Brand
Guidelines
Manual

csɔc مدى
mada

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
The first payment choice in the Kingdom

MISSION
Facilitating electronic payments that
benefit all stakeholders

Internal

Values
Accessible — Secure
Progressive — Responsible

External

Promise
The most convenient way to pay

Value propositions
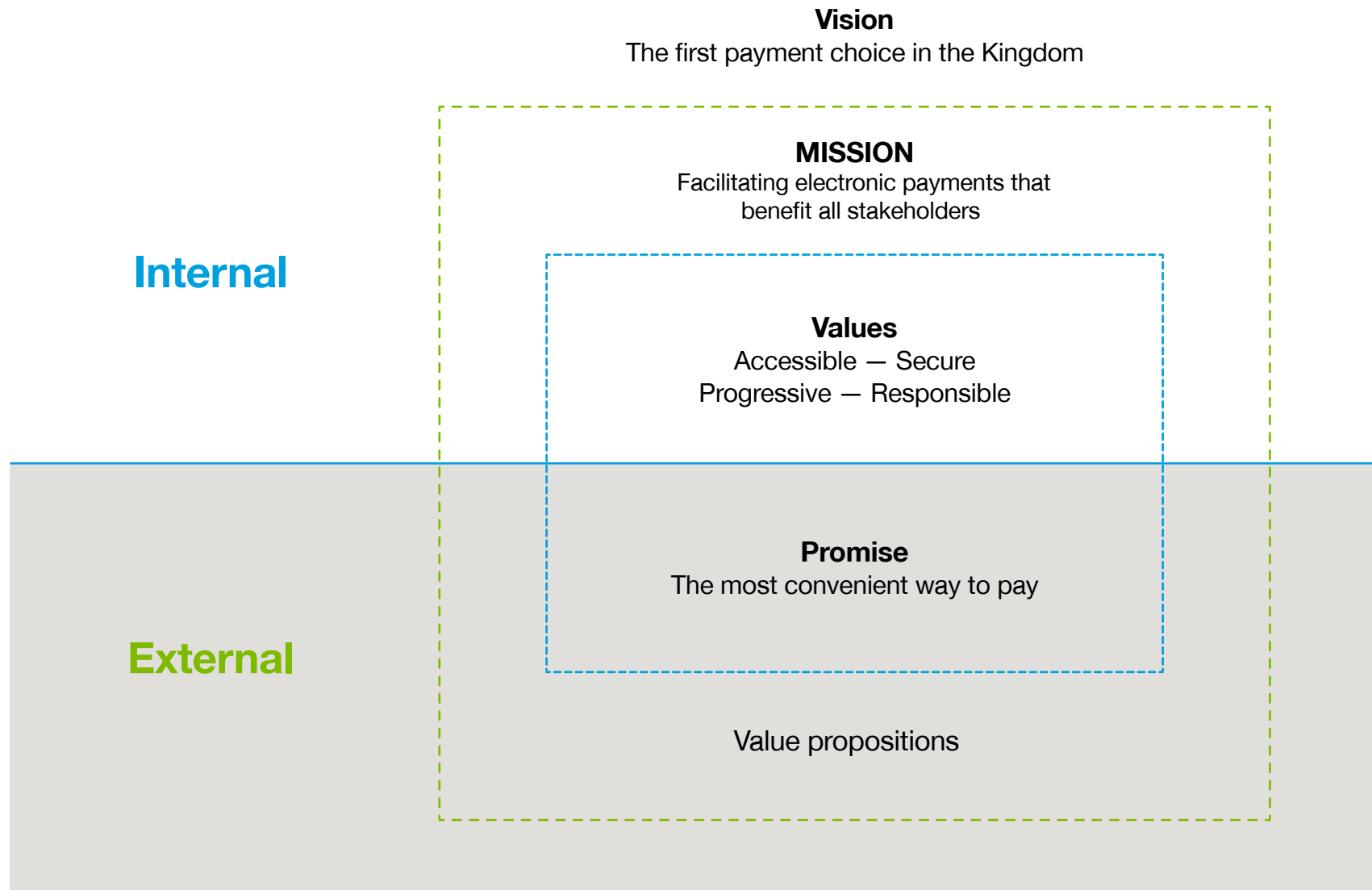
Banks — Increased consumer loyalty through a halo of innovation via mada.

Wider Society — Job creation, national pride and economic efficiency.

Terminal Vendors — 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.**
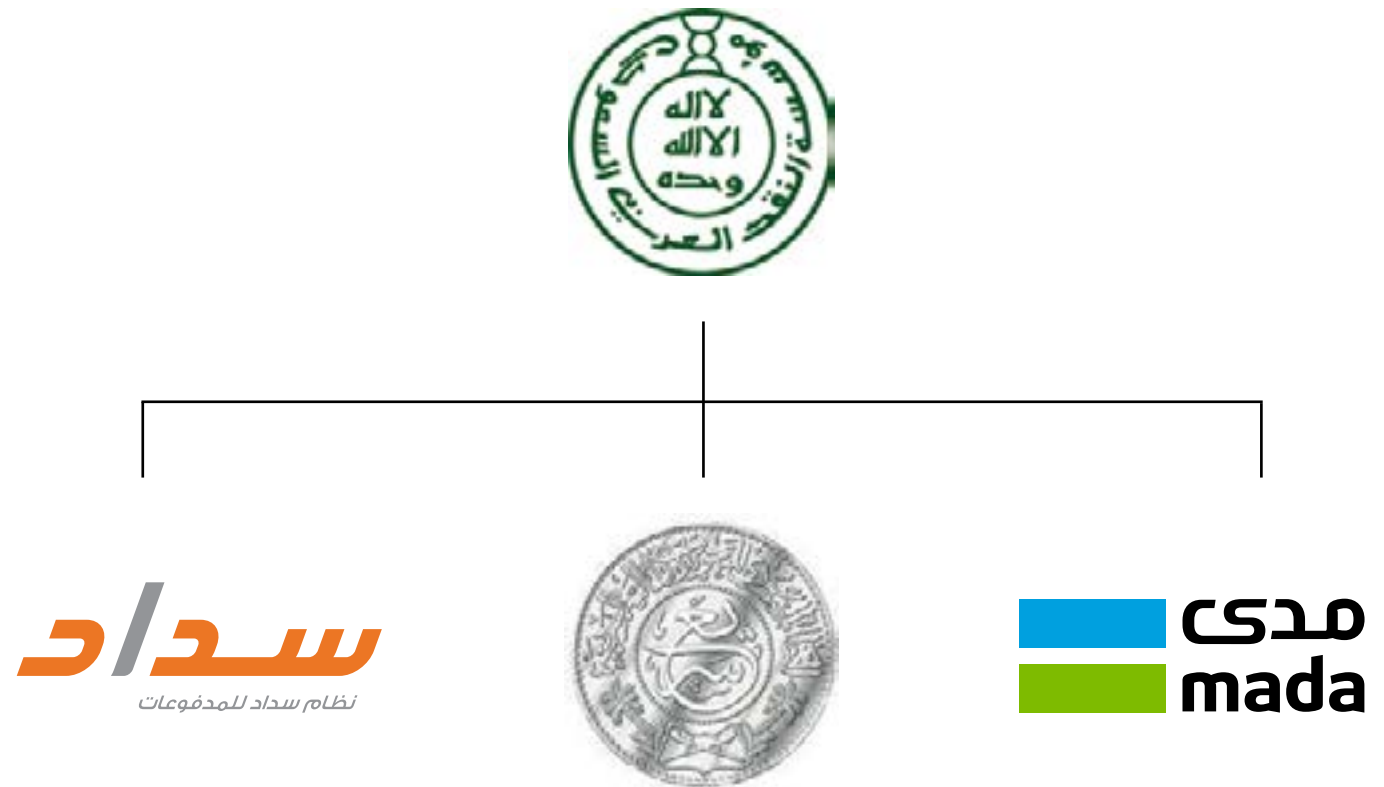
02
mada Brand Architecture

mada is a Driver Master Brand

The Masterbrand drives all the products/ services underneath
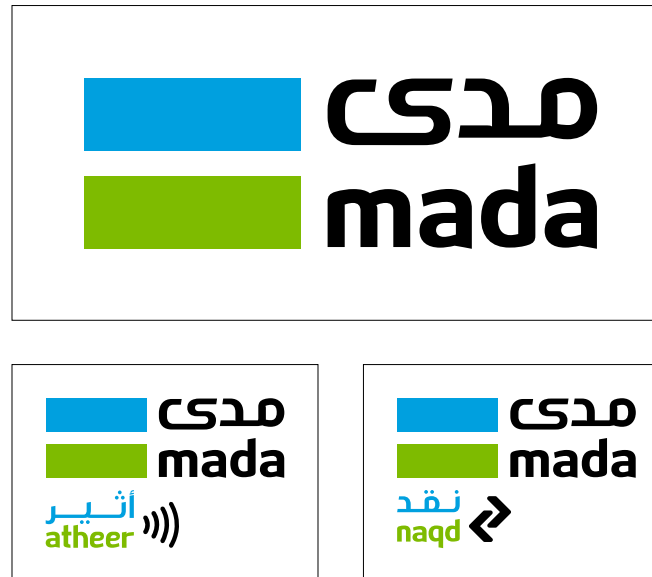
What's a Driver Masterbrand

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

mada naqd

High level implications

Builds Masterbrand Equity

Distinct brand messages across target segments

mada provides the halo around the product line description that leads to customer clarity on offering
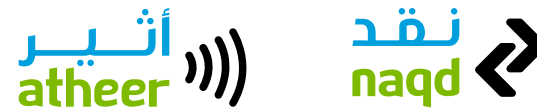
descriptive or generic name

03
mada
Brand Identity

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.

