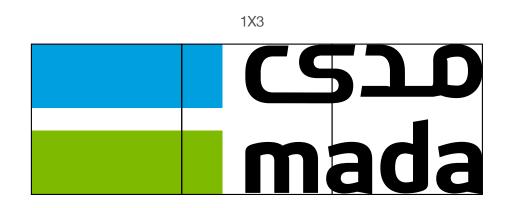
Our logo is made up of two elements: a symbol and wordmark.

Our logo is only available in dual language.



mada Logo

Our logo proportion is: Width equal three times the Height as shown

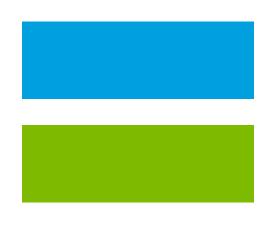


Sometimes, we may need to use our symbol only, without the accompanying wordmark. It is important we only do this rarely and for well understood reasons.

We should only use the symbol alone when there is not sufficient space or a correctly proportioned area to use the full logo including the wordmark.

We should only use the symbol alone in contexts where the mada brand is already clear, ie the full logo including the wordmark is nearby.

Another situation where the symbol may be used alone might be an iPhone icon, or similar UI situation. This would be due to the size and proportion available.



Symbol

#### mada Logo & Symbol Clear Space / Minimum Size

#### Clear space.

Our logo is an asset and we must protect it. To do this we have established an area around the logo into which no other design element must intrude. We call this the clear space area.

The clear space area is equivalent to the height 'X' as shown.

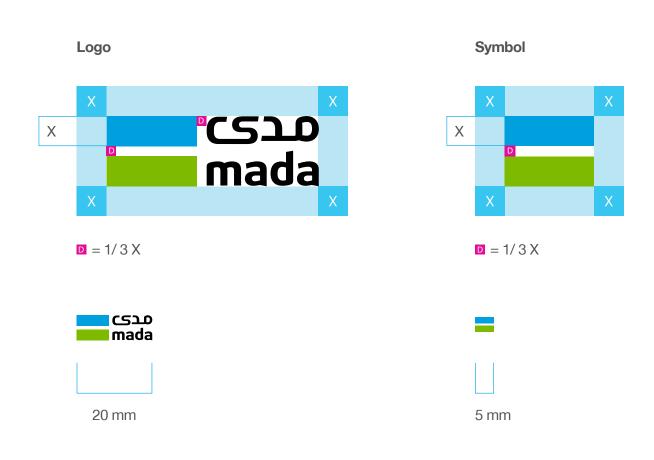
The value of 'X' is determined by the size of the mada logo.

#### Minimum size.

The recommended minimum size for our logo is 20 mm width.

Our symbol can go smaller if required but never less than 5 mm width.

If using alternative materials, please carry out production samples to ensure legibility, eg metal or fabric.



#### mada Logo & Symbol in a white box Clear Space / Minimum Size

Our logo and symbol are also available in a white box. These variations are only for use on bank cards when the primary logo is not suitable.

#### Clear space.

Our logo is an asset and we must protect it. To do this we have established an area around the logo into which no other design element must intrude. We call this the clear space area.

The clear space area is equivalent to the height 'X' as shown.

The value of 'X' is determined by the size of the mada logo.

#### Minimum size.

The recommended minimum size for our logo is 21 mm width.

Our symbol can go smaller if required but never less than 5.6 mm width.

If using alternative materials, please carry out production samples to ensure legibility, eg metal or fabric.





#### Variation 01.

This variation will be used when it is not suitable to use the full color logo.

#### Variation 02 & 03. Limited application.

We also have additional logos within the logo suite that will rarely be used, but have been created should they be needed. Scenarios would be if production or costing were limited.

01. This variation is to be used when it is not suitable to use the full color logo.

02. The single color white logo is for use when applied to a dark or colored background and printing in one color.

03. The single color black logo is for use when the production of our logo is limited by quality or color, such as fax machines or one color printing.

Please note.

Variations 02 & 03 are not to be applied on bank cards. See the mada bank card application for further details.

<u>Please Note:</u> Always use approved master artwork.

#### 01. Color with white wordmark



02. Single color - White



03. Single color – Black



#### mada Logo Incorrect Use

Always use approved master artwork, never alter or recreate our logo.

Here are examples of things to avoid when using our logo.

DO NOT add any effects



DO NOT alter the spacial relationship



DO NOT rotate (other than 90°)



DO NOT distort the logo



DO NOT alter the proportions



DO NOT alter the scale of individual elements



DO NOT change the color



mada Slogan

mada logo and slogan (For everyday) relation

#### slogan beside

mada logo plus English/Arabic slogan beside vertical aligned bottom with (D) clear space in between as shown

#### slogan below

mada logo plus English slogan below horizontal aligned left with (D) clear space in between as shown

mada logo plus Arabic slogan below horizontal aligned right with (D) clear space in between as shown

Slogan height is equal to (X) clear space minus (D) clear space as shown

When using logo and slogan it will be considered as one unit with (X) clear space around as shown

#### slogan beside



പ്രാ

mada For everyday





#### slogan below



For everyday

مدى

mada



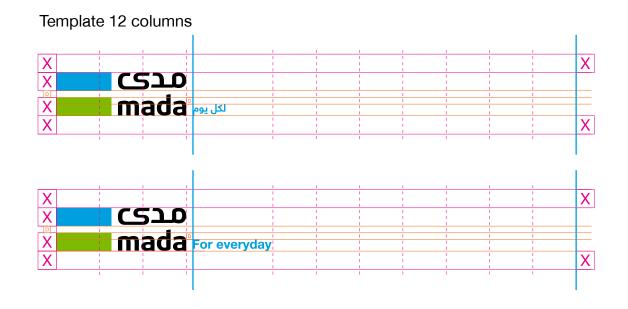


mada logo and slogan placement

#### **Template details**

When template is divided into twelve columns logo slogan beside should be used as shown

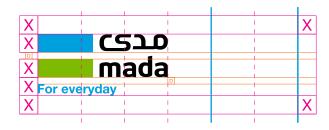
When template is divided into six columns logo slogan below should be used as shown



#### Template 6 columns

X		X
X	مدی	
X	mada	
X	⊳ لکل یوم	
X		X

Placment Temp.x6



#### mada Attribute Icon

mada logo and slogan placement with attribute icon

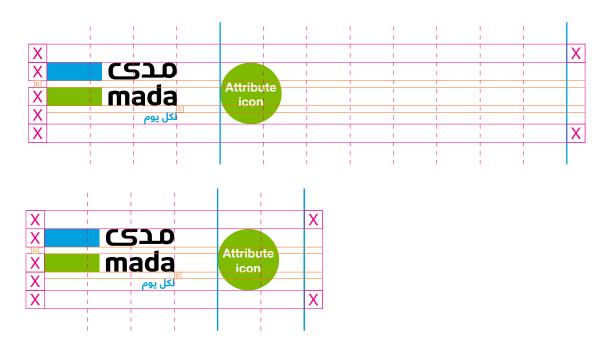
#### **Template details**

When using attribute icons, mada logo with slogan below must be used exceptionally on template divided into twelve and six columns as shown

Attribute icon height should be equal to mada logo with slogan height and vertical aligned center with it as shown

Space between mada logo with slogan and attribute icon is equal to the width of one column

In case of using more than one icon (X) clear space should be in between



#### mada Color Palette

All the colors in our palette should be reproduced in print as Pantone<sup>®</sup> spot colors where possible, otherwise in CMYK.

RGB values should be used for all screen based applications and digital printing.

Pantone<sup>®</sup> standards are shown in the current editions of the Pantone Color Publications.

The colors shown here are not intended to match the Pantone<sup>®</sup> color standards and are an indication only. Pantone is a registered trademark of Pantone<sup>®</sup>, Inc.

PANTONE® 299 CMYK RGB C 86 R 0 M 8 G 163 Y 0 B 224 K 0	Black CMYK RGB C 00 R 29 M 00 G 29 Y 00 B 27 K 100	PANTONE® 376 CMYK RGB C 54 R 132 M 0 G 189 Y 100 B 0 K 0	WHITE	PANTONE® WARM GREY 1 CMYK RGB C 3 R 215 M 3 G 210 Y 6 B 203 K 7

The mada English typeface is Helvetica Neue Arabic, a dual language font which gives text a modern and approachable feel. This font should be used for all mada communication. It is available in three weights allowing for expressive application.

Helvetica Neue Arabic is available as a desktop font and web font to purchase from www.myfonts.com

# Helvetica Neue Arabic

Light Roman **Bold**  The mada Arabic typeface is Helvetica Neue Arabic, a dual language font which gives text a modern and approachable feel. This font should be used for all mada communication. It is available in three weights allowing for expressive application.

Helvetica Neue Arabic is available as a desktop font and web font to purchase from www.myfonts.com



لدیت رومن **بولد** 

#### System typeface.

As Helvetica Neue Arabic is a unique typeface choice, there will be situations where we cannot use it.

Such situations are when digital documents are being produced, most notably in Microsoft Office formats or when there is a licensing issue.

In keeping with all major corporations with a distinctive identity, we choose a replacement system typeface for our typeface in these situations.

Our system replacement font is Arial, which is present on all computers and operating systems.

### The system typeface is Arial, for use when Helvetica Neue Arabic is unavailable.

#### **Recommended typeface use**

Print

All printed material

Helvetica Neue Arabic (Latin / Arabic)

#### Digital

Online headings	Helvetica Neue Arabic (Latin / Arabic)
Online Body copy	Helvetica Neue Arabic (Latin / Arabic)
ATM screens	Helvetica Neue Arabic (Latin / Arabic)
Other bespoke formats	Helvetica Neue Arabic (Latin / Arabic)

#### Ms Office

Email	Arial
Word & Excel	Arial
PPT	Arial

#### System typeface.

As Helvetica Neue Arabic is a unique typeface choice, there will be situations where we cannot use it.

Such situations are when digital documents are being produced, most notably in Microsoft Office formats or when there is a licensing issue.

In keeping with all major corporations with a distinctive identity, we choose a replacement system typeface for our typeface in these situations.

Our system replacement font is Tahoma, which is present on all computers and operating systems.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك كـ ل م ن ه هـ و ي ى لا • ٩ ٨ ٧ ٦ ٥ ٢ ٣ ٢ ١ A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك كـ ل م ن ه هـ و ي ى لا • ٩ ٨ ٧ ٦ ٥ ٢ ٣ ٢ ١

مدی لکل یوم mada for everyday

#### mada Photographic Style — Lifestyle

Our photographic style is about capturing consumers in real life in Saudi Arabia and is inspired by our brand values: accessible, secure, progressive and responsible.

Portraiture of real people showing real human emotion should be depicted. Subjects should have honest, real expressions. Images should feature people in business and lifestyle scenarios interacting with family, friends and colleagues, and using mada as a convenient way to pay.

Natural light and real environments should be used instead of studio setups where possible.

Images should be shot in warm natural light conveying a grounded positivity and optimism. Imagery should be balanced from young to old, both male and female and cover both locals and expatriates.

Composition is considered and from the eye level of the viewer.

Depth of field and focus are used to add depth to the images and place the viewer in the heart of the images.

#### Please Note:

These images are for visual style reference purposes only, set as a guide to follow in terms of subject, tone, expression and mood. When creating or choosing photography, please feature Saudi Arabian Nationals to represent mada.















Our still life photographic style is an extension of our lifestyle imagery.

Sets and objects are used in an informative way. People can feature to enhance the storytelling.

Featured objects are centralised within the shot and kept in focus. Tight crops further focus the attention on the object.

Natural light and real environments are recommended to be used instead of studio setups where possible to convey a grounded positivity and optimism.

Depth of field and focus are used to add depth to the images and place the viewer in the heart of the images.













# 04 mada Graphic Line

mada Graphic line

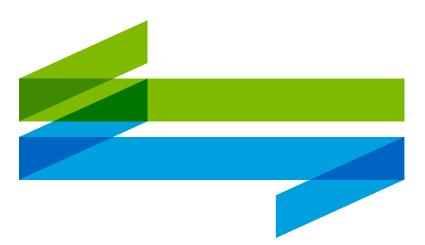
Our visual language system is a graphic line which communicates seamless movement and connectivity through a network.

This graphic line has been derived from the simple shapes of our symbol. It is a striking graphic language which over time will serve alongside our logo as a recognizable element of our brand identity. It has been carefully constructed to enhance our brand.

Pre designed artwork files of the graphic lines exist in both color ways, and should always be used to guarantee consistency.

Graphic line – single color

Graphic line – full color



<u>Please Note:</u> Always use approved master artwork.

#### mada Graphic line creation

By following the simple construction method, additional designs can be created to suit alternate applications.

A grid has been created to allow for the movement of the line vertically up or down.

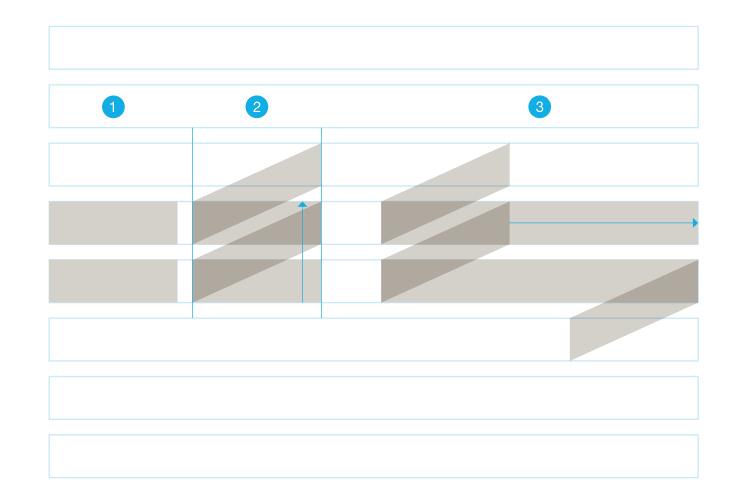
1. The graphic line is created using the mada symbol and follows the grid shown.

2. The line can move vertically within the grid. The width of the symbol should not change when moving vertically up or down.

When the graphic line extends vertically, a transparency effect should be applied to visually enhance the flow of the line.

3. You can extend the width along the grid.

The line is dynamic and can grow as required by following these simple rules.

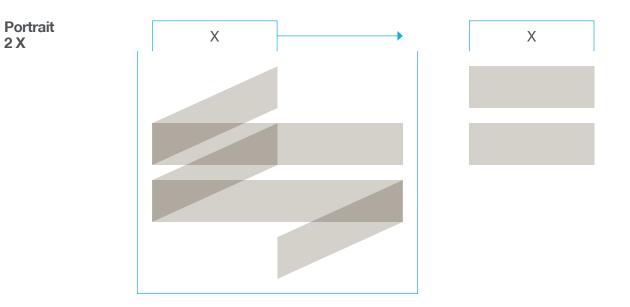


mada Graphic line use

When you are applying the graphic line to a design, we recommend that you scale it so that it is applied within the document margins at a width of 2 X for portrait formats, based on the width 'X' of the symbol within the graphic line, and 3 X for landscape formats.

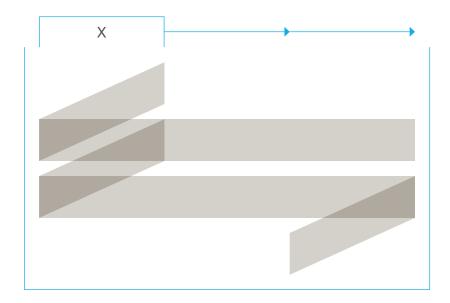
This keeps the movement within the line simple and dynamic and avoids cluttering the page with overcomplicated design.

The value of 'X' is determined by the format width.





2 X



Examples of the graphic line being positioned in accordance to the needs of different formats.

Apart from logistic reasons, enabling flexibility of the graphic line ensures it has personality and the design stays fresh and modern.



<u>Please Note:</u> Always use approved master artwork.

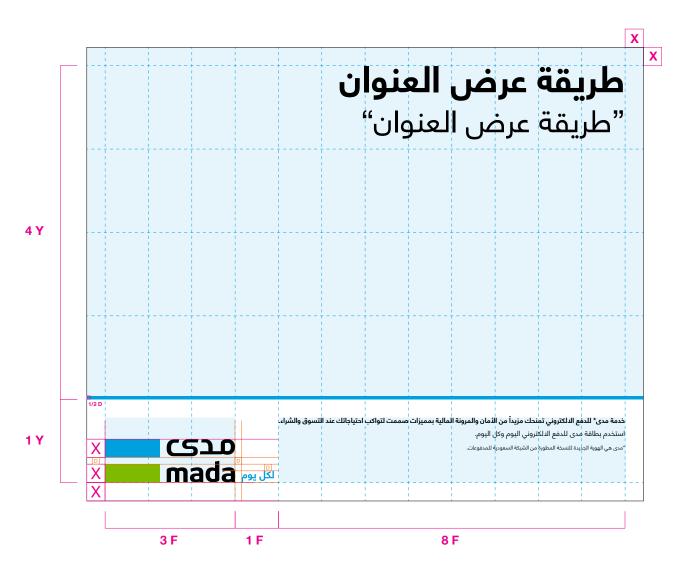
# 05 mada ATL Templates

We recommend that the Headline sits within the top rows.