Logo

مدى

mada

Symbol

Wordmark

Please Note:
Always use approved
master artwork.

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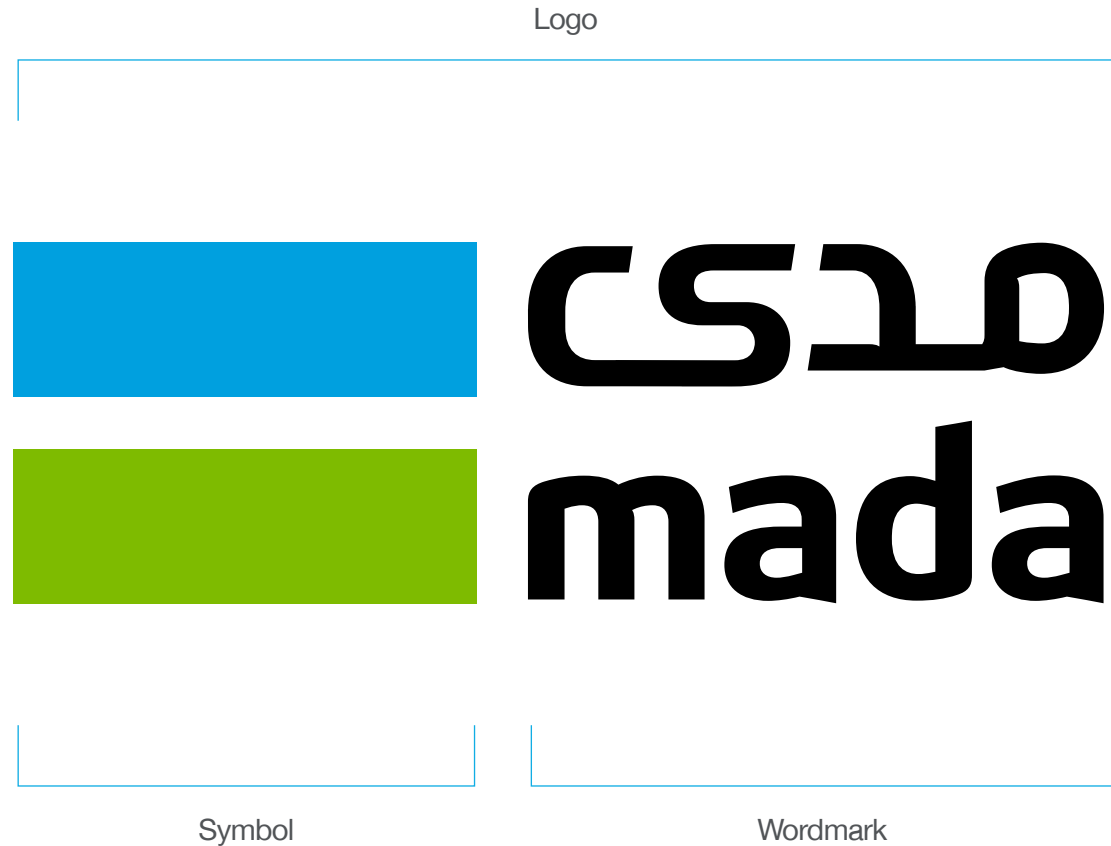
Our logo proportion is:
Width equal three times the Height as shown

1X3

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

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.

Logo

D = 1/ 3 X

20 mm

Symbol
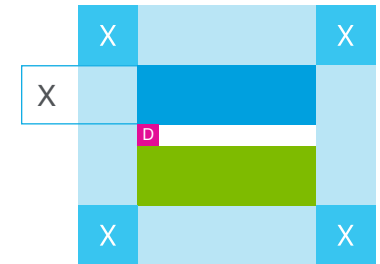
D = 1/ 3 X

5 mm

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.

Logo

D = 1/ 3 X

= 1/ 2 D

7.68 mm

21 mm

Symbol

D = 1/ 3 X

= 1/ 2 D

4.5 mm
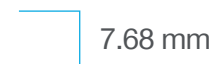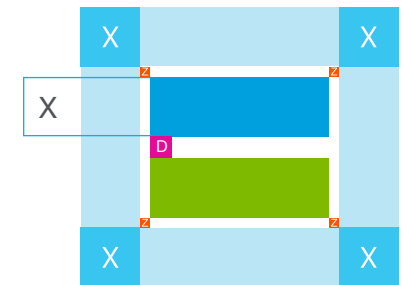
5.6 mm

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.

Please Note:
Always use approved
master artwork.

01. Color with white wordmark

02. Single color — White

03. Single color — Black

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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
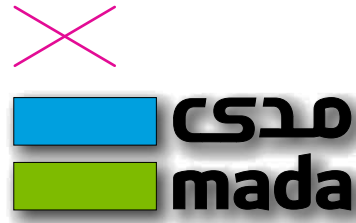
DO NOT alter the proportions

DO NOT alter the spacial relationship

DO NOT alter the scale of individual elements

DO NOT rotate (other than 90°)

DO NOT change the color
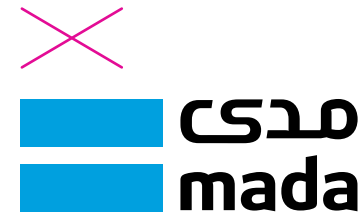
DO NOT distort the logo

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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
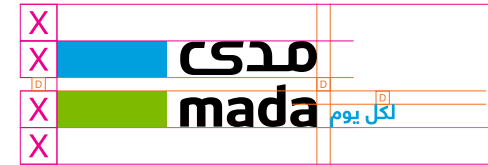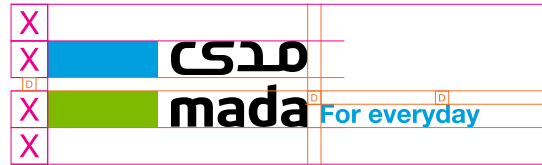
slogan below

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 12 columns
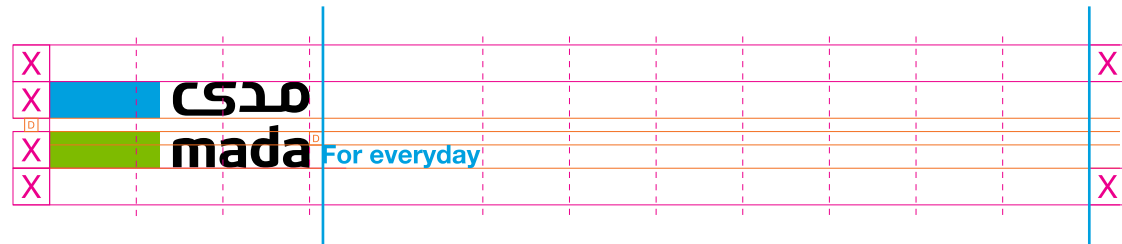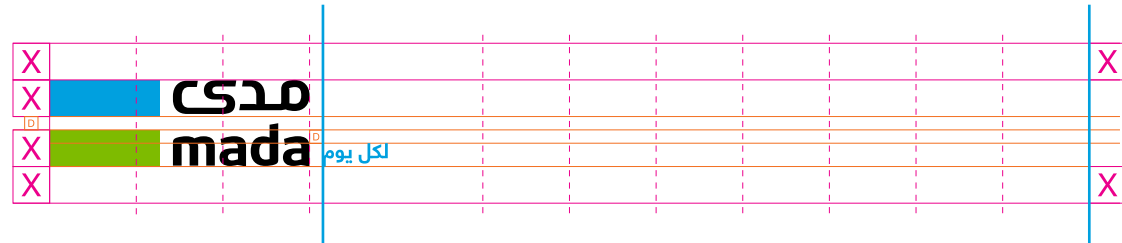
Template 6 columns

Placment Temp.x6

24
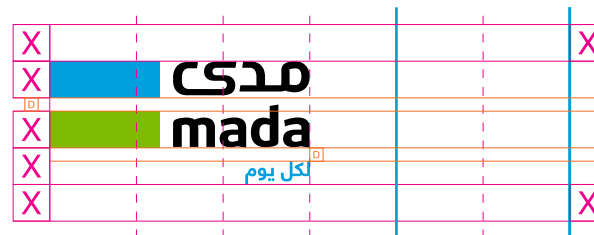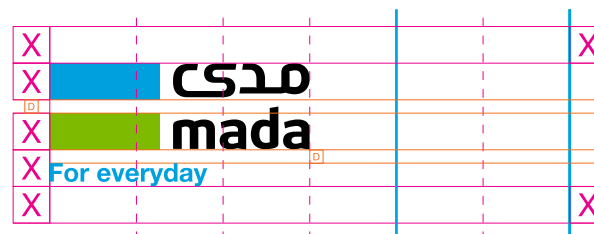
**mada logo and slogan placement
with attribute icon**

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

25
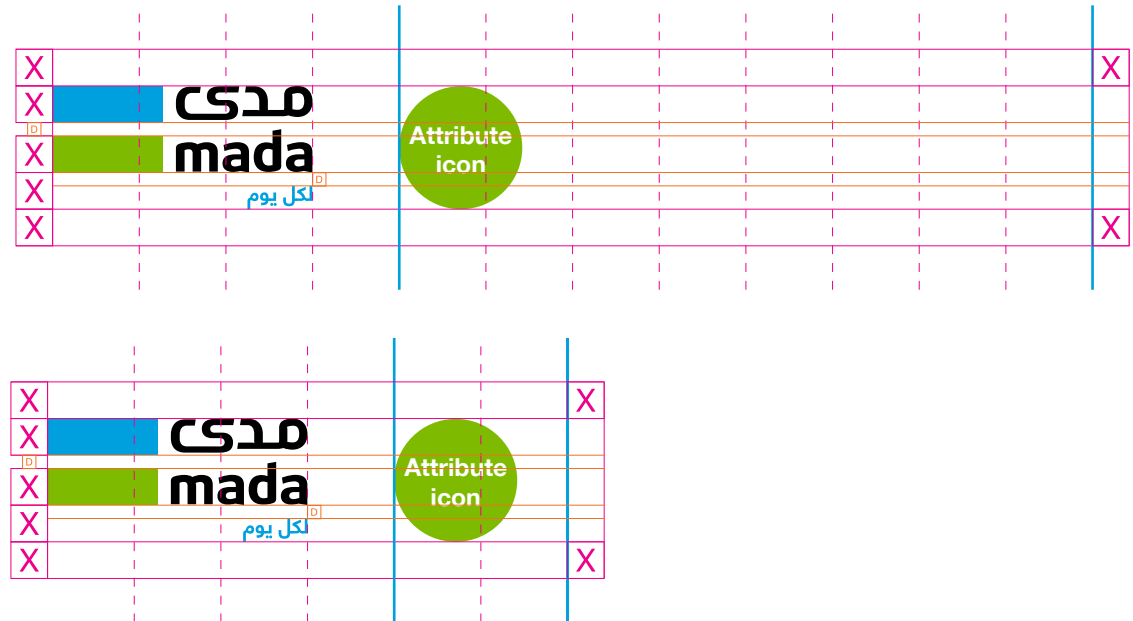
All the colors in our palette should be reproduced in print as Pantone® spot colors where possible, otherwise in CMYK.

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

Pantone® standards are shown in the current editions of the Pantone Color Publications.

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

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

هيلفيتكا
نويا
أرابيك

لايت
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

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 ك ل
م ن ه هـ و ي ى لا
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

أ ب ت ث ج ح خ د ذ ر ز س ش
ص ض ط ظ ع غ ف ق ك ك ل
م ن ه هـ و ي ى لا
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

مدى لكل يوم
mada for everyday

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

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.
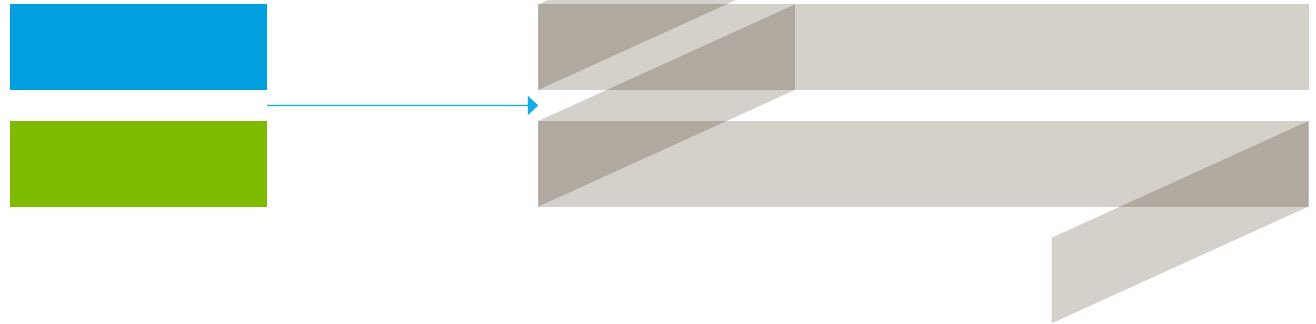
Graphic line — single color

Graphic line — full color

34

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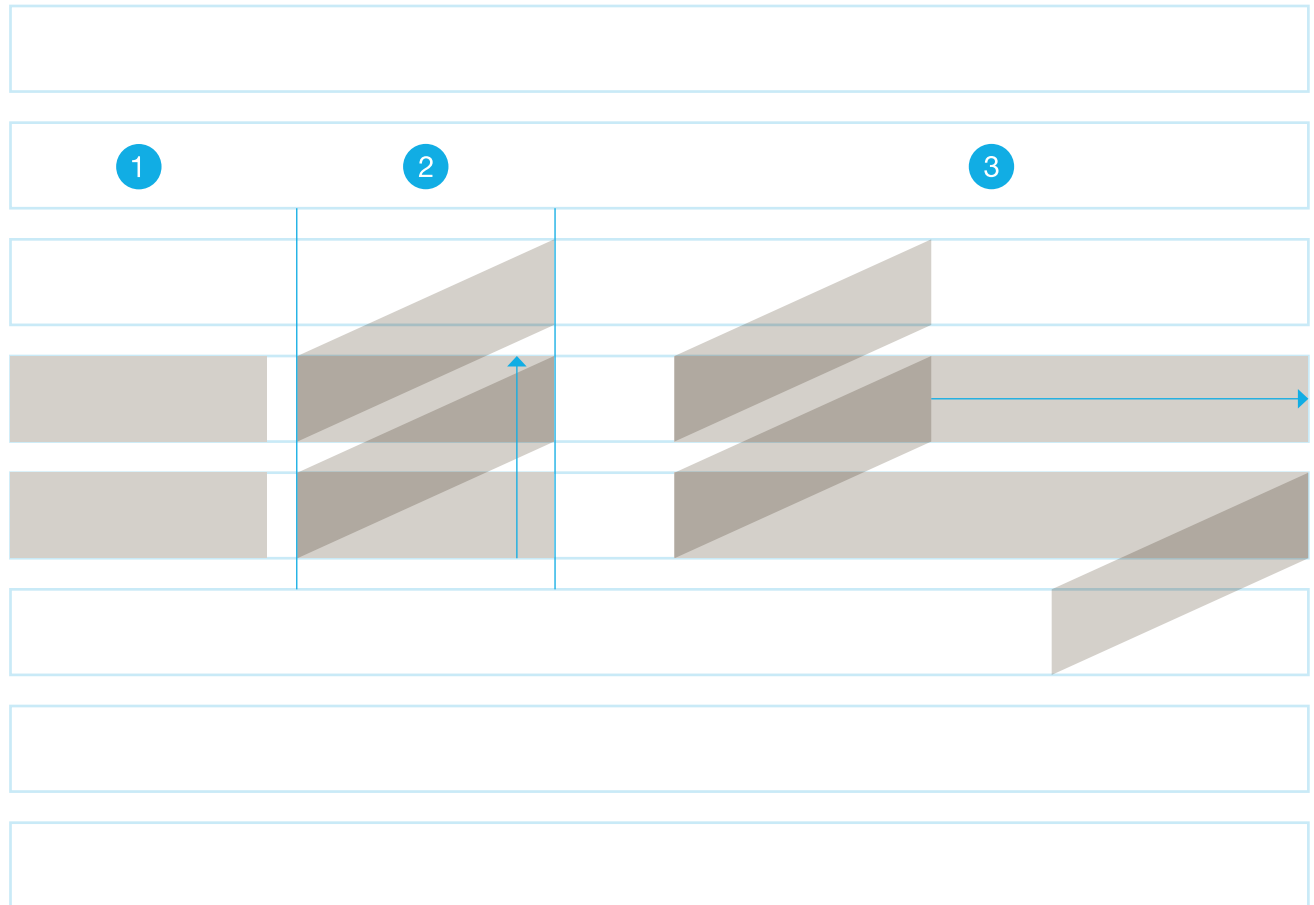
When you are applying the graphic
line to a design, we recommend
that you scale it so that it is applied
within the document margins at
a width of 2 X for portrait formats,
based on the width 'X' of the symbol
within the graphic line, and 3 X for
landscape formats.

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.

**Portrait
2 X**
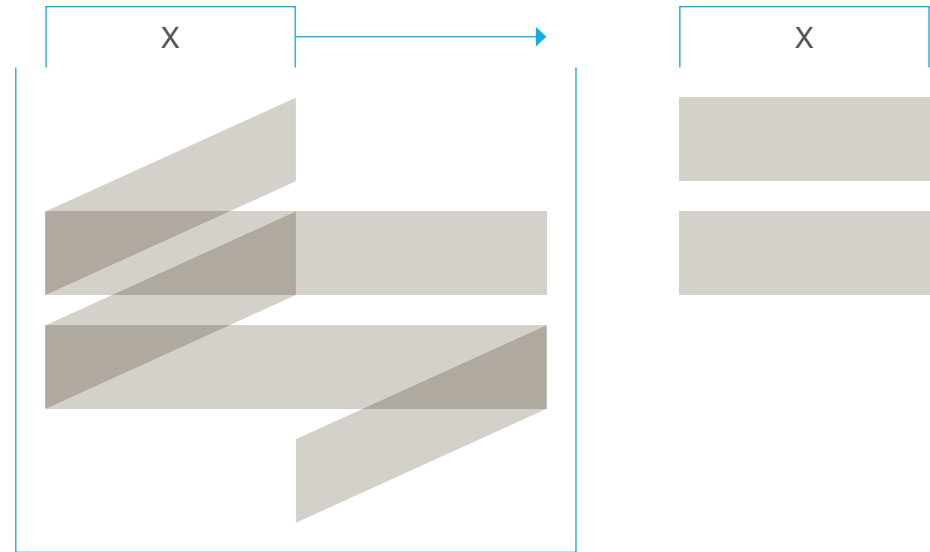
**Landscape
3 X**
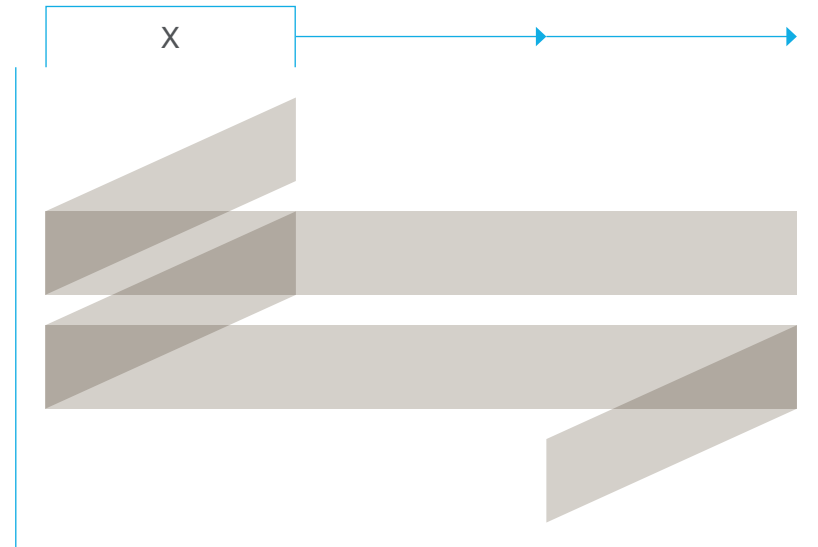
Please Note:
Always use approved
master artwork.