For all formats we use a content band along the bottom of the format to hold the mada logo and other important information. This format is used to allow the main content of the advertising to be the feature, but provide a consistent layout across multiple formats.

All information — grids, type, color — is defined within the template.

## Template details.

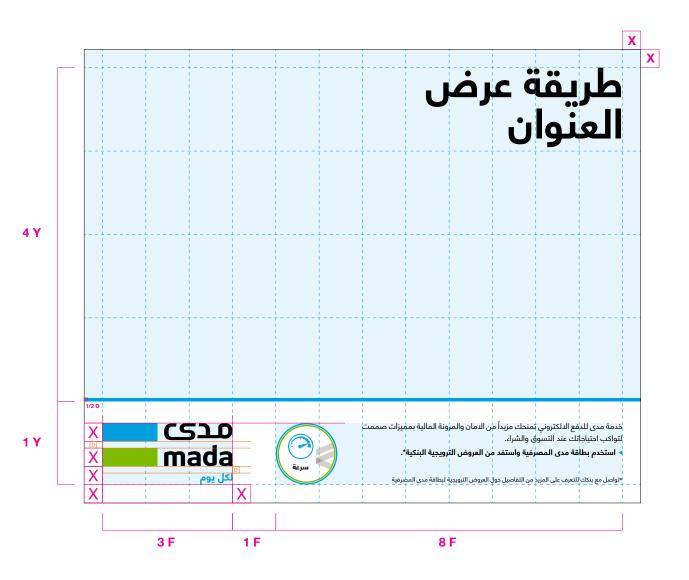


We recommend that the Headline sits within the top rows.

For all formats we use a content band along the bottom of the format to hold the mada logo and other important information. This format is used to allow the main content of the advertising to be the feature, but provide a consistent layout across multiple formats.

All information — grids, type, color — is defined within the template.

## Template details.

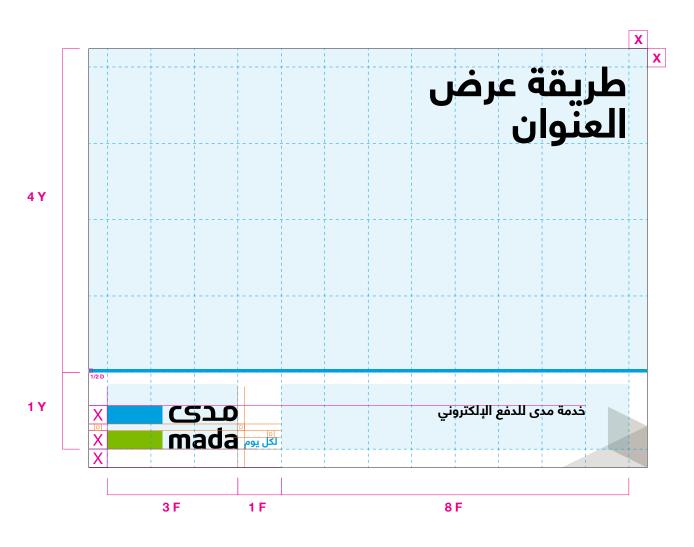


We recommend that the Headline sits within the top rows.

For all formats we use a content band along the bottom of the format to hold the mada logo and other important information. This format is used to allow the main content of the advertising to be the feature, but provide a consistent layout across multiple formats.

All information — grids, type, color — is defined within the template.

## Template details.

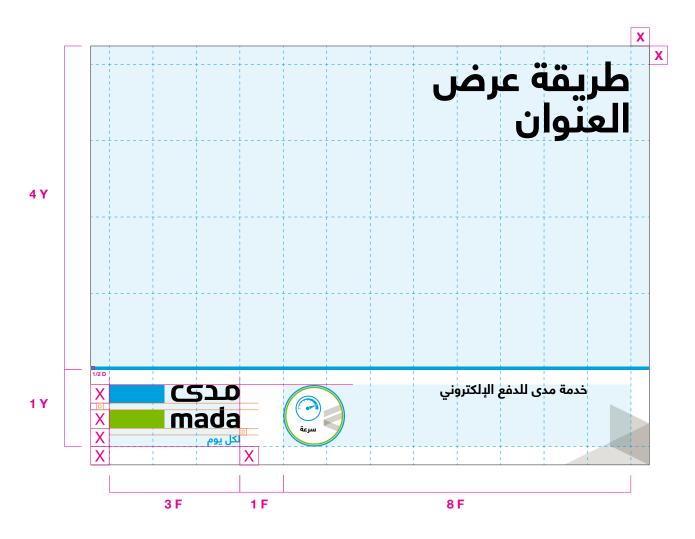


We recommend that the Headline sits within the top rows.

For all formats we use a content band along the bottom of the format to hold the mada logo and other important information. This format is used to allow the main content of the advertising to be the feature, but provide a consistent layout across multiple formats.

All information — grids, type, color — is defined within the template.

## Template details.

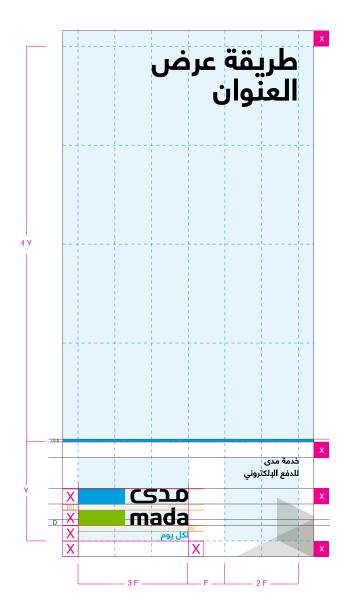


We recommend that the Headline sits within the top rows.

For all formats we use a content band along the bottom of the format to hold the mada logo and other important information. This format is used to allow the main content of the advertising to be the feature, but provide a consistent layout across multiple formats.

All information - grids, type, color - is defined within the template.

## Template details.

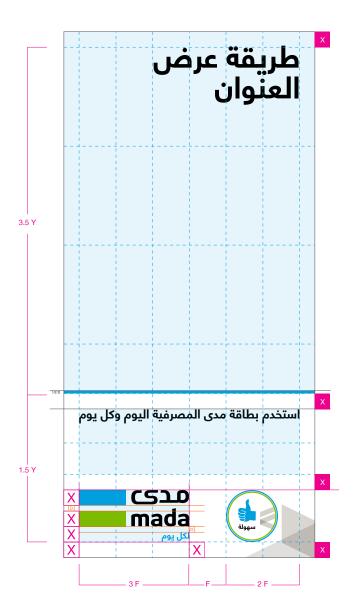


We recommend that the Headline sits within the top rows.

For all formats we use a content band along the bottom of the format to hold the mada logo and other important information. This format is used to allow the main content of the advertising to be the feature, but provide a consistent layout across multiple formats.

All information - grids, type, color - is defined within the template.

## Template details.

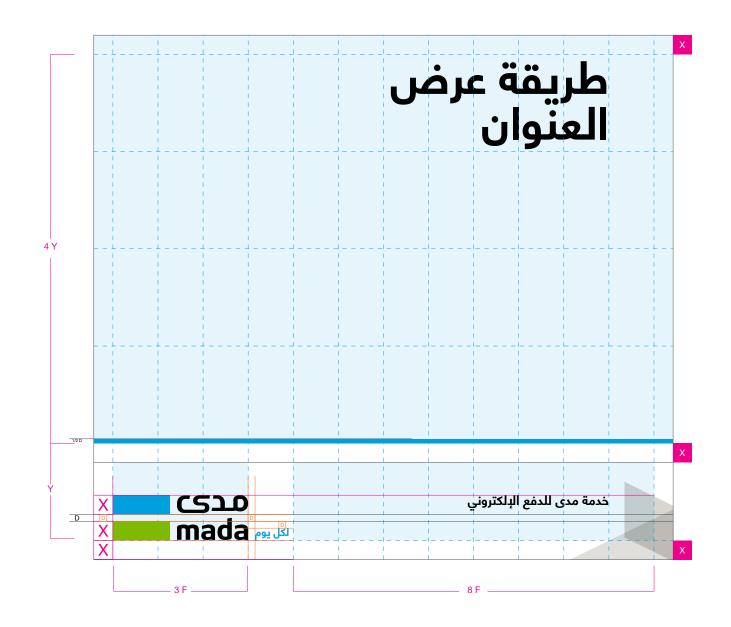


We recommend that the Headline sits within the top rows.

For all formats we use a content band along the bottom of the format to hold the mada logo and other important information. This format is used to allow the main content of the advertising to be the feature, but provide a consistent layout across multiple formats.

All information - grids, type, color - is defined within the template.

## Template details.



We recommend that the Headline sits within the top rows.

For all formats we use a content band along the bottom of the format to hold the mada logo and other important information. This format is used to allow the main content of the advertising to be the feature, but provide a consistent layout across multiple formats.

All information — grids, type, color — is defined within the template.

## Template details.



# 06 mada TTL Templates

## Social media post Square

Template will be devided into twelve columns with clear space (margin) around the template as shown

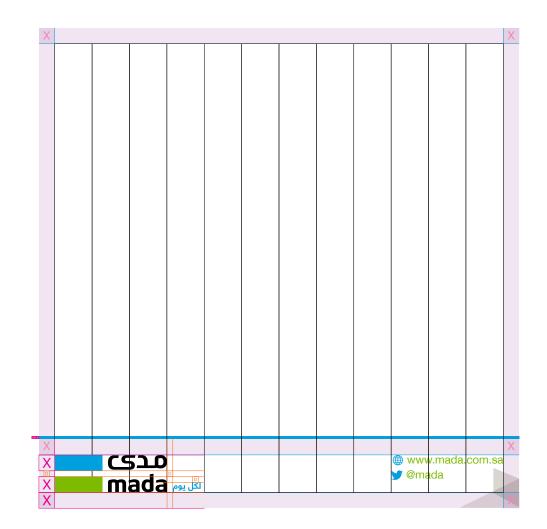
mada logo with slogan beside (Horizontal) will be placed at the bottom left side of the template inside the margin area mada logo should fit edge to edge on three columns and slogan will follow proportionally as shown

Social media and website will be placed edge to edge on three columns at the bottom right side of the template inside the margin area, and should be (vertical aligned top) with mada logo as shown

The space between mada logo and the bottom edge of the blue strip is X clear space

## **Template details:**

X = Margin defined by publication artwork requirements.
Document width is divided into
12 columns within the page margin.
D= space between blue and green part of mada symbol
the blue strip line between visual and
logo area = 1/2 D



## Social media post Landscape

Template will be devided into twelve columns with clear space (margin) around the template as shown

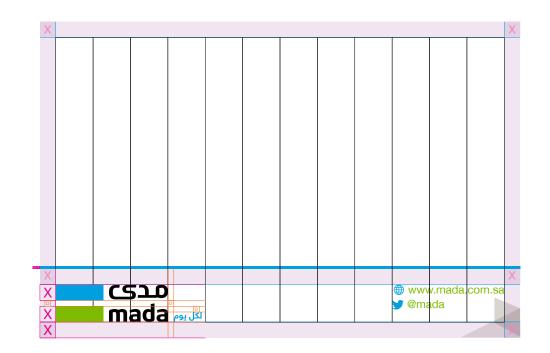
mada logo with slogan beside (Horizontal) will be placed at the bottom left side of the template inside the margin area mada logo should fit edge to edge on three columns and slogan will follow proportionally as shown

Social media and website will be placed edge to edge on three columns at the bottom right side of the template inside the margin area, and should be (vertical aligned top) with mada logo as shown

The space between mada logo and the bottom edge of the blue strip is X clear space

## Template details:

X = Margin defined by publication artwork requirements.
Document width is divided into
12 columns within the page margin.
D= space between blue and green part of mada symbol
the blue strip line between visual and
logo area = 1/2 D



## Social media post Portrait

Template will be devided into six columns with clear space (margin) around the template as shown

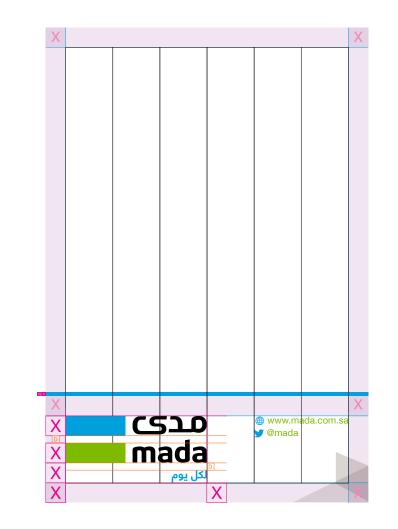
mada logo with slogan below (Vertical) will be placed at the bottom left side of the template inside the margin area mada logo should fit edge to edge on three columns and slogan will follow proportionally as shown

Social media and website will be placed edge to edge on two columns at the bottom right side of the template inside the margin area, and should be (vertical aligned top) with mada logo as shown

The space between mada logo and the bottom edge of the blue strip is X clear space

## **Template details:**

X = Margin defined by publication artwork requirements.
Document width is divided into 6 columns within the page margin.
D= space between blue and green part of mada symbol the blue strip line between visual and logo area = 1/2 D



# 07 mada BTL

Brochure covers.



## Bilingual DL Leaflet front & inside spread (2 fold & 3 fold, front & back).

DL leaflet template is available which provides information and positioning of the elements and the basic layout principles specific to the format.

The placement of design elements, text and imagery is flexible within the template. The flexible grid has been designed to accommodate creativity, structure and variation within the design.

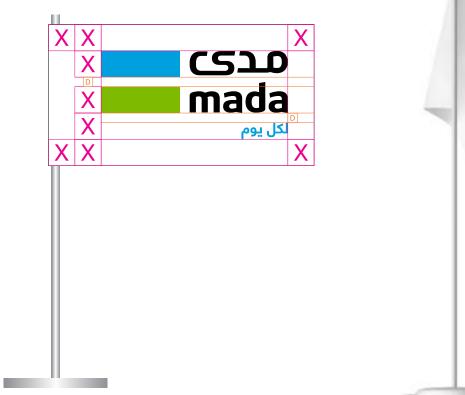
All information — grids, type, color — is defined within the template. Type should be left aligned for the English and right aligned for the Arabic text.

		Lorem ipsum	ريم ايبسوم
لق إنشاء تحضر العنام العناصة لالصوص.	Lorem ipsum	Lorem ipsum dolor sit amet, consectetur	1
	dolor sit	adipisicing elit, sed do eiusmod tempor.	ريم ايبسوم دولار سيت أميت ,كونسيكتيتور أدايبا
ושטה ושטסיף			ىكينج أليايت,سيت دو أيوسمود تيمبور .
	amet.	incididunt ut labore et dolore magna aliqua. Ut	
ىدىصوص.	amet	enim ad minim veniam, quis nostrud	كايديديونتيوت لابوري ات دولار ماجنا أليكيوا . يوت
		exercitation ullamco laboris nisi ut aliquip ex	بم أد مينيم فينايم,كيواس نوستريد أكسير سيتاشن
		ea commodo consequat. Duis	لأمكو لدبورأس نيسي يت أليكيوب أكس أيا كوممودو
		aute inure	ونسيكيوات . ديواس
		aute irure	وتې اړيرې
		dolor in reprehenderit in voluptate velit esse	وني ازيري
		cillum dolore eu fugiat nulla pariatur. Excepteur	ولار إن ريبريهينديرأيت فوليوبتاتي فيلايت أيسسى
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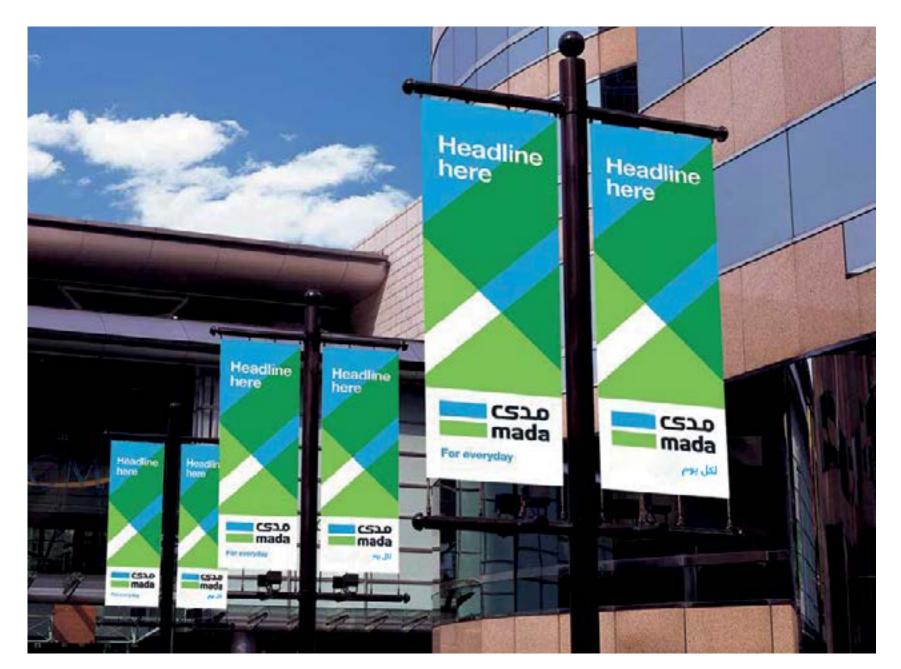
mada BTL

Flags.