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.

05
mada
ATL Templates

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

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.
X = Margin defined by publication artwork requirements.
Document width is divided into 12 columns within the page margin.
F= 1 column
Document height is divided into 5 rows.
Y= 1 row
D= space between blue and green part of brand mark
the blue strip line between visual and template = 1/2 D

X
X

4 Y

1/2 D

1 Y

طريقة عرض العنوان
"طريقة عرض العنوان"

خدمة مدى* للدفع الالكتروني تمنحك مزيداً من الأمان والمرونة المالية بمميزات صممت لتواكب احتياجاتك عند التسوق والشراء.

استخدم بطاقة مدى للدفع الالكتروني اليوم وكل اليوم.

*مدى هي الهوية الجديدة للنسخة المطورة من الشبكة السعودية للمدفوعات.

مدى
لكل يوم mada

X
X
X

3 F   1 F   8 F

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

We recommend that the Headline sits within the top rows.

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طريقة عرض العنوان

4 Y

1 Y

1/2 D

خدمة مدى للدفع الالكتروني تمنحك مزيداً من الامان والمرونة المالية بمميزات صممت
لتواكب احتياجاتك عند التسوق والشراء.

استخدم بطاقة مدى المصرفية واستفد من العروض الترويجية البنكية.*

سرعة

*تواصل مع بنكك للتعرف على المزيد من التفاصيل حول العروض الترويجية لبطاقة مدى المصرفية

مدى
mada
لكل يوم

3 F   1 F   8 F

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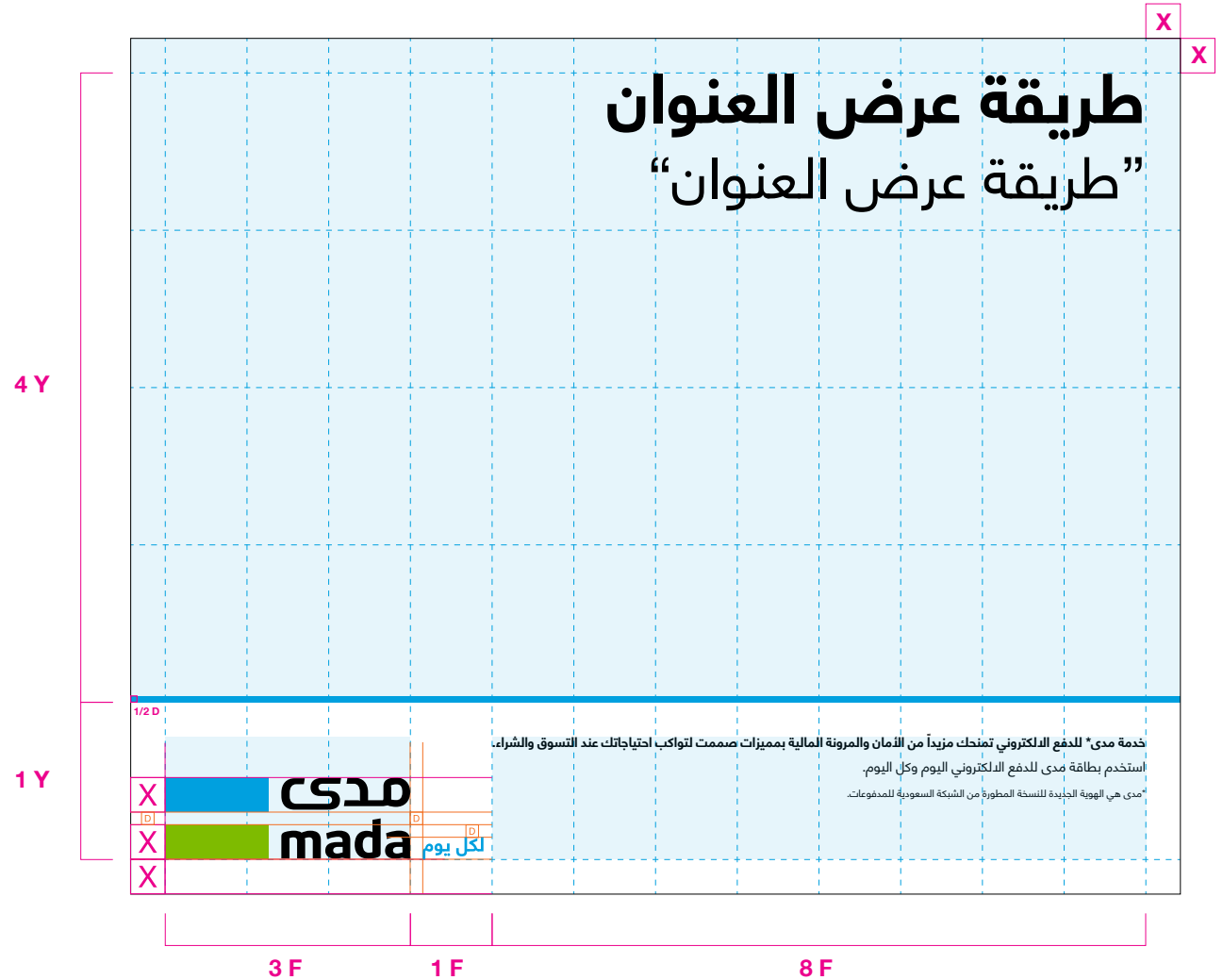Document width is divided into 12 columns within the page margin.
F= 1 column
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Y= 1 row
D= space between blue and green part of brand mark
the blue strip line between visual and template = 1/2 D

طريقة عرض العنوان

4 Y

1/2 D

1 Y

خدمة مدى للدفع الإلكتروني

X
X مدى
X mada لكل يوم
X

3 F   1 F   8 F

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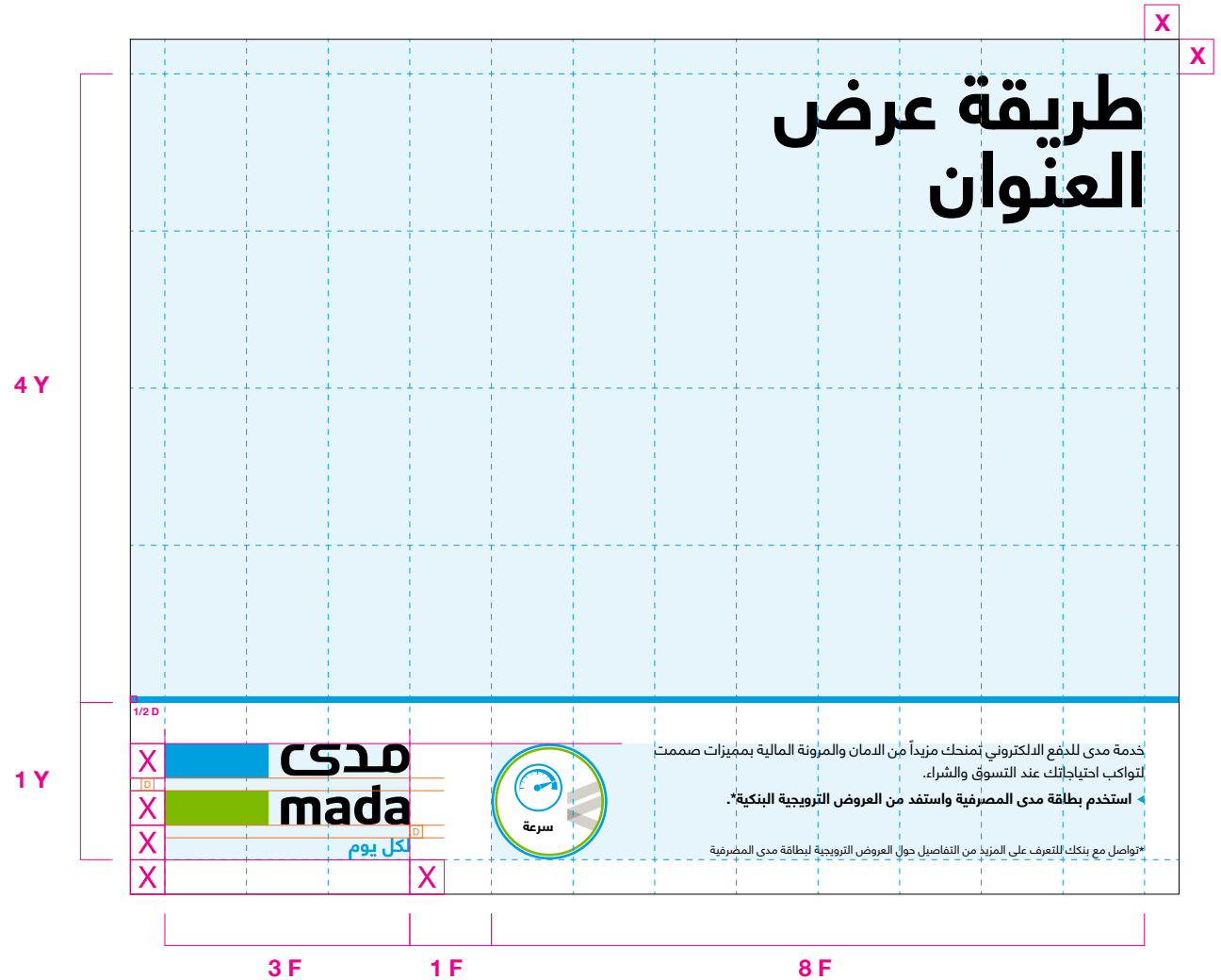Document width is divided into 12 columns within the page margin.
F= 1 column
Document height is divided into 5 rows.
Y= 1 row
D= space between blue and green part of brand mark
the blue strip line between visual and template = 1/2 D