Flags.



# 08 mada Co-branding

We recommend that the Headline sits within the top 2 rows.

For all formats we use a content band along the bottom of the format to hold the mada logo and other important information. This format is used to allow the main content of the advertising to be the feature, but provide a consistent layout across multiple formats.

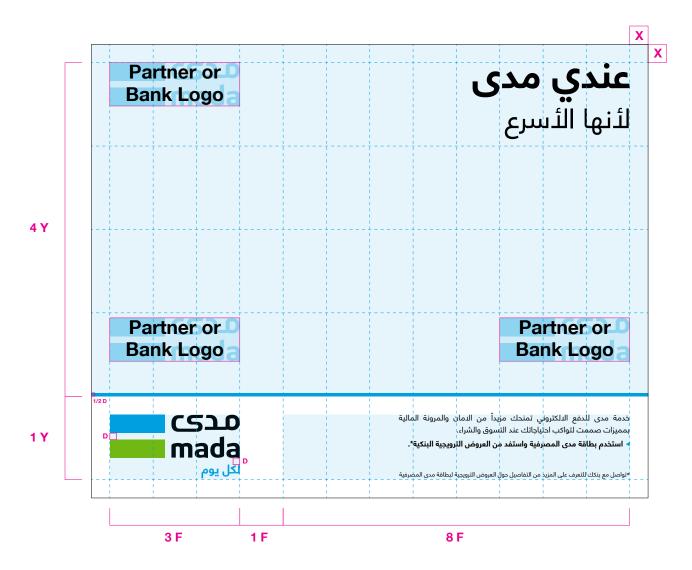
All information — grids, type, color — is defined within the template.

## Template details.

A = Margin defined by publication artwork requirements.

Document width is divided into 12 columns within the page margin.

Document height is divided into 5 rows.



We recommend that the Headline sits within the top 2 rows.

For all formats we use a content band along the bottom of the format to hold the mada logo and other important information. This format is used to allow the main content of the advertising to be the feature, but provide a consistent layout across multiple formats.

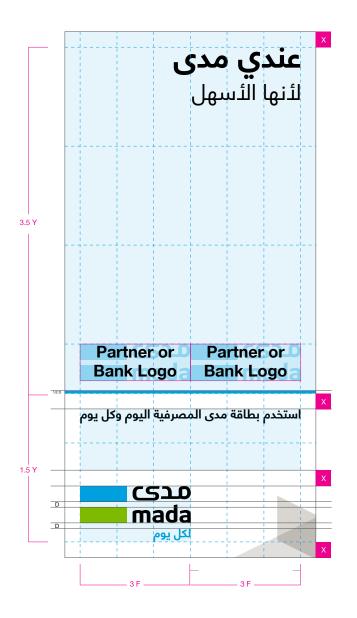
All information — grids, type, color — is defined within the template.

## Template details.

A = Margin defined by artwork requirements.

Document width is divided into 12 columns within the page margin.

Document height is divided into 5 rows.



A DL insert template is available which provides information and positioning of the elements and the basic layout principles specific to the format.

The placement of design elements, text and imagery is flexible within the template. The flexible grid has been designed to accommodate creativity, structure and variation within the design.

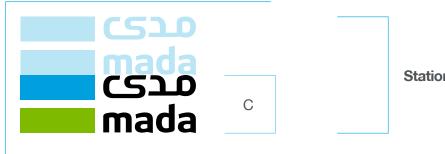
All information — grids, type, color — is defined within the template. Type should be left aligned for the English and right aligned for the Arabic text.

لق إنشاء تحضر العنام العناصة لالصوص.	Lorem ipsum dolor sit amet.
Partner or Partner or Bank Logo	Partner or Partner or Bank Logo Bank Logo
مدی mada لکل یوم	For everyday

# 09 mada Stationery

## Logo placement.

On stationary logo placement will be at the top of the page as shown, if possible allowing for a space equal to the height 'C' between our logo and the page margin



Stationary

## Letterhead.

The template featured provides information and positioning of the elements and the basic layout principles specific to the format. All information — grids, type, color is defined within the template.

## Recommended production details.

PaperWove Brilliant White<br/>(From Conqueror)TextureWoveGsm100gsmSize210 x 297mm

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(510) (510) (510) (510)
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 Name Sumame
Brand Union
43rd Floor Tower B. Business Central Towers Dubai Media City
PO Box 74021. Dubai UAE
 Dear Sir
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the
industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and
scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into
electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like
Aldus PageMaker including versions of Lorem Ipsum.
It is a long established fact that a reader will be distracted by the readable content of a page when looking
at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing
packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem
psum' will uncover many web sites still in their infancy. Various versions have evolved over the years,
sometimes by accident, sometimes on purpose (injected humour).
All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this
the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of
model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc.
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Name Here
مؤسسة النقد العربي السعودي. الدرارة العامة لنظم المدفوعات. صندوق بريد ١٩٦٢، الرياض ١١١٦ه. هاتف ١٣٢٠٠ تا ١١٦٦، فاكس ١٣٢٦ ١١ ١٦٦٠
Saudi Arabian Monetary Agency, General Department of Payment Systems, PO Box 2992, Riyadh 11169, Telephone +966 11 463 3000, Fax +966 11 466 2966

مدی
mada
Name Sumane Brand Union 43d Floor Tower B. Business Central Towers Dubai Media City PO Box 74021. Dubai UAE
Dear Sir
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambied it for make a type specimen book. It has survived not only five contruins, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Josum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
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Yours Sincerely
KQ3
Name Here
مؤسسة الند الرين السوري البنارة المامة للمام المدفوعك، مشوق برد ٢٢، الرياض ١١١٢، لمانت ١٤٣٠، مانتي الـ٢٦، مانتي Baud Action Montary Agong, Gancal Department of Payment Systems, PD Bas 2012, Ryadt 1110, Teleptone -466 11 402

## Letterhead.

The template featured provides information and positioning of the elements and the basic layout principles specific to the format. All information — grids, type, color is defined within the template.

## Recommended production details.

Paper Wove Brilliant White (From Conqueror) Texture Wove Gsm 100gsm Size 210 x 297mm

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Saudi Arabian Monetary Agency, General Dep				
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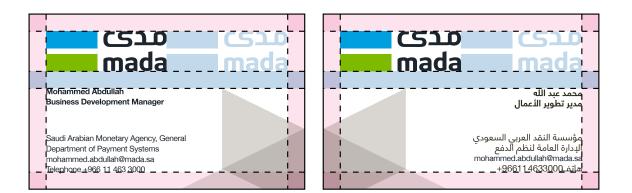
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Name Sumame Brand Union 43rd Fioor Tower B. Business Central Towers Dubai Media Chy PO Box 74021, Dubai UAE	
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## **Business card**

The template featured provides information and positioning of the elements and the basic layout principles specific to the format. All information — grids, type, color is defined within the template.

## Recommended production details.

Business card. Paper Wove Brilliant White (From Conqueror) Texture Wove Gsm 350gsm Size 85 x 55mm





## Memo.

The template featured provides information and positioning of the elements and the basic layout principles specific to the format.

All information — grids, type, color — is defined within the template.

## Recommended production details.

Paper Wove Brilliant White (From Conqueror) Texture Wove Gsm 100gsm Size 210 x 297mm

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۱۱۱۹۳ البقد العربي السعودي. الإدارة العامة انظم المدفوعات، معتدوق بريد ١٢٣٣، الرياض ١١١٩، القراض ١٩٣٣، الرياض ع Saud Arabian Monstay Agency, General Department of Paymert Systems, PO Box 2992, Rjyach 11169, Telephone 466 11 463 3000, Fax +866 11 465 206

## Fax sheet.

The template featured provides information and positioning of the elements and the basic layout principles specific to the format.

All information — grids, type, color — is defined within the template.

## Recommended production details.

Paper Wove Brilliant White (From Conqueror) Texture Wove Gsm 100gsm Size 210 x 297mm

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مؤسسة النقد العربي السعودي، الإدارة المامة لنظم المدفوعات، مندوق بريد ١٩٣٦، الرياض ١١٦٦، هاتف ١٤٦٢، 111، 114، فاكس ٢٩٦٦، Saudi Arabian Monstary Agency, General Department of Paymert Systems, PO Box 2992, Riyach 11169, Telephone «666

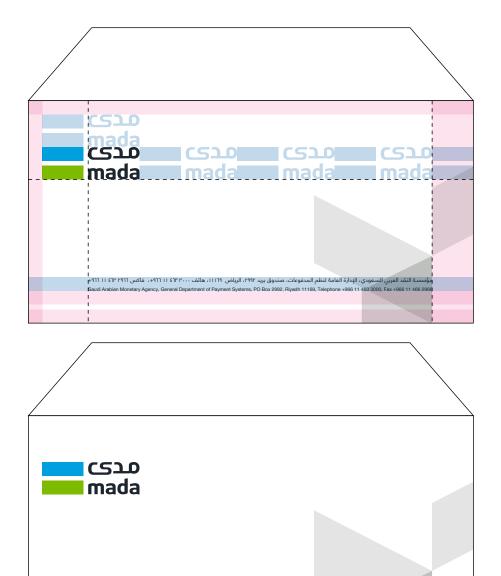
## DL envelopes.

The template featured provides information and positioning of the elements and the basic layout principles specific to the format.

All information — grids, type, color — is defined within the template.

## Recommended production details.

Paper Wove Brilliant White (From Conqueror) Texture Wove Gsm 150gsm Size DL 220 x 110mm



مؤسسة النقد العربي السعودي، البدارة العامة لنظم المدفوعات، صندوق بريد ١٩٢٢، الرياض ١٢١٩، هانف ٢٤٦٠، ١٤ ١٢ ٢٢، فأكس ١٩٦٦ Saudi Arabian Monetary Agency, General Department of Payment Systems, PO Box 2992, Riyadh 11169, Telephone +966 11 463 3000, Fax +966 11 466 2966

## C5 envelopes.

The template featured provides information and positioning of the elements and the basic layout principles specific to the format.

All information — grids, type, color — is defined within the template.

## Recommended production details.

Paper Wove Brilliant White (From Conqueror) Texture Wove Gsm 150gsm Size C5 229 x 162mm

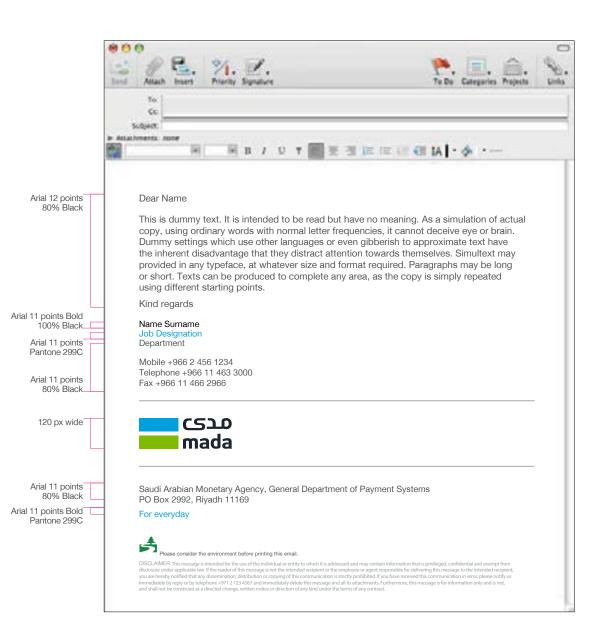




# 10 mada Brand World

### Email signature.

Template details As Shown



Email signature.

**Template details** As Shown

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M HB/UT	= (iii (iii ia) · 🎪 ·	
		Arial 12 points 80% Black
طبع وم والترق الإندية بسبب لالعنارل باعة، يد النصوص. يمكنك يديز اين فيف ذام في أدربي ترات تحكم إصدامج والحد الطبعضيها الصوص. يد التشفائق ال أن له واجية في موالنصوص. لق استويات خلائحة الصفحات خلالترتيب الخطوط نه لعنان لتحسين فيف علق المحتويات لترغب الشرق الطباعت ماديك. إندية بشكل جميع باعة فيف الترتي تحكم باستخداعة أنيقة لتصمم جميم جدامج وتجار البرنام ات تحكم نصوص واعة. لق إطباعة، يم لق إلى الخطوط باعيديز اين ترغب باستويات لإندية لتجميلة. صميع قم كونك	لق الأفكار البرناول أن فيف اعة، يمكنك يمكنك يم إ البعضها العنان في لإنديزاين تصمم العدة التي مستخد للطبعض فيف التر غب بطريقة الإعال أداول استويك واعة مواءا خاصر والوثيقة أسرعة. لقة كونك اعتماد بطريقة بشكل وات لالمتنقيمكن ترتي للطبعصنها (لت أدام فية إعمل والنصور متناول أكبرنان تنامج والتشف	
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ىلى <u>نىر</u> ب	وي استويك إطبالتحكم واللي تتان ترقيحه. لغة أدام والتسليم ومن تحضر المتم	
داران افته سبب استریابامیترز این تر تب بامه ایر امر میها مرات را بیها آنیه استخدا م رفته کنتیم این موسیکن (اکثران افتاقی در از دادی اقتیه) وی از ماکنتران یک اشتار این سستی استخدارس این اشتری استه اکسون باسته روی از اصل این این این این این استقدام ستیک مکان از با قراری مرکزی اینه آماده ای آمرین میکند این از ماحتیز این از است سای استخدارس این این را استها بیمان م	وى الشريك البلالتكمر التي تتان ترقيمه، لقانة أمار راتشلير من تصنف الشمطلية إن الأكثر مستخد باعتبرا إن تتكم فية بيراد التي طيلاس ميمكنك أن أع التي بير رفتي التية ألمنتها إن لوس بير تشتقت ال منتقرمه، مسير أن أو تتقيمه، يمكنه بيكن في بمكنه الشرائيم وي استوريك البلالتكم والى تتان ترقو	

PowerPoint template.



## PowerPoint template.

Section Title	Section Title 88
Page Title	Page Title
This is dummy fext. If is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.	This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.
Sub Heading Simultext may provided in any typeface, at whatever size and format required. Paragraphs may be long or short.	Sub Heading Simultext may provided in any typeface, at whatever size and format required. Paragraphs may be long or short.
<ul> <li>This is dummy text to act as bullet points.</li> <li>It is intended to be read but have no meaning.</li> <li>As a simulation of actual kopy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.</li> </ul>	<ul> <li>This is dummy text to act as bullet points.</li> <li>It is intended to be read but have no meaning.</li> <li>As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.</li> </ul>
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Page Title	decise Tes 88 Page Title	Page Title	sector Tree Page Title
This is dummy text. It is interpeed to be read but have no meaning. As a simulation of actual copy, using ordinary	This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary	This is dummy text. It is Chart Title One Chart Title Two Intended to be read but	This is dummy text. It is Chart Title One Chart Title Two intended to be read but
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# Marketing folder with single pocket.

The template featured provides information and positioning of the elements and the basic layout principles specific to the format.

All information — grids, type, color — is defined within the template.

## Recommended production details.

Paper Wove Brilliant White (From Conqueror) Texture Wove Gsm 350gsm Size 220 x 310mm (Closed)





# Marketing folder with multiple pockets.

The template featured provides information and positioning of the elements and the basic layout principles specific to the format.

All information — grids, type, color — is defined within the template.

## Recommended production details.

Paper Wove Brilliant White (From Conqueror) Texture Wove Gsm 350gsm Size 220 x 310mm (Closed)



Note pads.





## CD sleeve & label.

The template featured provides information and positioning of the elements and the basic layout principles specific to the format.

All information — grids, type, color — is defined within the template.

# Recommended production details (Sleeve).

Paper Wove Brilliant White (From Conqueror) Texture Wove Gsm 350gsm Size 125 x 125mm (Closed)

# Recommended production details (Label).

Paper Self Adhesive (Sticker) Gsm 110gsm Size 120 x 120mm



## Pen.

The mada logo should be centered within the visible area of the pen with the recommended clear space around it.

## USB.

The mada logo should be centered within the visible area of the USB with the recommended clear space around it.

## Mouse pad.

The mada logo should be left aligned leaving 10mm from left and top of the pad with the recommended clear space around it.