طريقة عرض العنوان

4 Y

1 Y

1/2 D

مدى
mada
لكل يوم

سرعة

خدمة مدى للدفع الإلكتروني

3 F   1 F   8 F

42

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

We recommend that the Headline sits within the top rows.

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Template details.
X = Margin defined by publication artwork requirements.
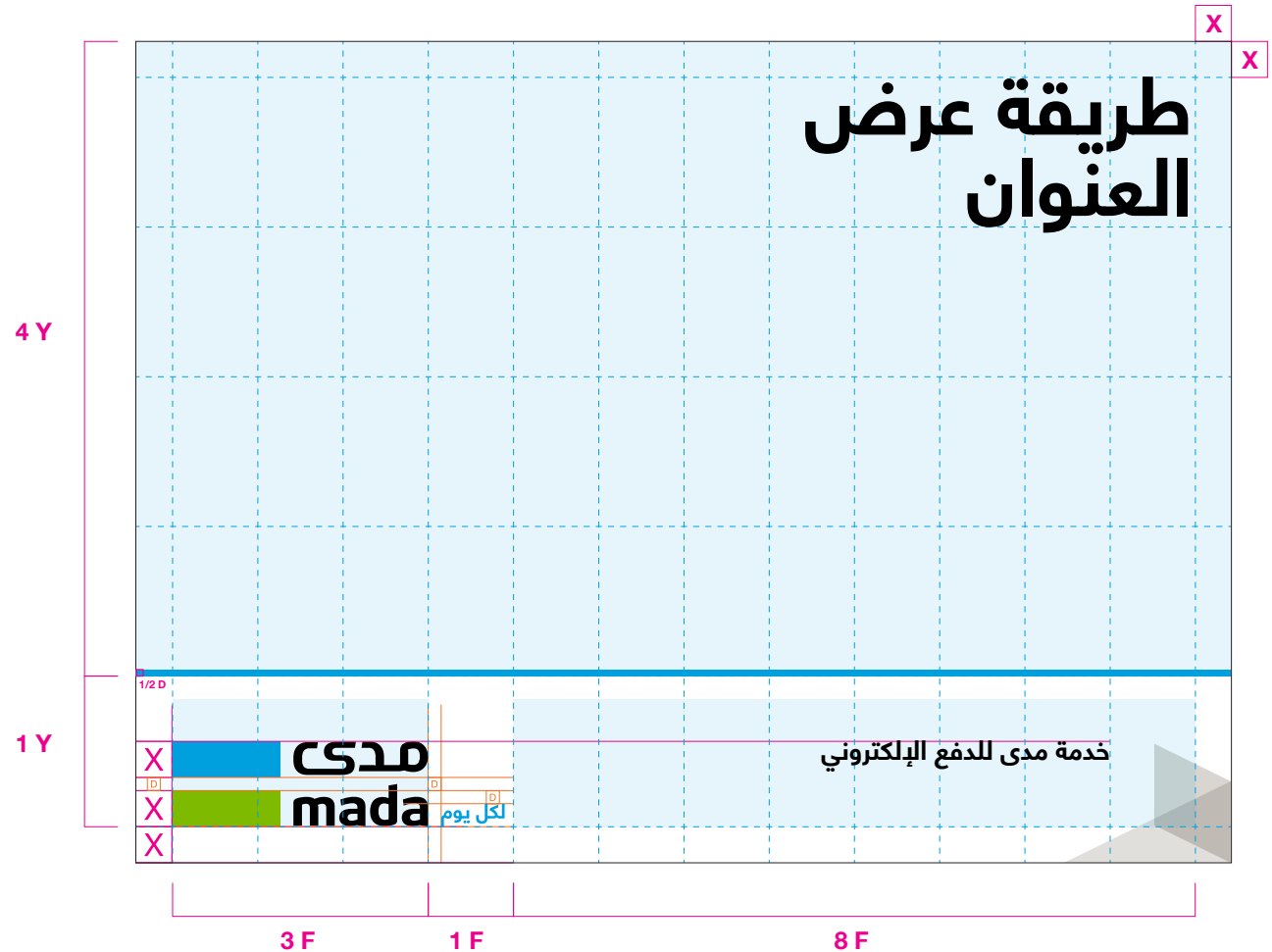Document width is divided into 6 columns within the page margin.
F= 1 column
Document height is divided into 5 rows.
Y= 1 row
D= space between blue and green part of brand mark
the blue strip line between visual and template = 1/2 D

طريقة عرض العنوان

خدمة مدى
للدفع الإلكتروني

مدى
mada
كل يوم

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Template details.
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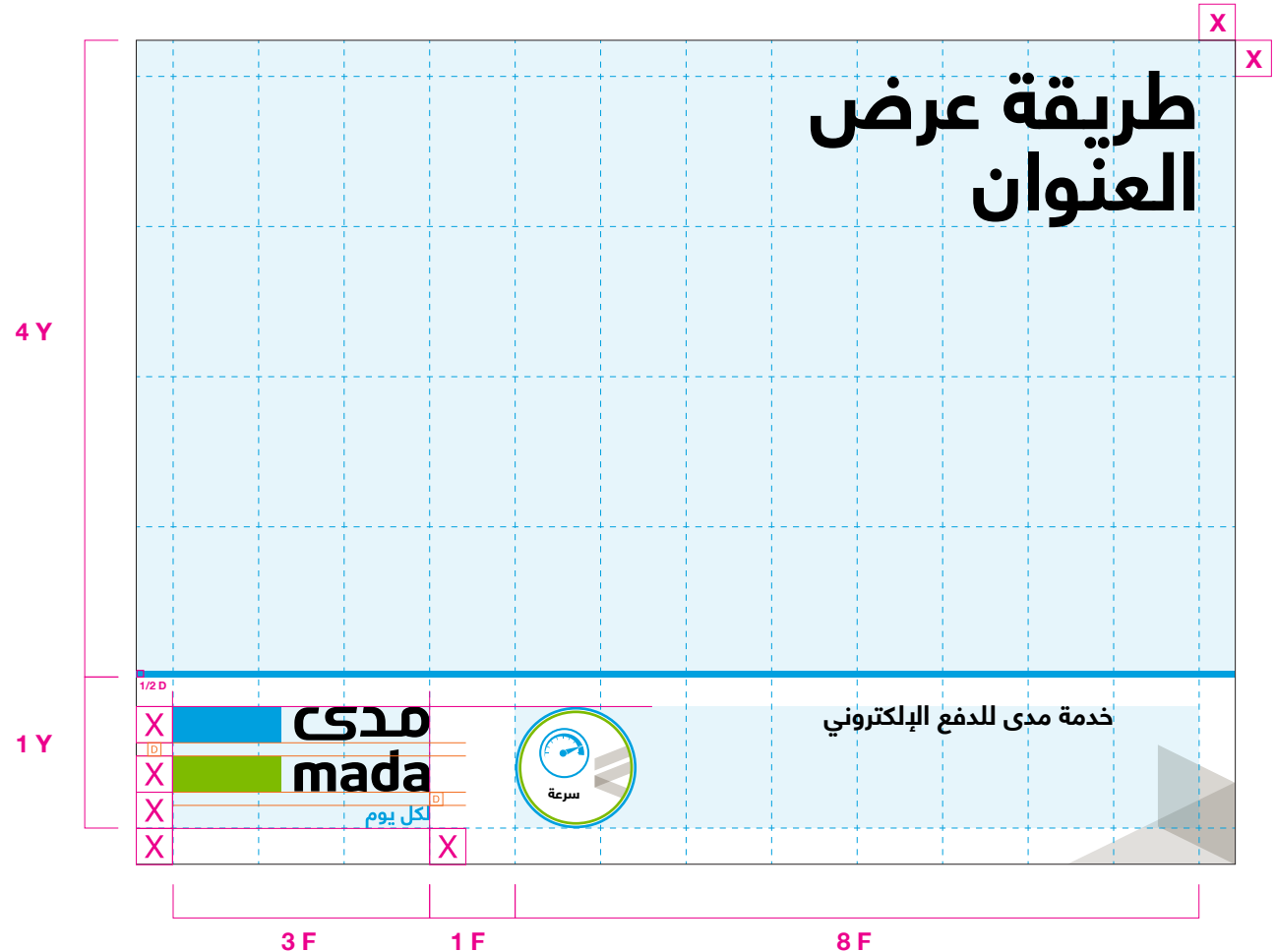Document width is divided into 6 columns within the page margin.
F= 1 column
Document height is divided into 5 rows.
Y= 1 row
D= space between blue and green part of brand mark
the blue strip line between visual and template = 1/2 D

طريقة عرض العنوان

3.5 Y

1/2 D

استخدم بطاقة مدى المصرفية اليوم وكل يوم

1.5 Y

مدى
mada
لكل يوم

سهولة

3 F   F   2 F

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

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.
X = Margin defined by publication artwork requirements.
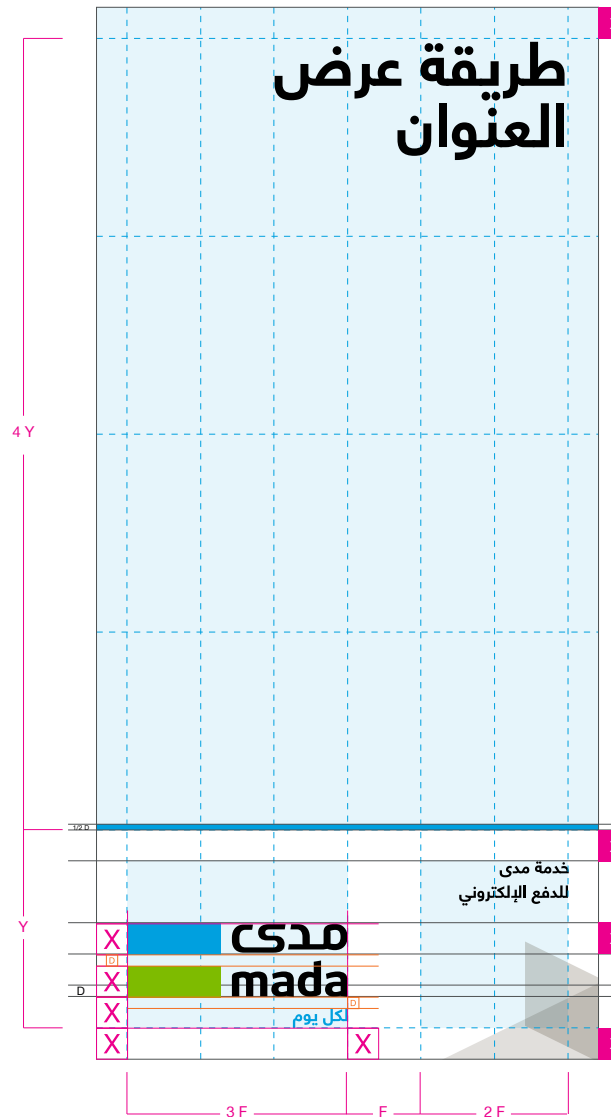Document width is divided into 12 columns within the page margin.
F= 1 column
Document height is divided into 5 rows.
Y= 1 row
D= space between blue and green part of brand mark
the blue strip line between visual and template = 1/2 D

طريقة عرض العنوان

خدمة مدى للدفع الإلكتروني

مدى

mada لكل يوم

4 Y

1/2 D

Y

D

X

X

X

3 F

8 F

45

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

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Template details.
X = Margin defined by publication artwork requirements.
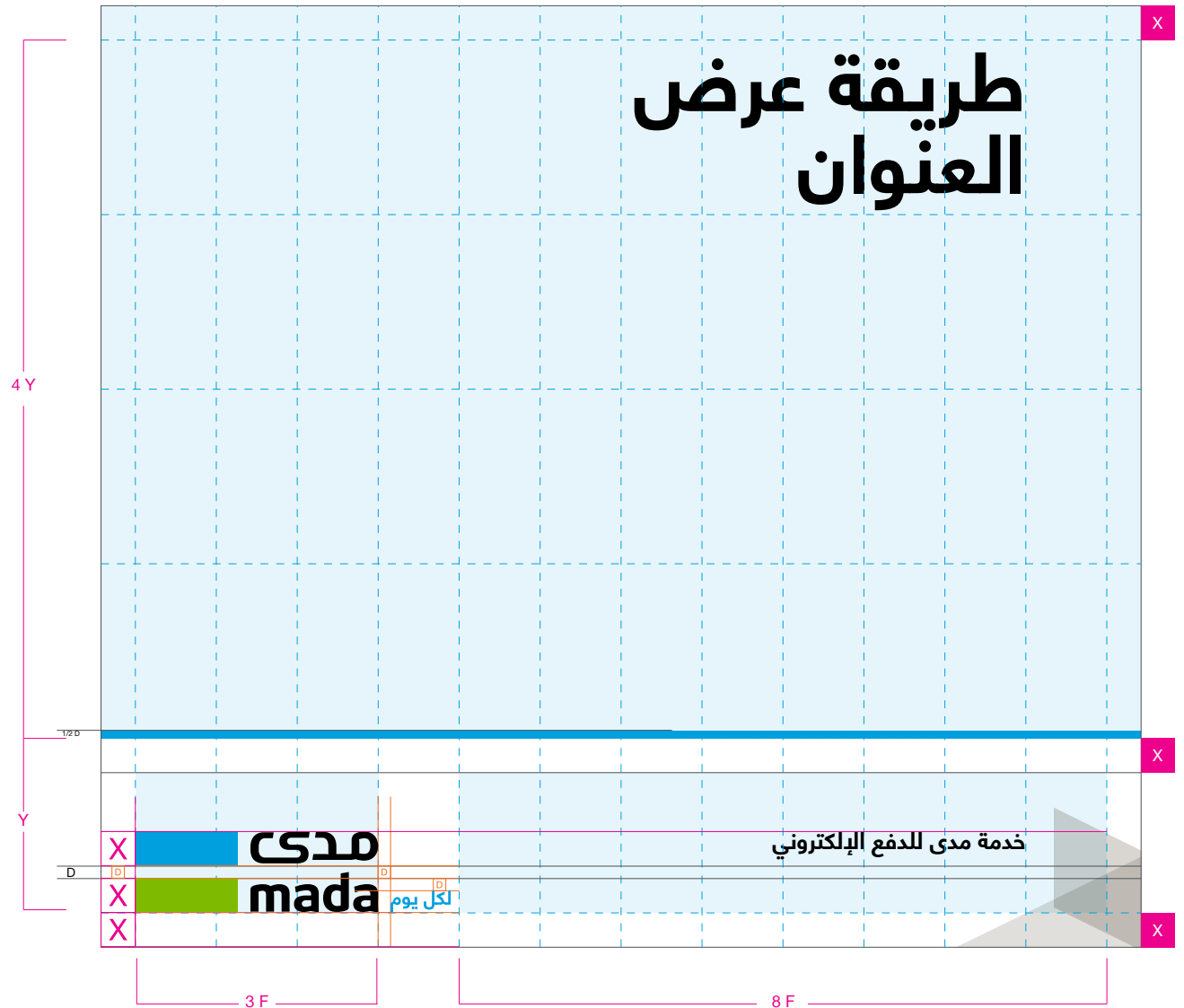Document width is divided into 12 columns within the page margin.
F= 1 column
Document height is divided into 5 rows.
Y= 1 row
D= space between blue and green part of brand mark
the blue strip line between visual and template = 1/2 D