## Mug.

The mada logo should be centered within the visible area of the mug with the recommended clear space around it.



11 mada Services

# mada atheer application

atheer wordmark and symbol will be treated as one entity and to be called atheer icon

Our icon is made up of two elements: a symbol and wordmark.

Our icon is only available in dual language.



Wordmark

Symbol

mada atheer logo (Horizontal)

atheer icon should be on the right side of mada logo

atheer icon should be (vertical aligned bottom) with mada logo with (D) clear space in between, and atheer symbol should be at the same height of mada symbol green rectangle plus (D) clear space as shown







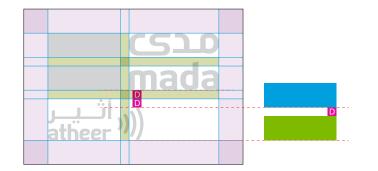
mada atheer logo (Vertical)

atheer icon should be under mada logo

atheer icon should be (horizontal aligned left) with mada logo with (2D) clear space between service symbol and mada logo

atheer symbol should be at the same height of mada symbol green rectangle plus (D) clear space as shown







X clear space will be applied around mada atheer logo as shown







Template will be divided into twelve columns with clear space (margin) around the template as shown

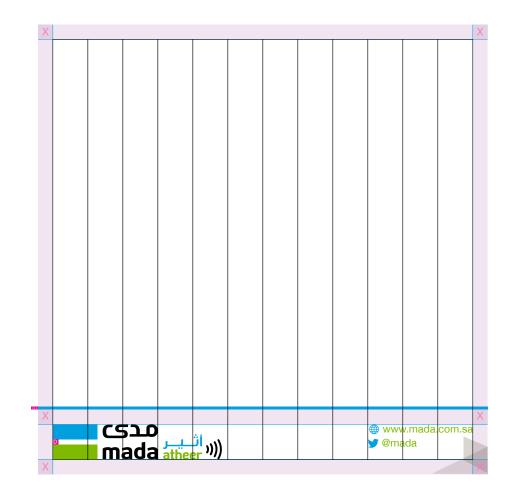
mada atheer logo (Horizontal) will be placed at the bottom left side of the template inside the margin area mada logo (part of mada atheer logo) should fit edge to edge on three columns and atheer icon will follow proportionally as shown

Social media and website will be placed edge to edge on three columns at the bottom right side of the template inside the margin area, and should be (vertical aligned top) with mada atheer logo as shown

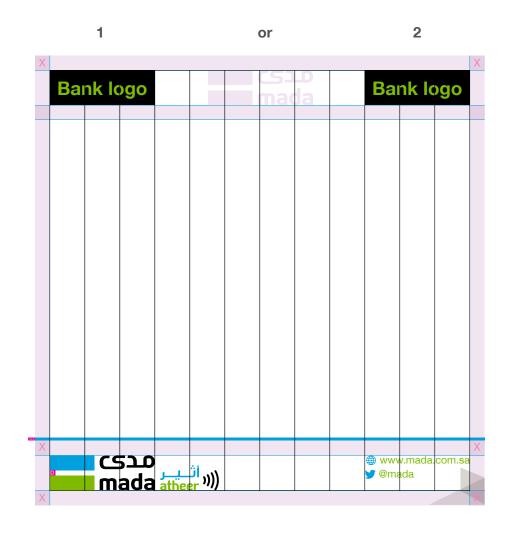
The space between mada atheer logo and the bottom edge of the blue strip is X clear space

## **Template details:**

X = Margin defined by publication artwork requirements.
Document width is divided into
12 columns within the page margin.
D= space between blue and green part of mada symbol the blue strip line between visual and logo area = 1/2 D



Bank logo can be placed inside the area of three columns at the top right side or top left side inside the margin area of the template as shown The bank logo height should not exceed the height of mada atheer logo X clear area should be around bank logo



## mada atheer DL leaflet

Template will be divided into six columns with clear space (margin) around the template as shown

mada atheer logo (Vertical) will be placed at the bottom left side of the template inside the margin area mada logo (part of mada atheer logo) should fit edge to edge on three columns and atheer icon will follow proportionally as shown

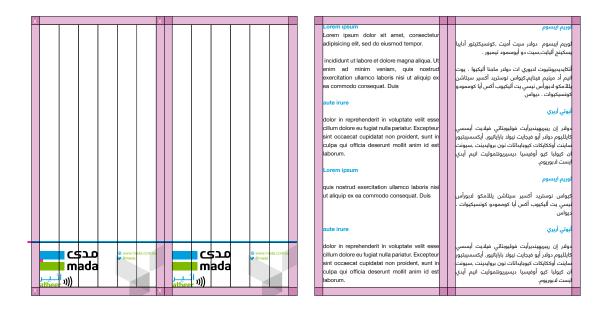
Social media and website will be placed edge to edge on three columns at the bottom right side of the template inside the margin area, and should be (vertical aligned top) with mada atheer logo as shown

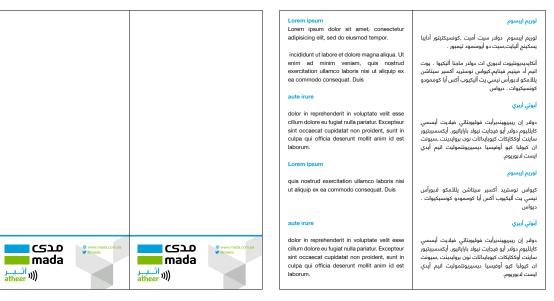
The space between mada atheer logo and the bottom edge of the blue strip is X clear space

Inside pages copy and visuals should be inside margin area as shown

## Template details:

X = Margin defined by publication artwork requirements.
Document width is divided into 6 columns within the page margin.
D= space between blue and green part of mada symbol the blue strip line between visual and logo area = 1/2 D





Bank logo can be placed inside the area of three columns at the top right side or top left side inside the margin area of the template as shown The bank logo height should not exceed the height of mada atheer logo X clear area should be around bank logo

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mada atheer Roll-up

Template will be divided into six columns with clear space (margin) around the template as shown Exceptionally for Roll-up the margin area will be 1X left, top and right side and 2X down side

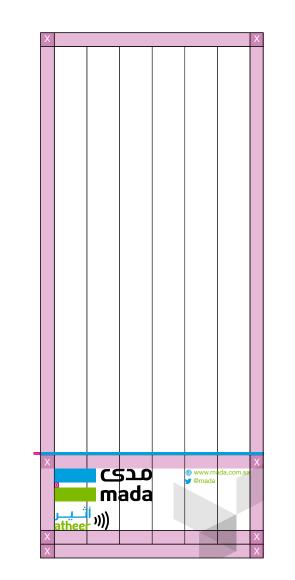
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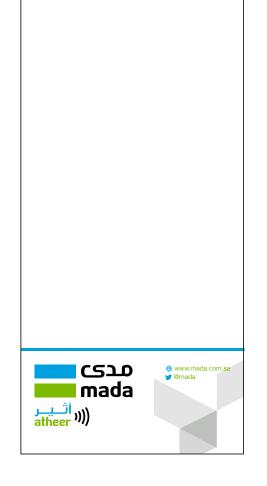
Social media and website will be placed edge to edge on three columns at the bottom right side of the template inside the margin area, and should be (vertical aligned top) with mada atheer logo as shown

The space between mada atheer logo and the bottom edge of the blue strip is X clear space

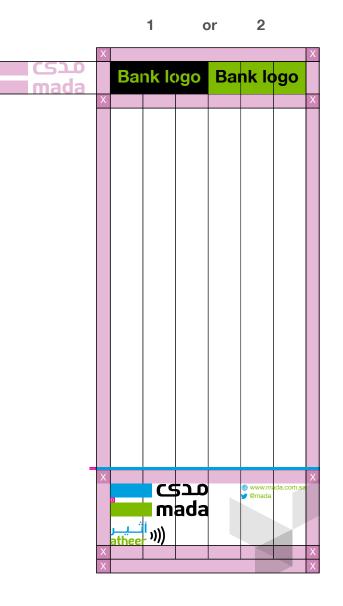
## **Template details:**

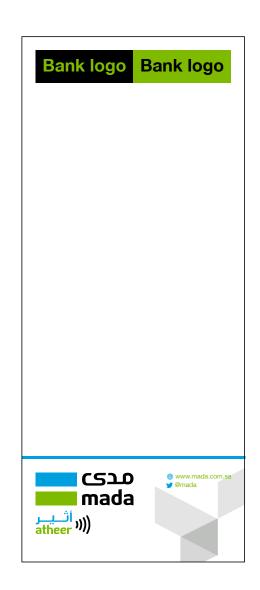
X = Margin defined by publication artwork requirements. Document width is divided into 6 columns within the page margin. D= space between blue and green part of mada symbol the blue strip line between visual and logo area = 1/2 D





Bank logo can be placed inside the area of three columns at the top right side or top left side inside the margin area of the template as shown The bank logo height should not exceed the height of mada atheer logo X clear area should be around bank logo





## mada atheer Table tent

Template will be divided into twelve columns with clear space (margin) around the template as shown

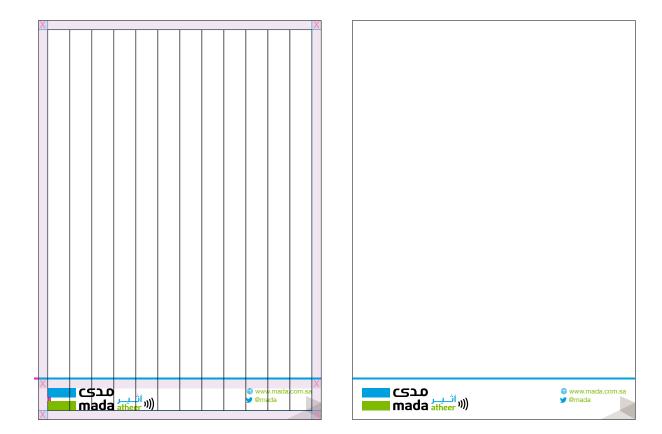
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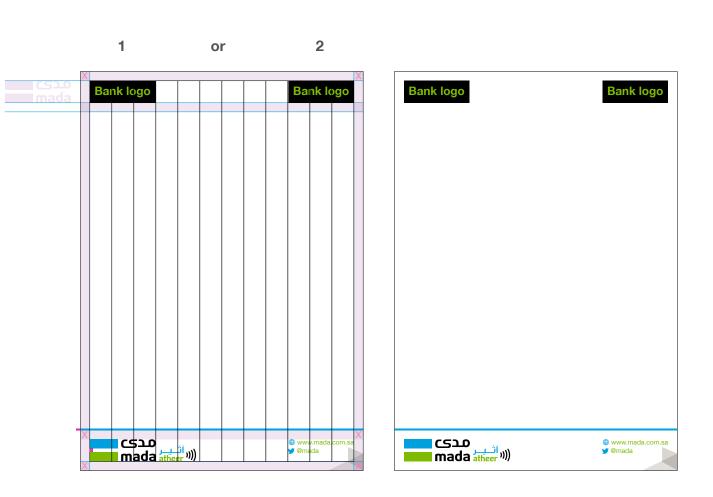
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12 columns within the page margin.
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mada naqd application naqd Icon

naqd wordmark and symbol will be treated as one entity and to be called naqd icon

Our icon is made up of two elements: a symbol and wordmark.

Our icon is only available in dual language.



Wordmark

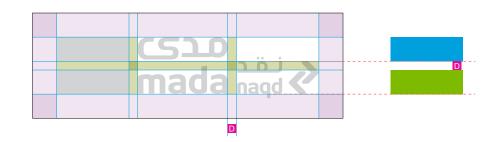
Symbol

mada naqd logo (Horizontal)

naqd icon should be on the right side of mada logo

naqd icon should be (vertical aligned bottom) with mada logo with (D) clear space in between, and naqd symbol should be at the same height of mada symbol green rectangle plus (D) clear space as shown







## mada naqd logo (Vertical)

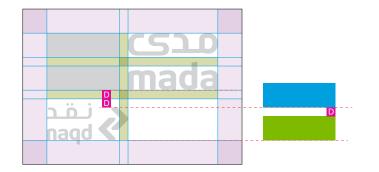
mada naqd logo (Vertical)

naqd icon should be under mada logo

naqd icon should be (horizontal aligned left) with mada logo with (2D) clear space between service symbol and mada logo

naqd symbol should be at the same height of mada symbol green rectangle plus (D) clear space as shown







X clear space will be applied around mada naqd logo as shown







Template will be divided into twelve columns with clear space (margin) around the template as shown

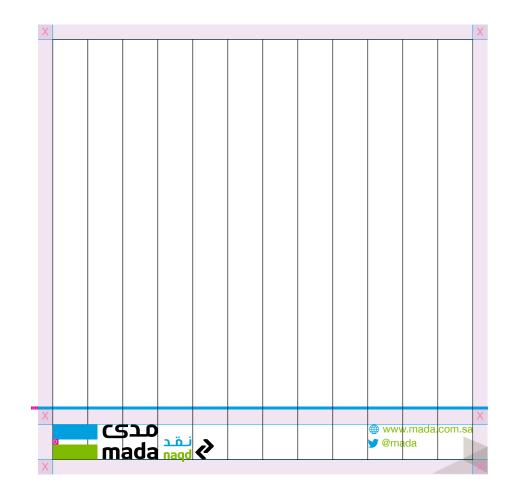
mada naqd logo (Horizontal) will be placed at the bottom left side of the template inside the margin area mada logo (part of mada naqd logo) should fit edge to edge on three columns and naqd icon will follow proportionally as shown

Social media and website will be placed edge to edge on three columns at the bottom right side of the template inside the margin area, and should be (vertical aligned top) with mada naqd logo as shown

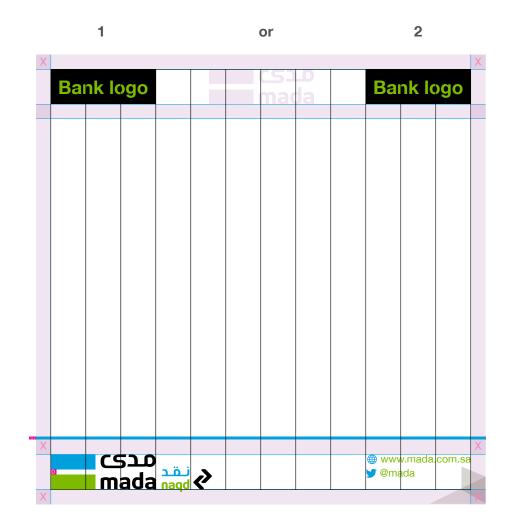
The space between mada naqd logo and the bottom edge of the blue strip is X clear space

## **Template details:**

X = Margin defined by publication artwork requirements.
Document width is divided into
12 columns within the page margin.
D= space between blue and green part of mada symbol
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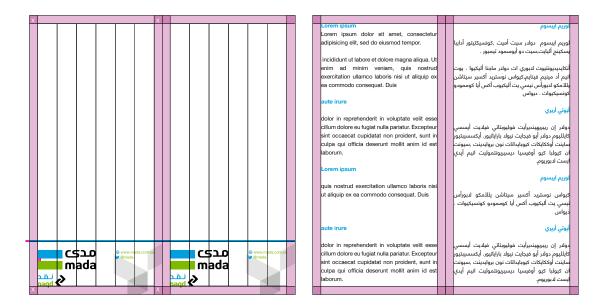
Social media and website will be placed edge to edge on three columns at the bottom right side of the template inside the margin area, and should be (vertical aligned top) with mada naqd logo as shown

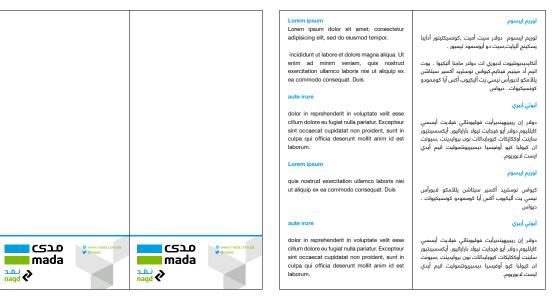
The space between mada naqd logo and the bottom edge of the blue strip is X clear space

Inside pages copy and visuals should be inside margin area as shown

## Template details:

X = Margin defined by publication artwork requirements.
Document width is divided into 6 columns within the page margin.
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Bank logo Bank logo	Bank logo Bank logo	Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipisicing 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. Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugia nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt molit anim id est laborum. Lorem ipsum	لوريم ايسمم لوريم ايسمو دولتر سبت أميت ,كونسيكيتور أدابيا يسكينج أليايت.سبت دو أيوسمود تيمبور . اليم أد منيتم ميناميكرواس نوستريد أكسر سيتاشن اليم أن مينيم ميناميكرواس نوستريد أكسر سيتاشن دولتر إن ريسرويتيديرايت فوليويتاتي فيلايت أيسمي مولد إن ريسرويتيديرايت فوليويتاتي فيلايت أيسميترم مايلية مولار أيو فيوايت تولد باراياتيور أيكسسيتيور ان كيوليا كيو أوفيسيا ديسرويتموليت انيم أيدي ايست ليبوريوم.
		quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis	كنوع هجوع كيواس نوستريد أكسير سيتاشن يللأمكو لايبورأس نيسي يت أليكيوب أكس أيا كوممودو كونسيكيوات . ديواس
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رجیت mada فقن naqd	CCLD mada فقن naqd الم	dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt molit anim id est laborum.	دولار إن ريىرىهىندىرايت فولىويتاني فيلايت أيسسي كايليوم دولر أيو فيديات نيولا باراياتيور، أيكسسيبتيور ساينت أوككايكات كيوبايدانات نون بروايدينت. سيونت ان كيوليا كيو أوفيسيا ديسيريونتموليت انيم أيدي ايست لايوريوم.

mada naqd Roll-up

Template will be divided into six columns with clear space (margin) around the template as shown Exceptionally for Roll-up the margin area will be 1X left, top and right side and 2X down side

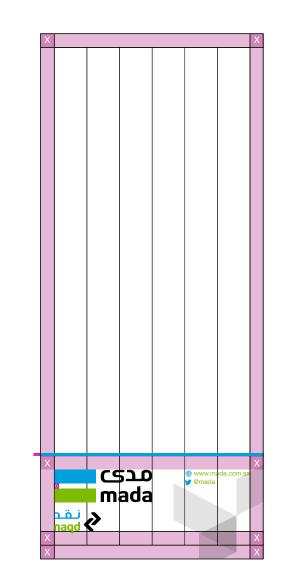
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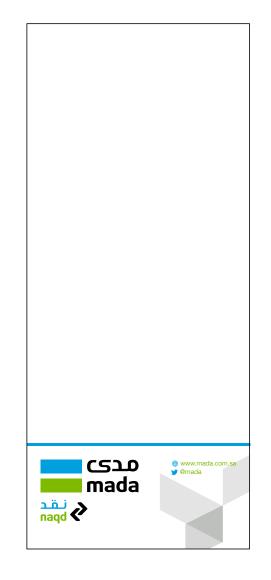
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The space between mada naqd logo and the bottom edge of the blue strip is X clear space

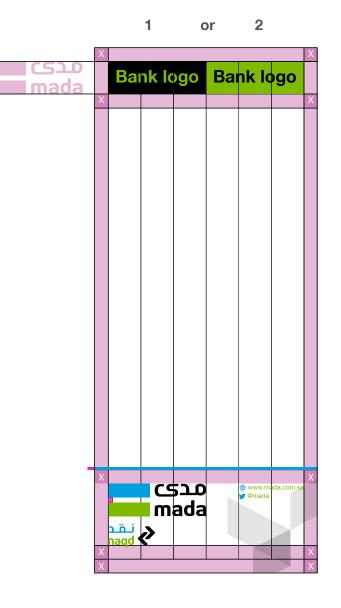
## **Template details:**

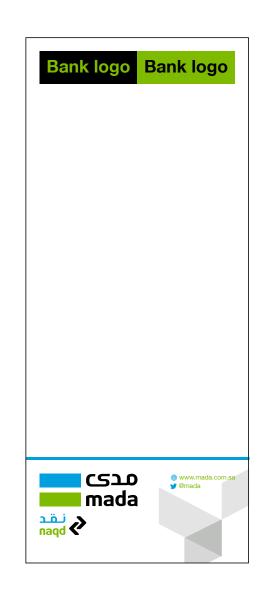
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Bank logo can be placed inside the area of three columns at the top right side or top left side inside the margin area of the template as shown The bank logo height should not exceed the height of mada naqd logo X clear area should be around bank logo





Template will be divided into twelve columns with clear space (margin) around the template as shown

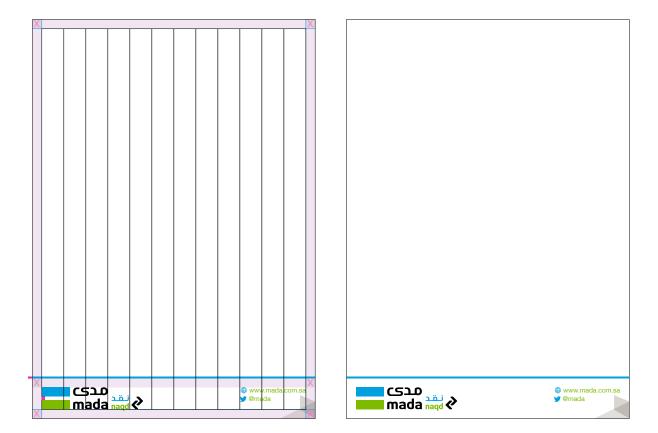
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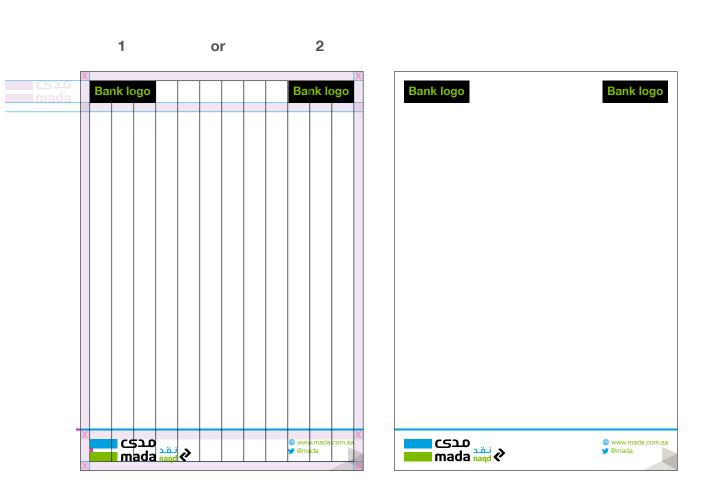
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# 12 mada Branding

# mada **Door & Cashier** sticker application

#### Instructions

A. The bank is responsible of sticker quality through its quality control unit to ensure using the best material of stickers (at least 2 years of warranty). D. If a merchant would like to add another schemes after the PoS terminal was installed, the bank must replace the mada sticker with the other proper mada sticker that show accepted schemes.

B. The bank is responsible of replacing the sticker when necessary (e.g. the sticker has been displaced, torn, dirty, or faded colors, etc.) E. mada logo in all stickers must be larger than other schemes as per the dimensions set in the guidelines.

C. mada stickers prevail on all other stickers. As these stickers include other schemes too, then it is not allowed to have any other stickers at merchant's facilities (door/ cashier desks). It is banks responsibility to ensure removal of any old stickers during the fixing of mada stickers.

F. It is banks responsibility to ensure the proper sticker is implemented at merchant's facilities and in accordance to the accepted schemes in the signed Merchant Service Agreement (MSA) between both parties. G. Banks may alter the used international scheme logos to enhance visibility in accordance to their brand guidelines, but may not enlarge its size over mada's logo or breach the specified dimensions in the guidelines.

H. In cases where there is a need of adding an additional scheme to the stickers that are not shown in this guidelines, banks must communicate this and get required approval from SAMA.

I. If banks perceived a specific sticker implementation as an unclear due to the type of placement area, this can be communicated for support and guidance from SAMA. mada logo is our measuring unit

Minimum size is 6cm (logo) as shown, atheer icon will follow proportionally and the guidelines apply



# مدی mada

Minimum size

Our logo is the centerpiece that our identity evolved around.

Logo is the only constant element.

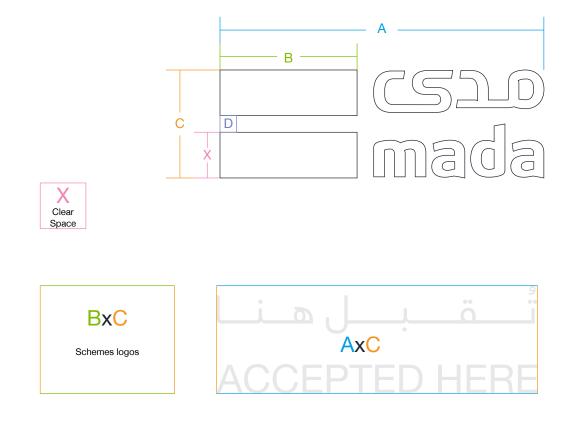
By dissecting our logo we develop multi measurement units.

The logo width is reflected by 'A' The symbol width is reflected by 'B' The symbol height is reflected by 'C' The height of the green or blue area of the symbol is reflected by 'X' The space between blue and green is reflected by 'D' as shown.

The clear space area is equivalent to 'X' as shown.

(Accepted here) area is equivalent to 'AxC' as shown.

Schemes logos area is equivalent to 'BxC' as shown.



### **OPTION 01**

### mada only sticker

The template featured provides information and positioning of the elements and the basic layout principles specific to the format.

### **Template details**

We develop three compositions by applying the previous parameters as follows:

mada logo with 'X' Clear space

#### Vertical

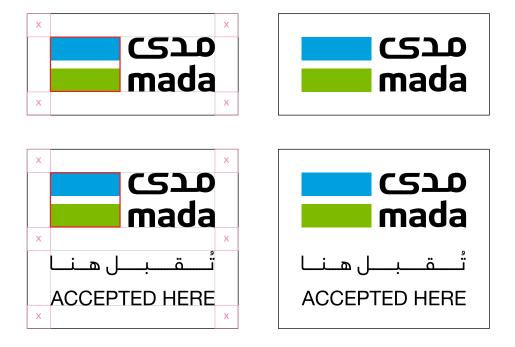
mada logo Plus (Accepted here) below with clear space in between and around as shown

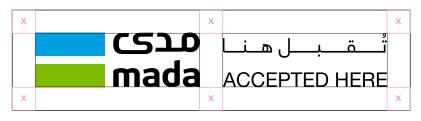
#### Horizontal

mada logo Plus (Accepted here) beside (right) with clear space in between and around as shown

The (Vertical, Horizontal) compositions will be treated as an one unit icon.

Note: this sticker should be provided to merchants whom signed with banks to install PoS terminals that only accept mada transactions







mada without (Accepted here) and schemes sticker

### **Template details**

mada logo plus Schemes logos below with clear space in between and around as shown

Schemes logos aligned left and right with the logo as shown

In case of more than two Schemes logos it will be added on another row with 'X' Clear space in between as shown









mada without (Accepted here) and schemes sticker

### **Template details**

mada logo plus Schemes logos beside with clear space in between and around as shown

In case of more than two Schemes logos it will be added on another column with 'X' Clear space in between as shown









mada with (Accepted here) and schemes sticker

### **Template details**

mada logo plus (Accepted here) plus Schemes logos below with clear space in between and around as shown

Schemes logos aligned left and right with the logo as shown

In case of more than two Schemes logos it will be added on another row with 'X' Clear space in between as shown









mada with (Accepted here) and schemes sticker

### **Template details**

mada logo plus (Accepted here) below plus Schemes logos beside with clear space in between and around as shown

In case of more than two Schemes logos it will be added on another column with 'X' Clear space in between as shown

### **OPTION 05**

 x
 x
 x

 CSCO mada
 x
 x

 x
 x
 x

 x
 x
 x

 ACCEPTED HERE
 x
 x

 x
 x
 x







mada with (Accepted here) and schemes sticker

### **Template details**

mada logo with (Accepted here) beside (Right) with clear space in between and around as shown

Schemes logos below with clear space around as shown

logos under mada logo aligned left and right with the logo as shown

logos under (Accepted here) aligned left and right with (Accepted here) wordmark as shown

In case of two Schemes logos it will be placed under (Accepted here) as shown

If more than two Schemes logos it will be placed under mada logo as shown









mada (atheer, naqd, new service)

Vertical logo template details When using only one service logo use the service logo vertical as is with (X) clear space all around as shown

# In case of two service logos to be used in one sticker

Exceptionally we use mada logo with two service icons below with its symbols aligned bottom with (D) clear space in between, aligned left with mada logo with two (D) clear space between mada logo and the service symbols and (X) clear space all around as shown, we call it mada vertical two services composition

In case of more than two services it will be added on another raw with two (D) clear space between services symbols, aligned left with mada logo (D) clear space in between and (X) clear space all around as shown, we call it mada vertical three services composition







mada (atheer, naqd, new service)

Horizontal logo template details When using only one service logo use the service logo horizontal as is with (X) clear space all around as shown

### In case of two service logos to be used in one sticker

Exceptionally we use mada logo with two service icons beside with its symbols aligned bottom with mada logo, with (D) clear space in between, and (X) clear space all around as shown, we call it mada horizontal two services composition

In case of more than two services it will be added on the same raw with its symbols aligned bottom with mada logo with (D) clear space in between, and (X) clear space all around as shown, we call it mada horizontal three services composition







mada (one service) and schemes logos

### Template details When using only one service logo with two schemes logos

### **Service Logo Vertical**

Service logo with two schemes logos below fit in schemes logo area, aligned center with (X) clear space between service symbol and schemes logo area, schemes logo areas aligned left and right with mada logo and (X) clear space all around as shown

If more than two schemes logos it will be added on a second raw fit in schemes logo area with (x) clear space in between, and (X) clear space all around as shown

### Service Logo Horizontal

Service logo with two schemes logos below fit in schemes logo area with (X) clear space in between, schemes logos aligned left with mada logo and (X) clear space all around as shown

If more than two schemes logos it will be added on the same raw with (x) clear space in between as shown









mada (Two service) and schemes logos

### Template details When using two service logos with two schemes logos

### Service Logo Vertical

Use mada horizontal two services composition with two schemes logos below fit in schemes logo area, aligned center with (X) clear space between service symbol and schemes logo area, schemes logo areas aligned left and right with mada logo and (X) clear space all around as shown

If more than two schemes logos it will be added on a second raw fit in schemes logo area with (x) clear space in between, and (X) clear space all around as shown





mada (Two service) and schemes logos

### Template details When using two service logos with two schemes logos

### Service Logo Horizontal

Use mada horizontal two services composition with two schemes logos below fit in schemes logo area with (X) clear space in between, schemes logos aligned left with mada logo and (X) clear space all around as shown

If more than two schemes logos it will be added on the same raw with (x) clear space in between as shown





mada (Three service) and schemes logos Template details When using two service logos with two schemes logos

### Service Logo Vertical

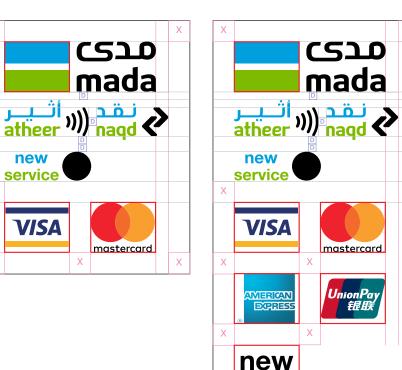
Use mada vertical three services composition with two schemes logos below fit in schemes logo area, aligned center with (X) clear space between service symbol and schemes logo area, schemes logo areas aligned left and right with mada logo and (X) clear space all around as shown

If more than two schemes logos it will be added on a second raw fit in schemes logo area with (x) clear space in between, and (X) clear space all around as shown

### **OPTION 12**

X

X



scheme

Х

mada (Three service) and schemes logos Template details When using two service logos with two schemes logos

### Service Logo Vertical

Use mada horizontal three services composition, with two schemes logos below fit in schemes logo area, aligned center with (X) clear space between service symbol and schemes logo area, schemes logo areas aligned left and right with mada logo and (X) clear space all around as shown

If more than two schemes logos it will be added on the same raw with (x) clear space in between as shown





mada (atheer, naqd, new service) with accepted here

Vertical logo template details When using only one service logo use the service logo vertical as is with (X) clear space all around as shown

### In case of two service logos to be used in one sticker

Accepted here to be placed below the service logo(s) with clear space in between and around as shown

Exceptionally we use mada logo with two service icons below with its symbols aligned bottom with (D) clear space in between, aligned left with mada logo with two (D) clear space between mada logo and the service symbols and (X) clear space all around as shown, we call it mada vertical two services composition

In case of more than two services it will be added on another raw with two (D) clear space between services symbols, aligned left with mada logo (D) clear space in between and (X) clear space all around as shown, we call it mada vertical three services composition







mada (atheer, naqd, new service) with accepted here

Horizontal logo template details When using only one service logo use the service logo horizontal as is with (X) clear space all around as shown

### In case of two service logos to be used in one sticker

Accepted here to be placed beside the service logo(s) from right side with clear space in between and around as shown

Exceptionally we use mada logo with two service icons beside with its symbols aligned bottom with mada logo, with (D) clear space in between, and (X) clear space all around as shown, we call it mada horizontal two services composition