طريقة عرض العنوان

X

1/2 D

3.5 Y

استخدم بطاقة مدى المصرفية اليوم وكل يوم

X

1.5 Y

X
X
X
X

مدى
mada
لكل يوم

سهولة

X

3 F

8 F

06
mada
TTL Templates

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

مدى
mada لكل يوم

🌐 www.mada.com.sa
🐦 @mada

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

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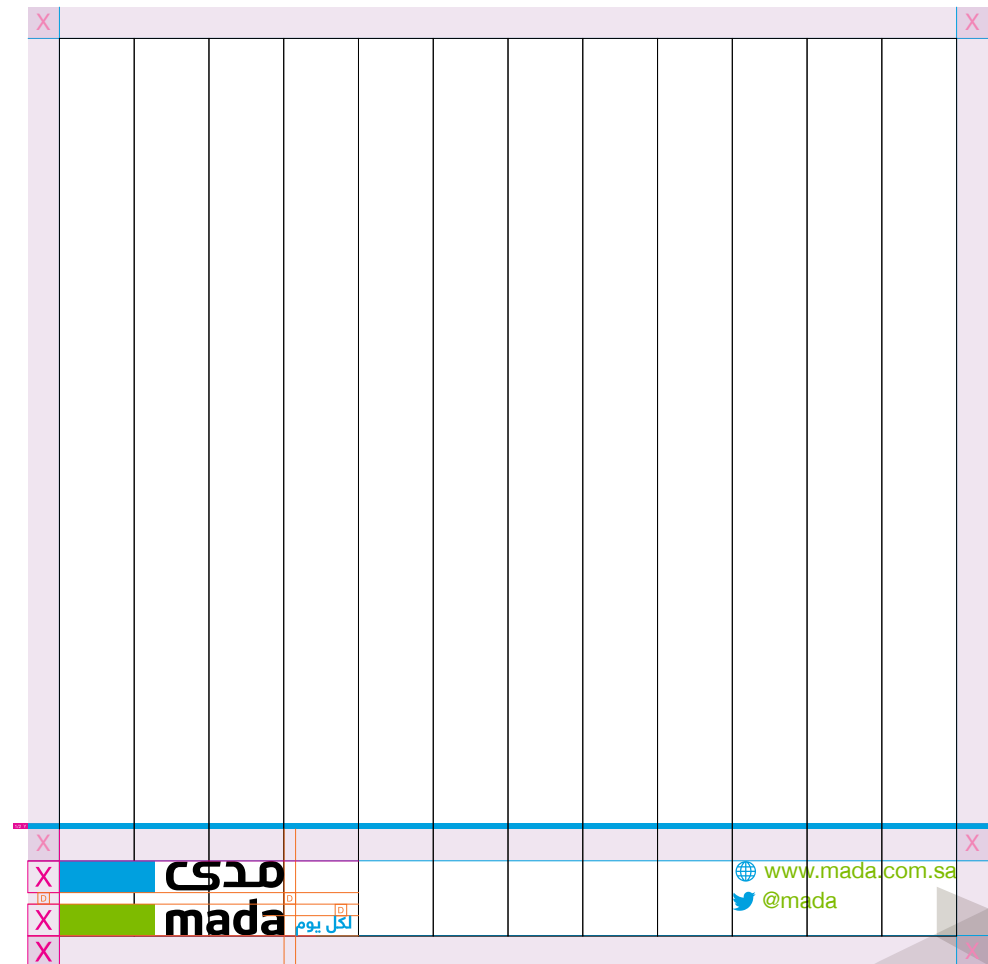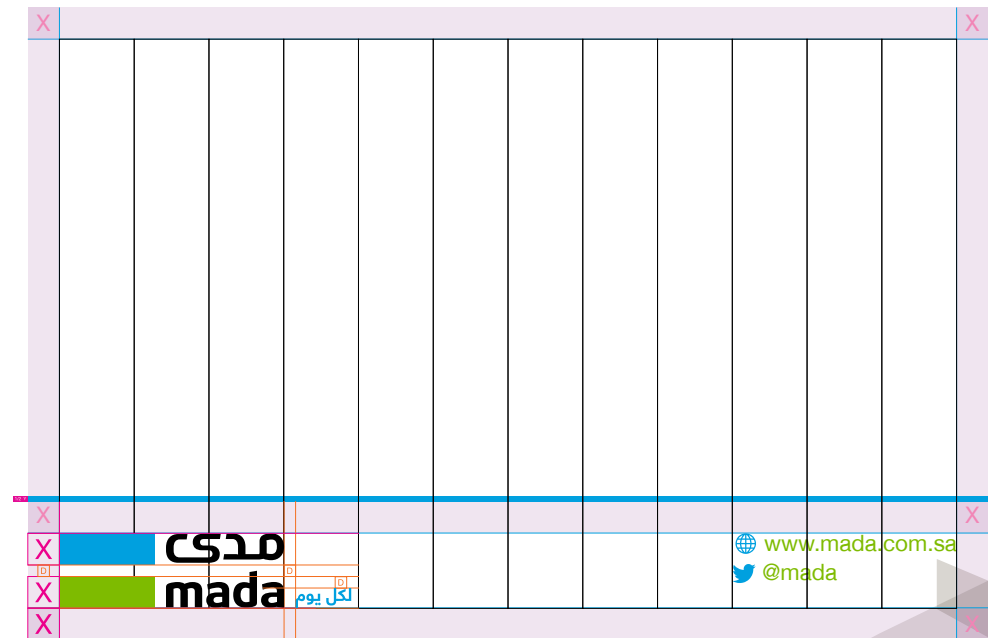
Template details:
X = Margin defined by publication artwork requirements.
Document width is divided into 6 columns within the page margin.
D= space between blue and green part of mada symbol
the blue strip line between visual and logo area = 1/2 D

www.mada.com.sa
@mada

مدى
mada
لكل يوم
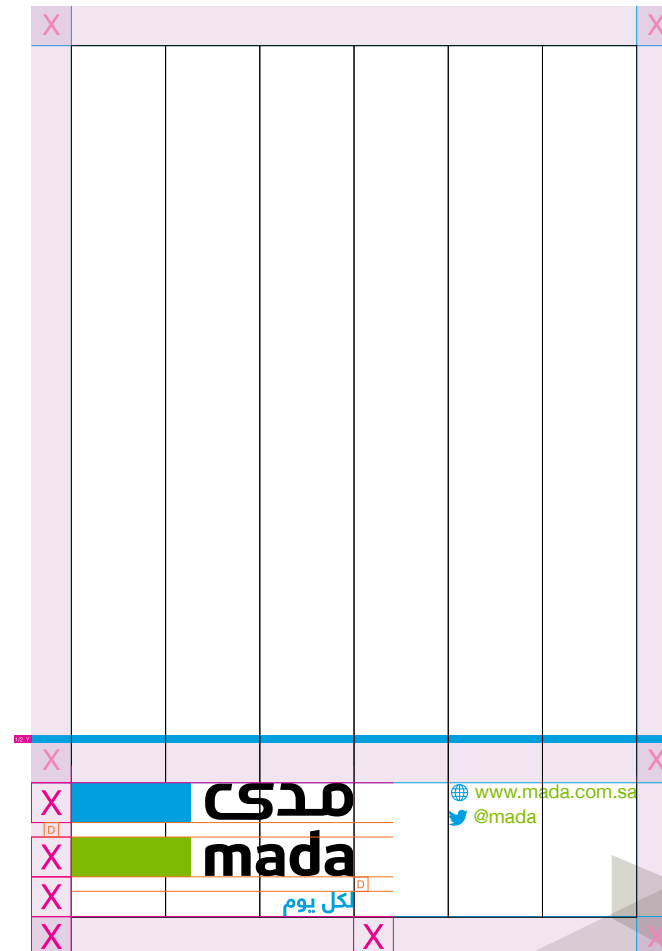
07
mada
BTL

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.

Flags.

Flags.

08
mada
Co-branding

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

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.

عندي مدى
لأنها الأسرع

Partner or Bank Logo

Partner or Bank Logo

Partner or Bank Logo

خدمة مدى للدفع الالكتروني تمنحك مزيداً من الامان والمرونة المالية
بمميزات صممت لتواكب احتياجاتك عند التسوق والشراء

◄ استخدم بطاقة مدى المصرفية واستفد من العروض الترويجية البنكية*.

*تواصل مع بنكك للتعرف على المزيد من التفاصيل حول العروض الترويجية لبطاقة مدى المصرفية

مدى
mada
لكل يوم

4 Y

1 Y

1/2 D

D

D

X

X

3 F 1 F 8 F

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

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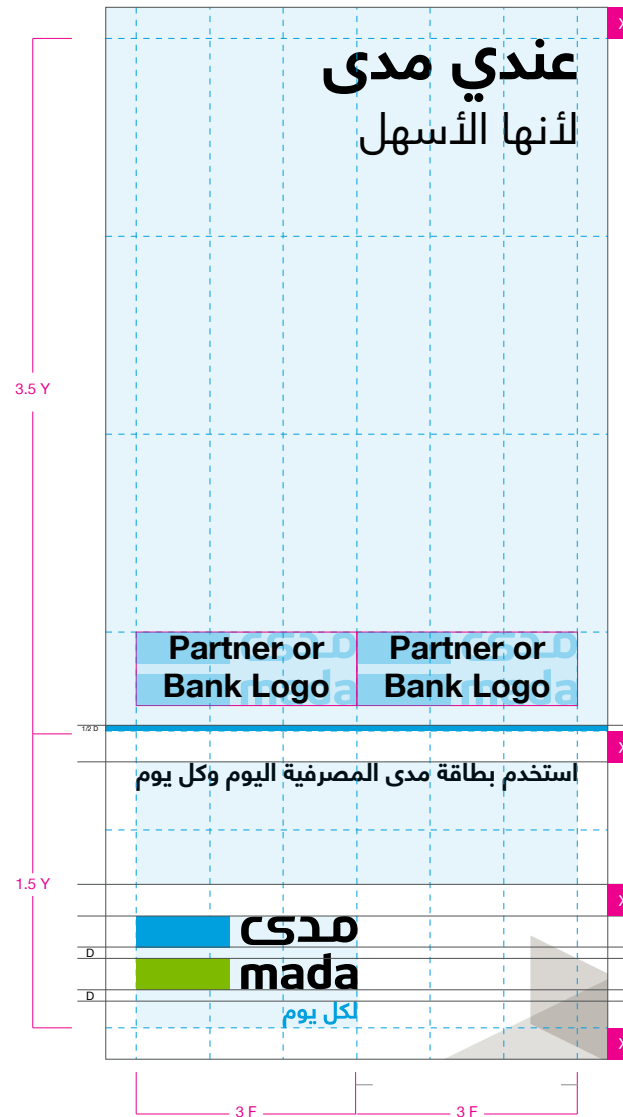
A DL insert template is available which provides information and positioning of the elements and the basic layout principles specific to the format.