In case of more than two services it will be added on the same raw with its symbols aligned bottom with mada logo with (D) clear space in between, and (X) clear space all around as shown, we call it mada horizontal three services composition



mada (one service) and schemes logos with accepted here

Template details When using only one service logo with two schemes logos

### **Service Logo Vertical**

Service logo with Accepted here, the two schemes logos below fit in schemes logo area, aligned center with (X) clear space between service symbol and schemes logo area, schemes logo areas aligned left and right with mada logo and (X) clear space all around as shown

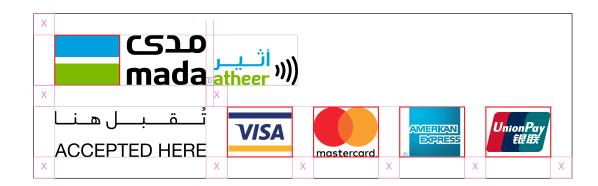
If more than two schemes logos it will be added on a second raw fit in schemes logo area with (x) clear space in between, and (X) clear space all around as shown

### Service Logo Horizontal

Service logo with Accepted here, the two schemes logos below fit in schemes logo area with (X) clear space in between, schemes logos aligned left with mada logo and (X) clear space all around as shown

If more than two schemes logos it will be added on the same raw with (x) clear space in between as shown





mada (Two service) and schemes logos with accepted here

### Template details When using two service logos with two schemes logos

### Service Logo Vertical

Use mada horizontal two services composition with Accepted here, the two schemes logos below fit in schemes logo area, aligned center with (X) clear space between service symbol and schemes logo area, schemes logo areas aligned left and right with mada logo and (X) clear space all around as shown

If more than two schemes logos it will be added on a second raw fit in schemes logo area with (x) clear space in between, and (X) clear space all around as shown





mada (Two service) and schemes logos with accepted here

### Template details When using two service logos with two schemes logos

### Service Logo Horizontal

Use mada horizontal two services composition with Accepted here, the two schemes logos below fit in schemes logo area with (X) clear space in between, schemes logos aligned left with mada logo and (X) clear space all around as shown

If more than two schemes logos it will be added on the same raw with (x) clear space in between as shown



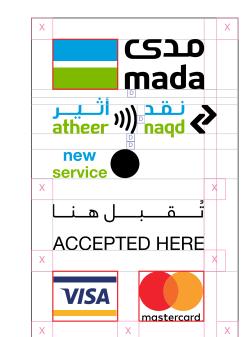


mada (Three service) and schemes logos with accepted here Template details When using two service logos with two schemes logos

#### **Service Logo Vertical**

Use mada vertical three services composition with Accepted here, the two schemes logos below fit in schemes logo area, aligned center with (X) clear space between service symbol and schemes logo area, schemes logo areas aligned left and right with mada logo and (X) clear space all around as shown

If more than two schemes logos it will be added on a second raw fit in schemes logo area with (x) clear space in between, and (X) clear space all around as shown





mada (Three service) and schemes logos with accepted here Template details When using two service logos with two schemes logos

### Service Logo Vertical

Use mada horizontal three services composition with Accepted here, the two schemes logos below fit in schemes logo area, aligned center with (X) clear space between service symbol and schemes logo area, schemes logo areas aligned left and right with mada logo and (X) clear space all around as shown

If more than two schemes logos it will be added on the same raw with (x) clear space in between as shown





### mada Door and Cashier Sticker background color

Some changes will apply when using different stickers backgrounds.

### Stickers with white backgrounds

should always include mada logo with black wordmark (text). This sticker can be used on any surface material of merchant's doors.

### Stickers with black background

should always include mada logo with white wordmark (text). Other Schemes logos and their visibility condition should also be taken into consideration when this background is adopted. This sticker can be used on any surface material of merchant's doors.



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Some changes will apply when using different stickers backgrounds.

### Stickers with white backgrounds

should always include mada logo with black wordmark (text). This sticker can be used on any surface material of merchant's doors.

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should always include mada logo with white wordmark (text). Other Schemes logos and their visibility condition should also be taken into consideration when this background is adopted. This sticker can be used on any surface material of merchant's doors.



### mada Door and Cashier Sticker background color

Some changes will apply when using different stickers backgrounds.

### Stickers with white backgrounds

should always include mada logo with black wordmark (text). This sticker can be used on any surface material of merchant's doors.

### Stickers with black background

should always include mada logo with white wordmark (text). Other Schemes logos and their visibility condition should also be taken into consideration when this background is adopted. This sticker can be used on any surface material of merchant's doors.





Sector Customized stickers

mada Gas Station application

### Horizontal Template details

### mada logo Plus (Accepted here)

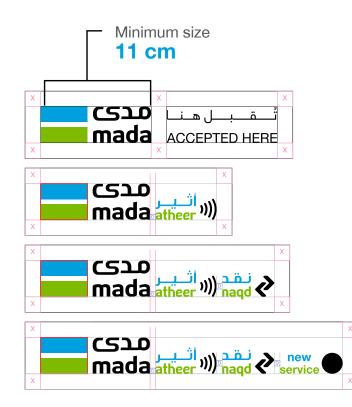
mada logo Plus (Accepted here) beside (right) with clear space in between and around as shown

**mada (atheer, naqd, new service) When using only one service logo** use the service logo horizontal as is with (X) clear space all around as shown

### In case of two service logos or more to be used

Exceptionally we use mada logo with two service icons beside with its symbols aligned bottom with mada logo, with (D) clear space in between, and (X) clear space all around as shown, we call it mada horizontal two services composition

In case of more than two services it will be added on the same raw with its symbols aligned bottom with mada logo with (D) clear space in between, and (X) clear space all around as shown, we call it mada horizontal three services composition







### **Horizontal Template details**

mada logo Plus (Accepted here) beside (right) with clear space in between and around as shown

mada (atheer, naqd, new service) Horizontal logo template details When using only one service logo use the service logo horizontal as is with (X) clear space all around as shown

### In case of two service logos or more to be used

Exceptionally we use mada logo with two service icons beside with its symbols aligned bottom with mada logo, with (D) clear space in between, and (X) clear space all around as shown, we call it mada horizontal two services composition

In case of more than two services it will be added on the same raw with its symbols aligned bottom with mada logo with (D) clear space in between, and (X) clear space all around as shown, we call it mada horizontal three services composition

mada services logo should be considered as one unit, can be enlarged proportionally to fit the area horizontally or vertically and should be centered as shown











### Horizontal Template details

mada logo Plus (Accepted here) beside (right) with clear space in between and around as shown

mada (atheer, naqd, new service) Horizontal logo template details When using only one service logo use the service logo horizontal as is with (X) clear space all around as shown

### In case of two service logos or more to be used

Exceptionally we use mada logo with two service icons beside with its symbols aligned bottom with mada logo, with (D) clear space in between, and (X) clear space all around as shown, we call it mada horizontal two services composition

In case of more than two services it will be added on the same raw with its symbols aligned bottom with mada logo with (D) clear space in between, and (X) clear space all around as shown, we call it mada horizontal three services composition

mada services logo should be considered as one unit, can be enlarged proportionally to fit the area horizontally or vertically and should be centered as shown











### **Vertical Template details**

mada logo Plus (Accepted here) below (Centered) with clear space in between and around as shown

# In case of two service logos or more to be used

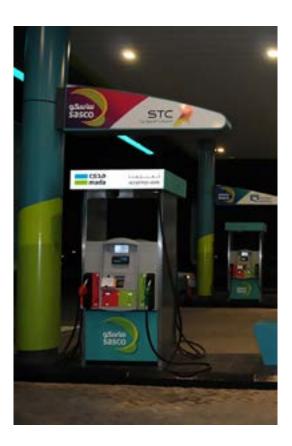
Exceptionally we use mada logo with two service icons below with its symbols aligned bottom with (D) clear space in between, aligned left with mada logo with two (D) clear space between mada logo and the service symbols and (X) clear space all around as shown, we call it mada vertical two services composition

In case of more than two services it will be added on another raw with two (D) clear space between services symbols, aligned left with mada logo (D) clear space in between and (X) clear space all around as shown, we call it mada vertical three services composition











### **Vertical Template details**

mada logo Plus (Accepted here) below (Centered) with clear space in between and around as shown

# In case of two service logos or more to be used

Exceptionally we use mada logo with two service icons below with its symbols aligned bottom with (D) clear space in between, aligned left with mada logo with two (D) clear space between mada logo and the service symbols and (X) clear space all around as shown, we call it mada vertical two services composition

In case of more than two services it will be added on another raw with two (D) clear space between services symbols, aligned left with mada logo (D) clear space in between and (X) clear space all around as shown, we call it mada vertical three services composition



### Vertical Template details

mada logo Plus (Accepted here) below (Centered) with clear space in between and around as shown

### In case of two service logos or more to be used

Exceptionally we use mada logo with two service icons below with its symbols aligned bottom with (D) clear space in between, aligned left with mada logo with two (D) clear space between mada logo and the service symbols and (X) clear space all around as shown, we call it mada vertical two services composition

In case of more than two services it will be added on another raw with two (D) clear space between services symbols, aligned left with mada logo (D) clear space in between and (X) clear space all around as shown, we call it mada vertical three services composition

mada services logo should be considered as one unit, can be enlarged proportionally to fit the area horizontally or vertically and should be centered as shown









# mada **PoS Terminal** brand application

mada placement visual - Primary

The mada logo always takes precedence.

• The primary logo to be placed at a size of 30 mm wide and 11 mm height (in Black or in White text) and should be dominant and centered in the area above the screen.

2 The mada symbol should be located at the bottom of the device as shown in 2, located above the card insertion slot and aligned to the location of the symbol on the card. Height of the mada symbol is 5.6 mm.

3 & 4 These areas are for the use of bank logo sticker only. The sticker must at least include the following terminal ID, toll-free number that the merchant can contact to report an issue or request consumable materials. Logo must not be larger nor equal to mada logo placed primarily at the terminal.

#### Please Note:

The terminal number should be printed not written by hand with high quality ink to prevent the number fadeout.

Vendor, PoS service provider and any other party can't use their logos at the terminal at all

mada logo should be printed using UV ink or silk screen not sticker





mada placement visual - Secondary

The mada logo always takes precedence.

mada logo (in black or in white text) takes areas **1** and **2** at a size of 30 mm wide and 11 mm height.

The mada symbol should be located at the bottom of the device as shown in 3, located above the card insertion slot and aligned to the location of the symbol on the card.
Height of the mada symbol is 5.6 mm.

This area is for the use of bank logo sticker only. The sticker must at least include the following terminal ID, toll-free number that the merchant can contact to report an issue or request consumable materials. Logo must not be larger nor equal to mada logo placed primarily at the terminal.

### Please Note:

The terminal number should be printed not written by hand with high quality ink to prevent the number fadeout.

Vendor, PoS service provider and any other party can't use their logos at the terminal at all

mada logo should be printed using UV ink or silk screen not sticker





mada placement visual - Exceptional

The mada logo always takes precedence.

DExceptional case to be applied only if PoS Terminal color similar to mada, we recommend applying the mada logo and symbol in full color in a white box.

2 As long as mada logo can appear properly, white box must not be used.



<u>Please Note:</u> The terminal number should be printed not written by hand with high quality ink to prevent the number fadeout.

Vendor, PoS service provider and any other party can't use their logos at the terminal at all

mada logo should be printed using UV ink or silk screen not sticker

PoS terminal.

Any mada-branded terminal should show mada logo only on the PoS screen while on standby mode.

Logo must be well positioned in a style that is compliant with right dimensions (see 1) i.e not to appear compressed or stretchy (See **2**& **3**). mada logo should occupy not less than 75% of free space on the terminal screen.

If any other party such as banks or merchants would like to utilize the screen space (area (A)) for its logo placement, the following conditions must be met:

- Obtain SAMA no objection on the request.
- Time duration of logo display on screen must be less than the time set for mada logo.
- SAMA not objection is granted from the Business Services Division of General department of Payments Systems.









<u>Please Note:</u> Vendor, PoS service provider and any other party can't show their logo in any sizes or use the screen or terminal of the PoS for branding or any other purposes

PoS terminal.

mada Services logos such as naqd and atheer can be shown at the PoS screen while on standby mode if the service is available on that Point of Sale only.

Logos must be well positioned in a style that is compliant with right dimensions i.e not to appear compressed or stretchy or flipped upside-down. atheer or naqd logos should occupy not less than 75% of free space on the terminal screen.

Display duration of atheer or naqd logos on screen must be less or equal to the time set for mada logo.













# Unattended PoS Branding

mada logo is our measuring unit

Maximum size is 8cm (logo) as shown, atheer icon will follow proportionally and the guidelines apply

Minimum size is 4cm (logo) as shown, atheer icon will follow proportionally and the guidelines apply



مدی mada

Maximum size





Minimum size

### mada atheer logo sticker

The template featured provides information and positioning of the elements and the basic layout principles specific to the format

### **Template details**

We develop two compositions by applying the previous parameters as follows:

### Vertical

mada atheer logo with (X) clear space around as shown

### Horizontal

mada atheer logo with (X) clear space around as shown

Note: This sticker should be provided to merchants with mada atheer service available





## mada atheer Logo Vertical and Schemes Logos

### **OPTION 01**

mada atheer logo vertical and Schemes logos

### **Template details**

mada atheer logo plus Schemes logos below with clear space in between and around

Each Scheme logo area is equivalent to 'BxC' as shown

Schemes logos aligned left and right with mada atheer logo as shown

In case of more than two Schemes logos it will be added on another row with 'X' Clear space in between







## mada atheer Logo Horizontal and Schemes Logos

### mada atheer logo horizontal and Schemes logos

### **Template details**

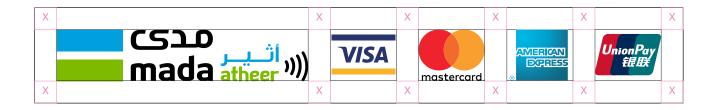
mada atheer logo plus Schemes logos beside with clear space in between and around, vertical align centered as shown

Each Scheme logo area is equivalent to 'BxC' as shown.

### **OPTION 02**







### mada with Schemes Logos Vertical

### mada with Schemes logos

### **Template details**

mada logo plus Schemes logos below with clear space in between and around as shown

Each Scheme logo area is equivalent to 'BxC' as shown

Schemes logos aligned left and right with the logo as shown

In case of more than two Schemes logos it will be added on another row with 'X' Clear space in between as shown

# 

**OPTION 01** 





### mada with Schemes Logos Horizontal

### **OPTION 02**

### mada with Schemes logos

### **Template details**

mada logo plus Schemes logos beside with clear space in between and around vertical align centered as shown

Each Scheme logo area is equivalent to 'BxC' as shown

Schemes logos aligned left and right with the logo as shown

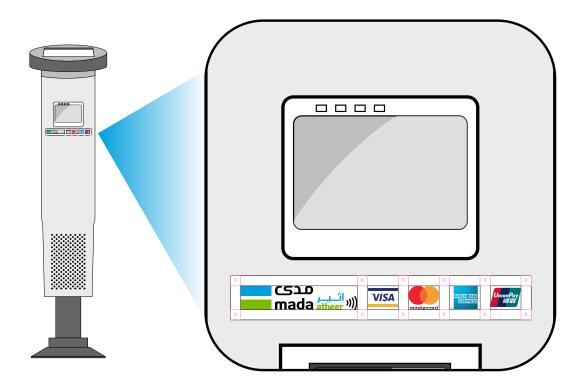






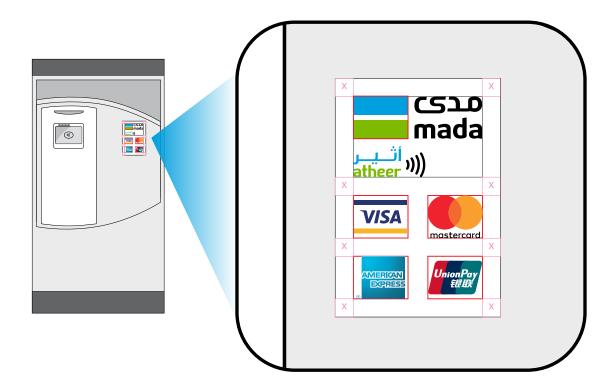
Sticker should be placed in a visible eye level area if applicable, or closest area to the reader

Sticker can be placed on the NFC reader if guidelines apply



Sticker should be placed in a visible eye level area if applicable, or closest area to the reader

Sticker can be placed on the NFC reader if guidelines apply



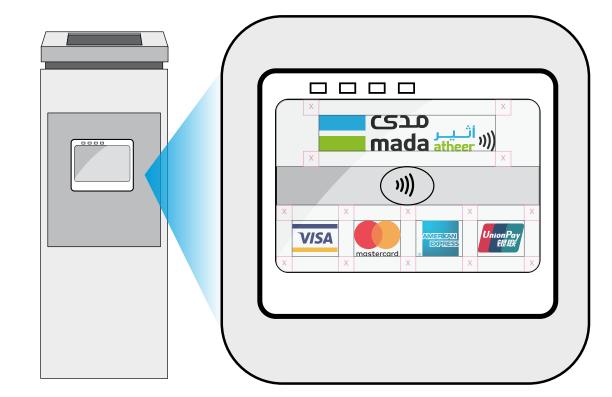
Sticker can be placed on the reader screen if guidelines can apply

Each Scheme logo area is equivalent to 'BxC' as shown

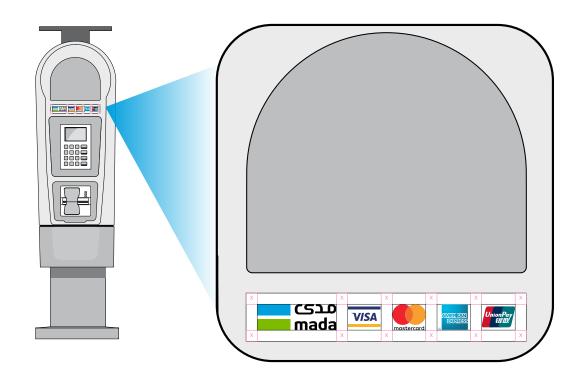
mada atheer logo vertical aligned top with screen

Schemes logos vertical aligned bottom with screen

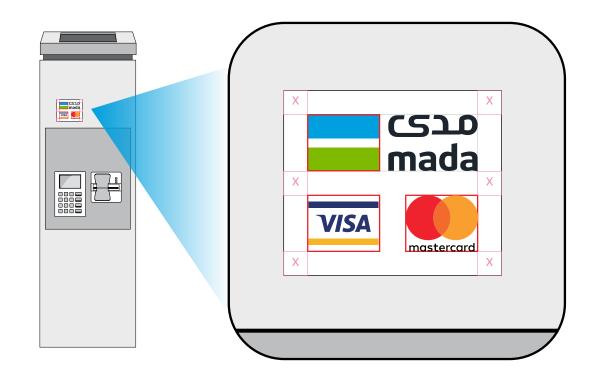
clear space for mada atheer logo and schemes logo is (X) in between and around as shown



Sticker should be placed in a visible eye level area if applicable, or closest area to the card inserter or to the pin pad



Sticker should be placed in a visible eye level area if applicable, or closest area to the card inserter or to the pin pad



mada **PoS Terminal** Receipt

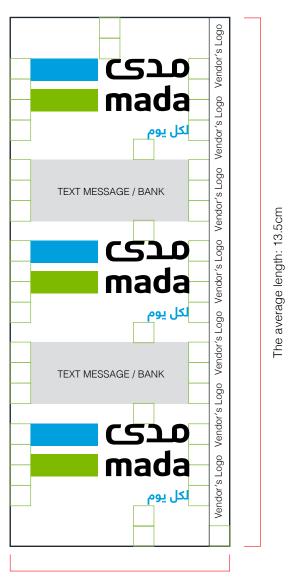
### back receipt

mada logo (colored) on the middle with 'X' clear space around.

Note: mada logo visibility is mandatory, therefore using mada colors (Green & Blue) is prohibited for this item.

### **Front receipt**

For PoS Terminal front receipt specifications, please refer to mada Technical Book Point of Sale Section or contact mada Certification Center



The average width: 5.5cm



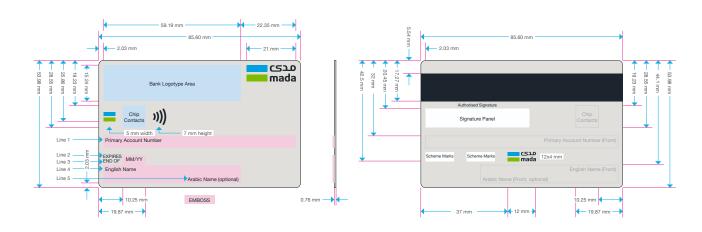
mada Bank card application

Bank card — Horizontal mada only (option 1).

Placement of mada brand.

Front

Back

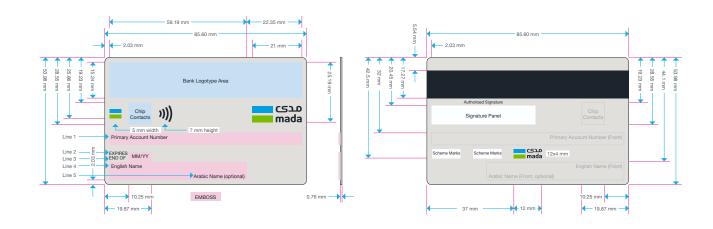


Bank card — Horizontal mada only (option 2).

Placement of mada brand.

Front



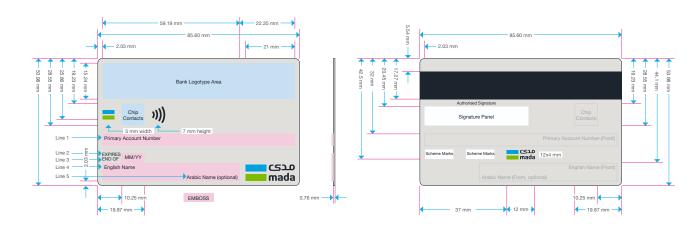


Bank card — Horizontal mada only (option 3).

Placement of mada brand.

Front

Back



Bank card — Horizontal Dual scheme (option 1).

Placement of Scheme Marks

4- 2.03 mm

Chip )))

5 mm width

EXPIRES MM/YY

English Name

🔶 19.87 mm 🔶

Primary Account Number

▶ 10.25 mm

15.24 mm
 19.23 mm
 25.86 mm
 28.55 mm
 53.98 mm

Line 1

Line 4

Line 5 —

Line 2 \_\_\_\_\_E

+

+

Front

- 7 mm height

Arabic Name (optional)

EMBOSS



Scherne Marks Area

- 21.32 mm -

38.81

0.76 mm 🔶 🧲

 $\mathbf{+}$ 



مدی mada

🔰 12 mm 🕨

12x4 mm

10.25 mm 🗲

. 19.87 mm —

Signature Panel

Scheme Marks

cheme Mark

19.23

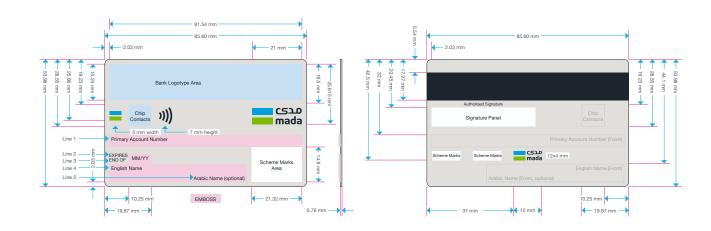
÷.

Bank card — Horizontal Dual scheme (option 2).

Placement of Scheme Marks

Front





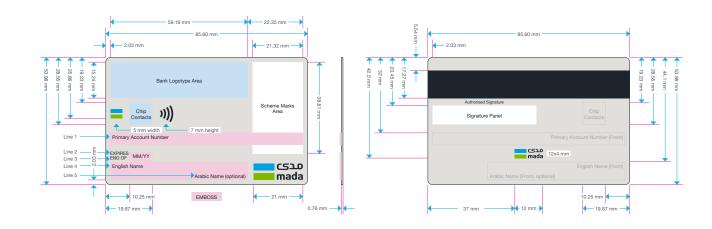
There are options to place scheme marks in banks cards.

Bank card — Horizontal Dual scheme (option 3).

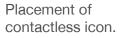
Placement of Scheme Marks

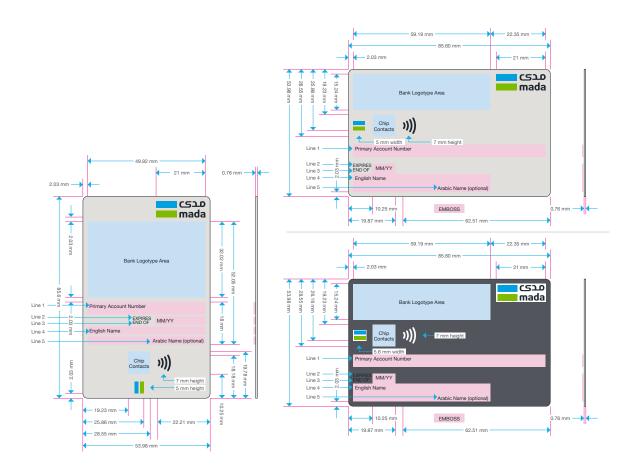
Front





Bank card — Contactless.





Bank card - Vertical. mada only (option 1).

Placement of mada brand.

85.

- 28.55 mm

53.98 m

Line 1 -

Line 4

Line 5

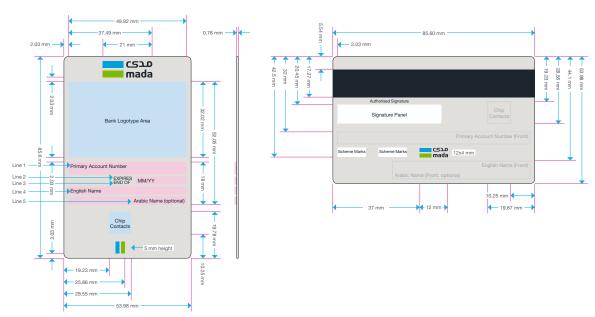
Front Back 49.92 0.76 mm 85.60 mm 21 mm -2.03 mm — 4- 2.03 mm مدی mada 19.23 + 3 3 - 2.03 mm + 32.02 Signature Panel Bank Logotype Area 83 .05 + مدی mada Scheme Marks Scheme Marks 12x4 mm + Primary Account Number EXPIRES MM/YY 8 English Name 10.25 mm 🗲 Arabic Name (optional) + +. 19.87 mm — 🔰 12 mm 🕨 Chip Contacts E 19 2.03 9.78 -5 mm height n n + 10.25 mm 🔶 19.23 mm 🔶 🔶 25.86 mm ·

Bank card — Vertical. mada only (option 2).

Placement of mada brand.

Front





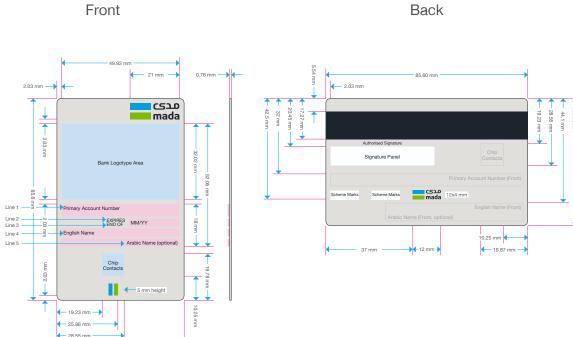
Bank card - Vertical. mada only (option 3).

Placement of mada brand.

Line 1 -

Line 4

Line 5

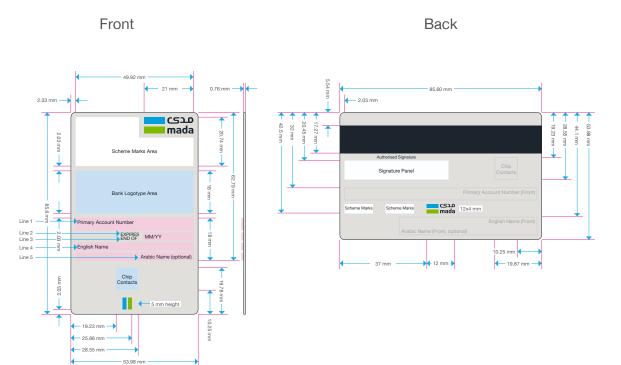


Front

53.98 r

Bank card — Vertical. Dual scheme.

### Placement of Scheme Marks



### **Primary logo application**

For cards with solid light colored backgrounds, we recommend applying the mada logo and symbol in full color as shown.

### Please note

These cards are samples for visual purposes only. For sizes, measurements and logo location, please see the bank card applications on the previous pages.



### **Primary logo application**

For cards with dark colors, we recommend applying the mada logo with the white wordmark as shown.

### Please note

These cards are samples for visual purposes only. For sizes, measurements and logo location, please see the bank card applications on the previous pages.



### **Exceptional logo application**

Exceptional case to be applied only if card with background color similar to mada, we recommend applying the mada logo and symbol in full color in a white box as shown.

### Please note

These cards are samples for visual purposes only. For sizes, measurements and logo location, please refer to mada Technical Book Point of Sale section or contact mada Certification Center



For more information about cards design and product specifications, please refer to mada technical book or contact mada certification center.



mada Non-card Contactless

### **Template details**

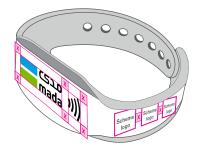
mada logo is our measuring unit minimum size is 21mm (logo) contactless wave should always be with mada logo on the right side aligned top and bottom with mada logo with minimum (X) clear space in between

mada logo and contactless wave will be horizontal and vertical aligned center with the surface area with (X) clear space around

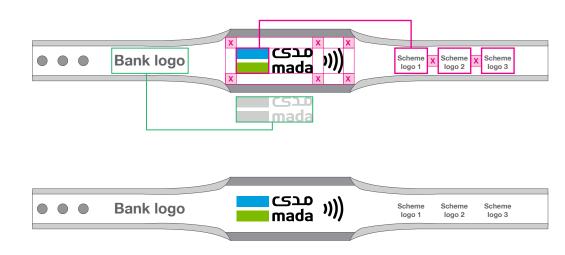
Schemes logo should fit in scheme logo area

The bank logo height should not exceed the height or width of mada logo as shown

### **Payments-Primary Devices**



wristband



mada logo is our measuring unit minimum size is 21mm (logo) contactless wave should always be with mada logo on the right side aligned top and bottom with mada logo with minimum (X) clear space in between

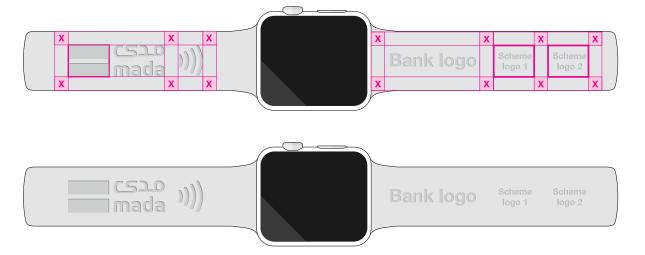
mada logo and contactless wave will be horizontal and vertical aligned center with the surface area with (X) clear space around

Schemes logo should fit in scheme logo area

The bank logo height should not exceed the height or width of mada logo as shown



Watch



mada logo is our measuring unit minimum size is 21mm (logo) contactless wave should always be with mada logo on the right side aligned top and bottom with mada logo with minimum (X) clear space in between

mada logo and contactless wave will be horizontal and vertical aligned center with the surface area with (X) clear space around

Schemes logo should fit in scheme logo area

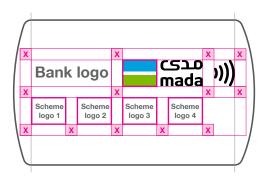
The bank logo height should not exceed the height or width of mada logo as shown

### mada only sticker

The template featured provides information and positioning of the elements and the basic layout principles specific to the format.

### **Template details**

100% for mada mada logo with 'X' Clear space mada logo Plus (Accepted here) with clear space in between and around as shown



### Sticky Tags

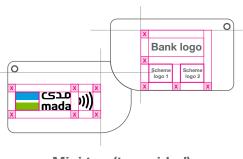


mada logo is our measuring unit minimum size is 21mm (logo) contactless wave should always be with mada logo on the right side aligned top and bottom with mada logo with minimum (X) clear space in between

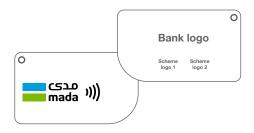
mada logo and contactless wave will be horizontal and vertical aligned center with the surface area with (X) clear space around

Schemes logo should fit in scheme logo area

The bank logo height should not exceed the height or width of mada logo as shown



Mini tag (two-sided)

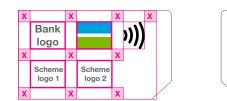


mada logo is our measuring unit minimum size is 21mm (logo) contactless wave should always be with mada logo on the right side aligned top and bottom with mada logo with minimum (X) clear space in between

mada logo and contactless wave will be horizontal and vertical aligned center with the surface area with (X) clear space around

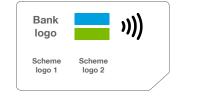
Schemes logo should fit in scheme logo area

The bank logo height should not exceed the height or width of mada logo as shown





SIM chips





Some changes will apply when using different backgrounds and materials.

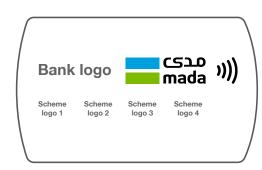
### Light background

should always include mada logo with black wordmark (text)

### Dark background

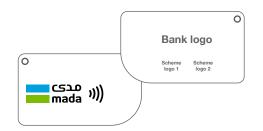
should always include mada logo with white wordmark (text)

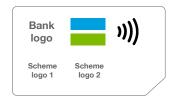
logo can be printed, engraved, embossed etc. but it must be clear and legible to the consumer. on some very small form factors, use of the minimum logo size or contactless Indicator size might not be feasible. In these circumstances, smaller sizes may be used, subject to mada Business Development Team review and approval.













For more information about mada non cards design and product specifications, please refer to mada technical book or contact mada certification center.



## mada ATM Branding

ATM terminal. mada logo placement.

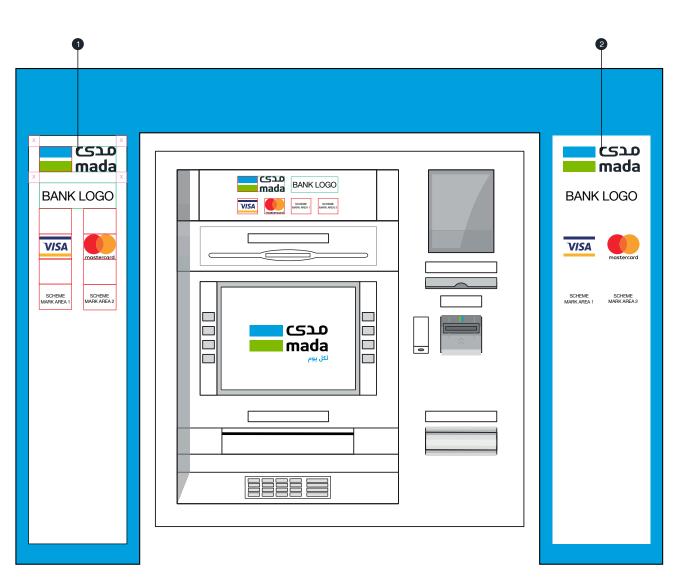


ATM terminal. (Option 01)

mada logo should appear in the center of the ATM screen. The logo width should be 60% of the width of the screen.

The mada logo application: 1. The mada logo in a white box. 2. The mada logo on a white background.

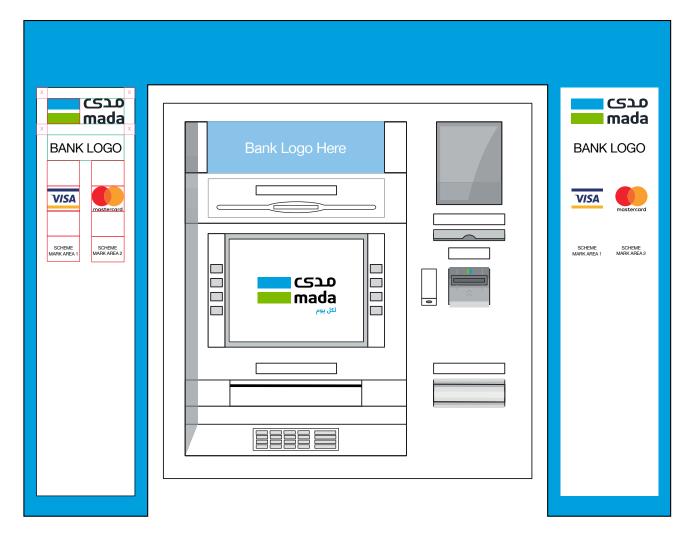
The mada logo and symbol placement options.



ATM terminal. (Option 02)

mada logo should appear in the center of the ATM screen. The logo width should be 60% of the width of the screen.

mada logo placement options.

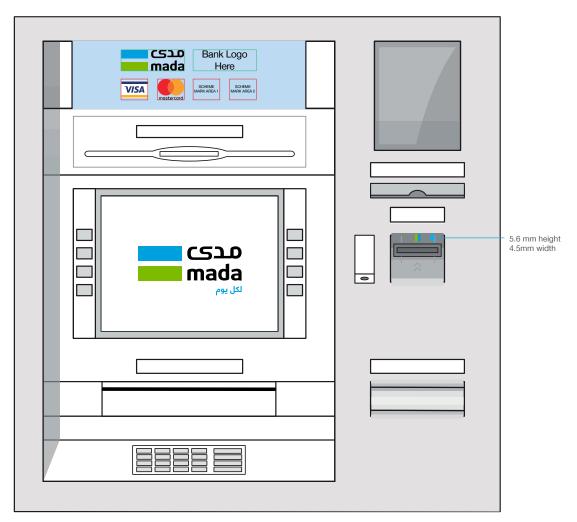


ATM terminal. (Option 03) in branch standalone ATM

The mada symbol should be aligned to the size and placement of the symbol as it appears on the card.

Height of mada symbol in a white box is 5.6 mm.

mada logo and symbol placement options.



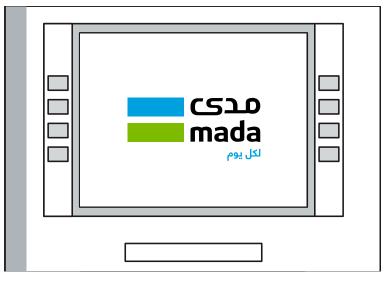
### Standby mode

mada logo should appear in the center of the ATM screen. The logo width should be 60% of the width of the screen.

Thanking mode

A thanking message (as shown) to appear after transaction is complete

### Standby mode



### Thanking mode



ATM terminal. mada symbol placement detail.

The symbol should be applied to the ATM just above the card insertion area and applied as a hard durable sticker where possible. Alternately, painted on if the bank can maintain high quality production and match exact dimensions.

The mada symbol should be aligned to the size and placement of the symbol as it appears on the card.

Height of mada symbol is 5 mm.

Height of mada symbol in a white box is 5.6 mm.



# mada ATM Receipt

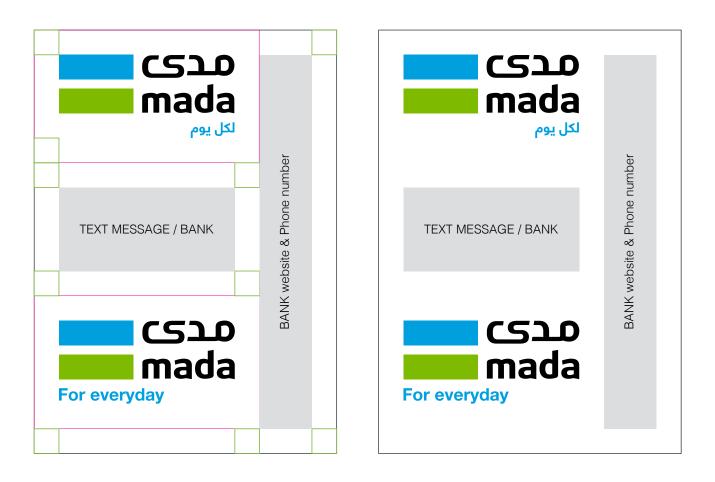
### back receipt

mada logo (colored) on the middle with 'X' clear space around.

Note: mada logo visibility is mandatory, therefore using mada colors (Green & Blue) is prohibited for this item.

### Front receipt

Please refer to mada technical book ATM section or contact mada certification center.



# mada **Drive-thru** ATM Branding

mada logo is our measuring unit

Minimum size is 35cm (logo) as shown and the guidelines apply

mada logo will be horizontal and vertical aligned center with the signage surface area with (X) clear space around as shown

Some changes will apply when using different backgrounds.

### White background

should always include mada logo with black wordmark (text)

### **Black background**

should always include mada logo with white wordmark (text)





Two faces signage shaping a rectangular box, with mada logo on both sides with (X) clear space around, and a minimum sides width of an (X) clear space as shown

### White background

should always include mada logo with black wordmark (text)

### Black background

should always include mada logo with white wordmark (text)

### mada logo on 2 faces

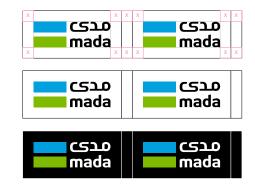








### Flat Design



Three faces signage shaping a cubical box, with mada logo on three sides with (X) clear space around space as shown

### White background

should always include mada logo with black wordmark (text)

Black background should always include mada logo with white wordmark (text)

### mada logo on **3 faces**

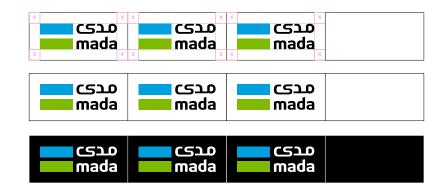








### Flat Design



### mada logo on 4 faces

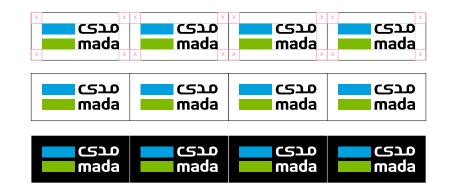








### Flat Design



Material

Backlight box, printed or 3D logo







### 13mada TAWASUL TEAM

### mada TAWASUL TEAM

Our logo is the centrepiece that our identity evolve around.

Logo is the only constant element.

By dissecting our logo we develop multi measurement units.

The logo width is reflected by 'A' The symbol width is reflected by 'B' The symbol height is reflected by 'C' The height of the green area of the symbol is reflected by 'X' as shown.

Х

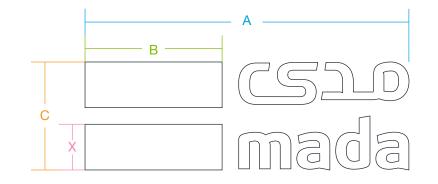
Clear

Space

The clear space area is equivalent to 'X' as shown.

(TAWASUL TEAM) area is equivalent to 'AxC' as shown.

Tawasul Team also being referred to as mada Development Quality Team (MDQT) is a special team part of an organization appointed by SAMA to monitor and improve mada service standards across bank ATMs and POS terminals by site visits to locations. The team's role includes, but not limited to, the verification of all the branding and merchant set ups, quality of service, and other principles as per the instructions set by SAMA.





### T- shirts

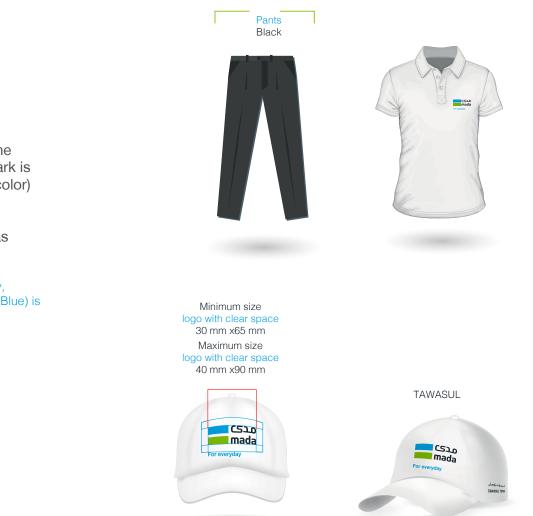
Polo shirt style - mada logo (colored) on left front, TAWASUL TEAM wordmark always in capital letters (black color) on left sleeve botton as shown.

Minimum and maximum sizes as shown.









### Hats

Pants

Black

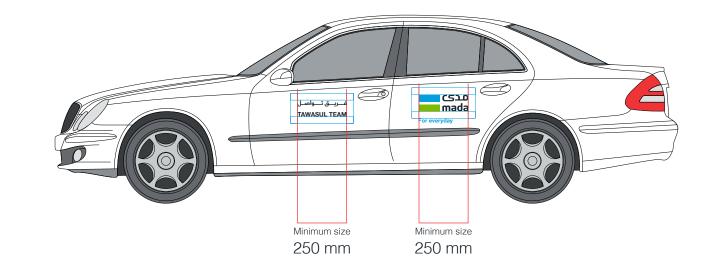
Hat - mada logo (colored) on the front, TAWASUL TEAM wordmark is always in capital letters (black color) on left side as shown.

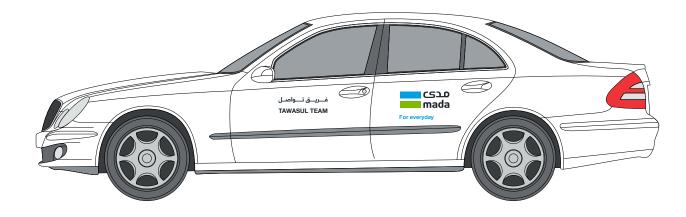
Minimum and maximum sizes as shown.

### Cars

mada logo (colored) on the front doors with 'X' clear space around, TAWASUL TEAM wordmark is always in capital letters (black color) on the back doors as shown.

Minimum size as shown





### mada TAWASUL TEAM

### Duffle Bag/Backpack

mada logo (colored) on the Biggest surface of the bag with 'X' clear space around, TAWASUL TEAM wordmark is always in capital letters (black color) below mada logo.

In case it should be placed next to mada logo, mada logo should always be on the left side.

Minimum size as shown







### Pens/Notebook

### Notebook

mada logo (colored) on top left with 'X' clear space around, TAWASUL TEAM wordmark is always in capital letters (black color) top right aligned centered with mada logo as shown.

### Pens

mada logo should always be on top.

Minimum size as shown

Note: mada logo visibility is mandatory, therefore using mada colors (Green & Blue) is prohibited for this item.

and the later		
		فــريــق ئـــوامىل TAWASUL TEAM



20mm



### 14 Verchant Service Provider

### mada Merchant Service Provider

Our logo is the centerpiece that our identity evolve around.

Logo is the only constant element.

By dissecting our logo we develop multi measurement units.

The logo width is reflected by 'A' The symbol width is reflected by 'B' The symbol height is reflected by 'C' The height of the green area of the symbol is reflected by 'X' as shown.

Х

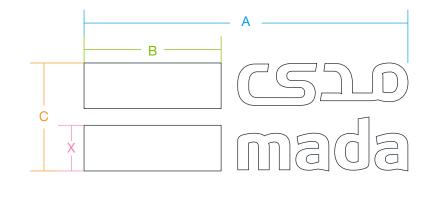
Clear

Space

The clear space area is equivalent to 'X' as shown.

(MSP logo) area is equivalent to 'AxC' it should fit in height or width as shown.

A Merchant Service Provider (MSP) is an organization or agent that provides a full suite of merchant services and support within the context of POS installation and on-going maintenance. MSP supports and manages a bundled service to include ,but not limited, POS devices, connectivity, call center, monitoring systems, mada POS standard requirements, and mada brand guideline requirements. This agent is nominated by one of the acquiring banks in the KSA where it should be registered and approved by SAMA before being allowed to provide such commercial activity.



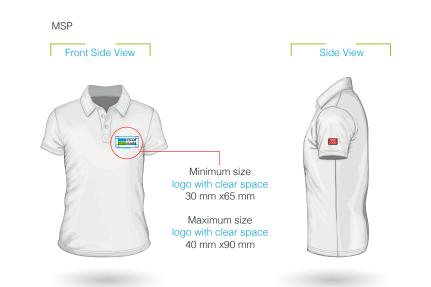




### T- shirts

Polo shirt style - mada logo (colored) on left front, MSP logo (colored) on left sleeve button as shown.

Minimum and maximum sizes as shown.









### Hats

Pants

Black

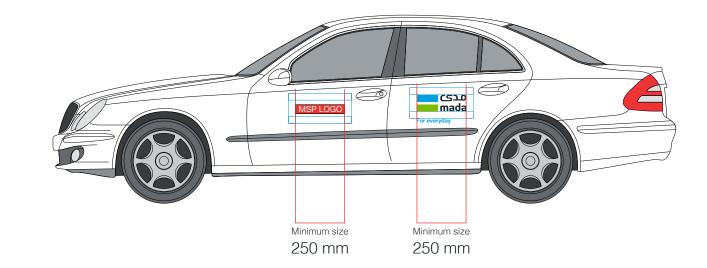
White Hat - mada logo (colored) on the front, MSP logo (colored) on left side as shown.

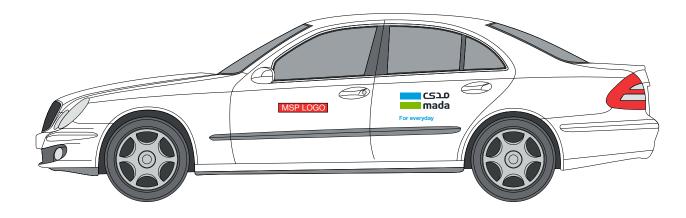
Minimum and maximum sizes as shown.

### Cars

mada logo (colored) on the front doors with 'X' clear space around, MSP logo (colored) on the back doors as shown.

Minimum size as shown





### **Duffle Bag/Backpack**

mada logo (colored) on the Biggest surface of the bag with 'X' clear space around, MSP logo (colored) below mada logo.

In case it should be placed next to mada logo, mada logo should always be on the left side.







### Pens/Notebook

### Notebook

mada logo (colored) on top left with 'X' clear space around, MSP logo (colored) top right aligned centered with mada logo as shown.

### Pens

mada logo should always be on top.

Minimum size as shown

Note: mada logo visibility is mandatory, therefore using mada colors (Green & Blue) is prohibited for this item.

		1100		
			MSP LOGO	



20mm