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.
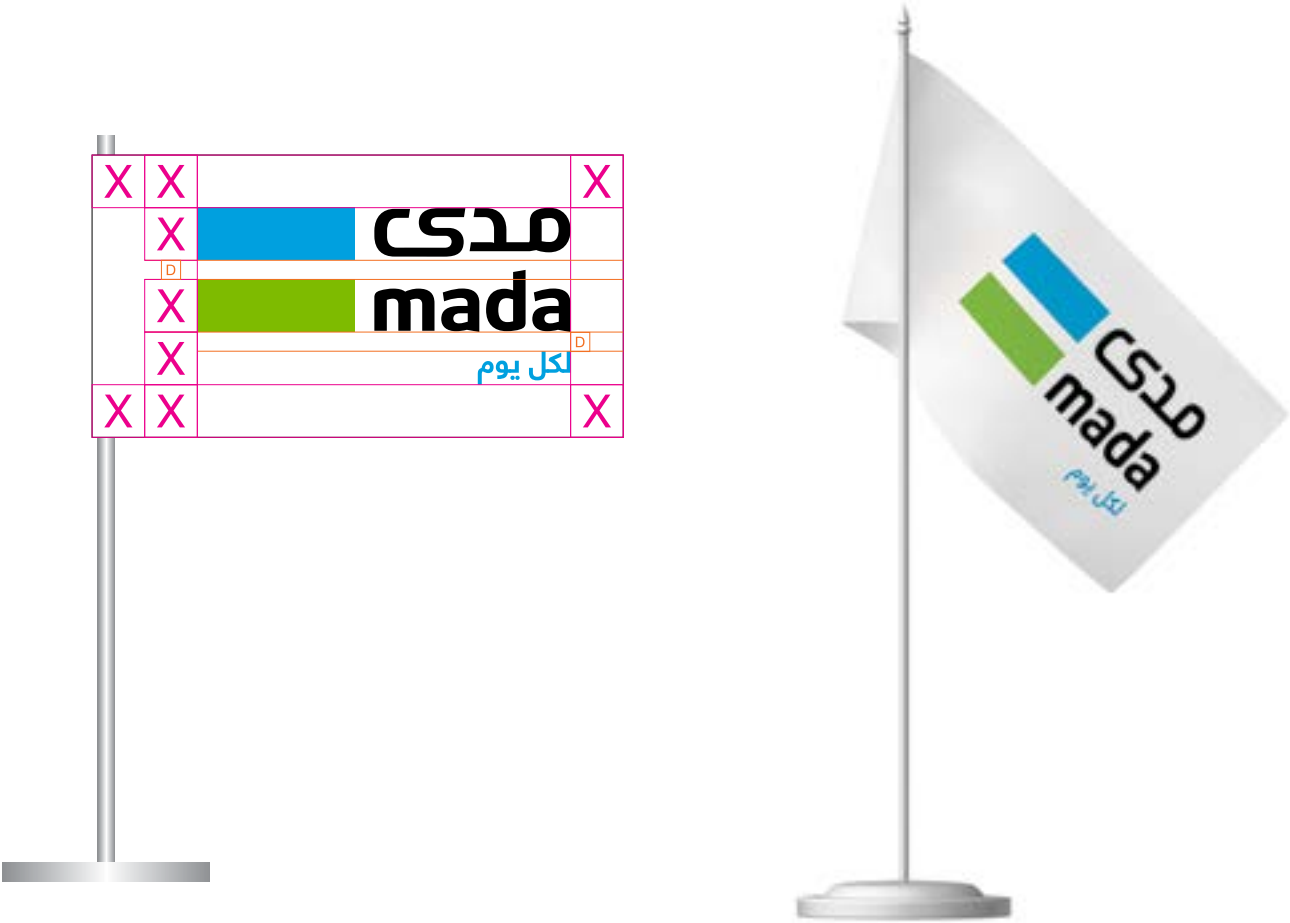
لق إنشاء تحضر العنام العناصة لالصوص.

Lorem ipsum dolor sit amet.

Partner or Bank Logo

Partner or Bank Logo

Partner or Bank Logo

Partner or Bank Logo

مدى
mada

لكل يوم

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

C

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

Name Surname
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
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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
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packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem
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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.

Yours Sincerely

Name Here

مؤسسة النقد العربي السعودي. الإدارة العامة لنظم المدفوعات، صندوق بريد ٢٩٩٢، الرياض ١١١٦٩، هاتف ٣٠٠٠ ٤٨٣ ١١ ٩٦٦+، فاكس ٢٩٦٦ ٤٦٦ ١١ ٩٦٦+
Saudi Arabian Monetary Agency, General Department of Payment Systems, PO Box 2992, Riyadh 11169, Telephone +966 11 483 3000, Fax +966 11 466 2966

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

Name Surname
Brand Union
43rd Floor Tower B. Business Central Towers
Dubai Media City
PO Box 74021. Dubai UAE

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Yours Sincerely

Name Here

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Saudi Arabian Monetary Agency, General Department of Payment Systems, PO Box 2992, Riyadh 11169, Telephone +966 11 483 3000, Fax +966 11 466 2966

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

مدى
mada

Mohammed Abdullah
Business Development Manager

Saudi Arabian Monetary Agency, General
Department of Payment Systems
mohammed.abdullah@mada.sa
Telephone +966 11 463 3000

مدى
mada

محمد عبد الله
مدير تطوير الأعمال

مؤسسة النقد العربي السعودي
الإدارة العامة لنظم الدفع
mohammed.abdullah@mada.sa
هاتف +966 11 463 3000

مدى
mada

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مدى
mada

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الإدارة العامة لنظم الدفع
mohammed.abdullah@mada.sa
هاتف +966 11 463 3000

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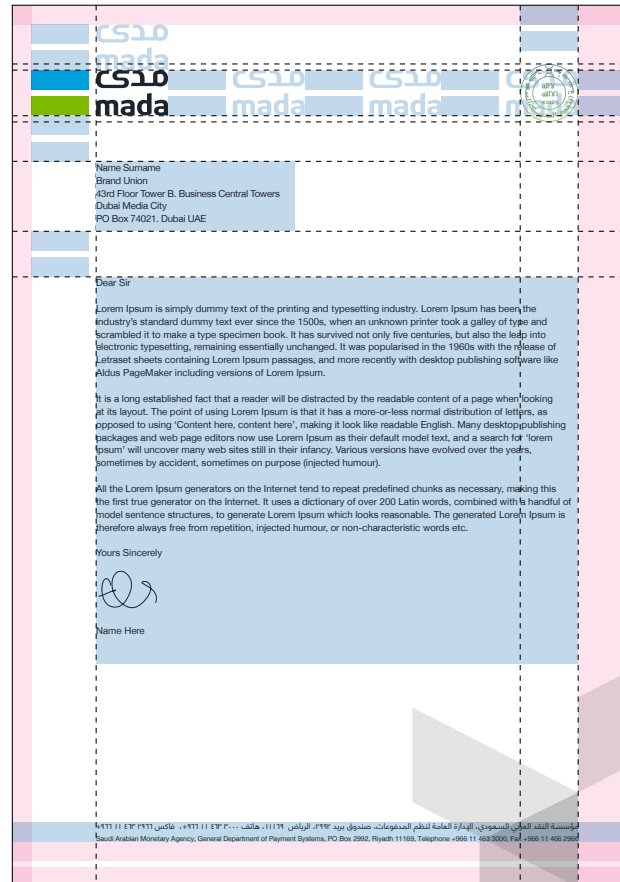
The template featured provides information and positioning of the elements and the basic layout principles specific to the format.

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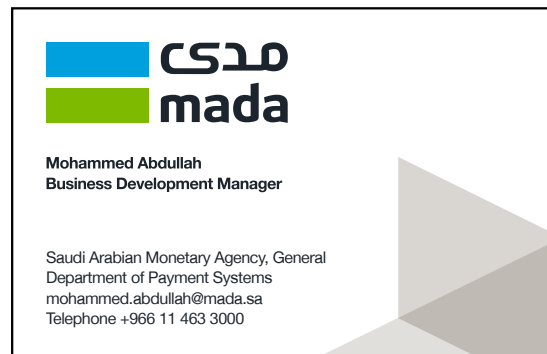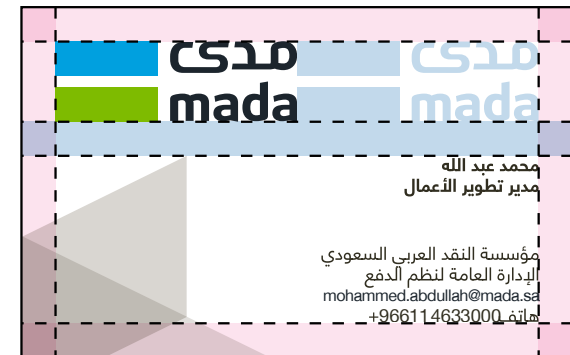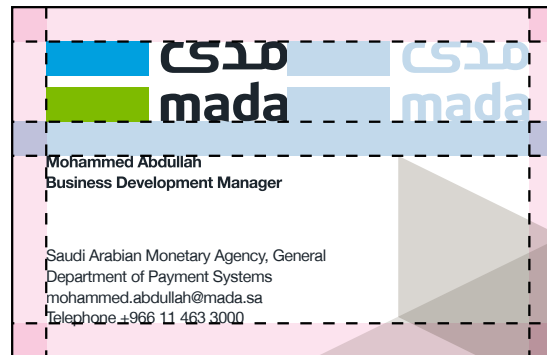
Recommended production details.

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

Memo

To	All Staff
From	Sama Marketing Director
Subject	Our new brand
Date	03.11.13

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.

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Yours Sincerely

Name Here

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

Fax

Attention	Name Surname
Sender	Brand Union
Fax No.	4567 344 04

Subject	Template design
Date	03.11.13
Pages	1/3

Dear Sir

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Yours Sincerely

Name Here

مؤسسة النقد العربي السعودي- الإدارة العامة لتنظم المدفوعات، صندوق بريد ٢٩٩٢، الرياض ١١١٦٩، هاتف ٣٠٠٠ ٤٦٣ ١١ ٩٦٦+، فاكس ٢٩٦٦ ١١ ٩٦٦+
Saudi Arabian Monetary Agency, General Department of Payment Systems, PO Box 2992, Riyadh 11169, Telephone +966 11 463 3000, Fax +966 11 466 2966

Fax

Attention	Name Surname
Sender	Brand Union
Fax No.	4567 344 04

Subject	Template design
Date	03.11.13
Pages	1/3

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Yours Sincerely

Name Here

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Saudi Arabian Monetary Agency, General Department of Payment Systems, PO Box 2992, Riyadh 11169, Telephone +966 11 463 3000, Fax +966 11 466 2966
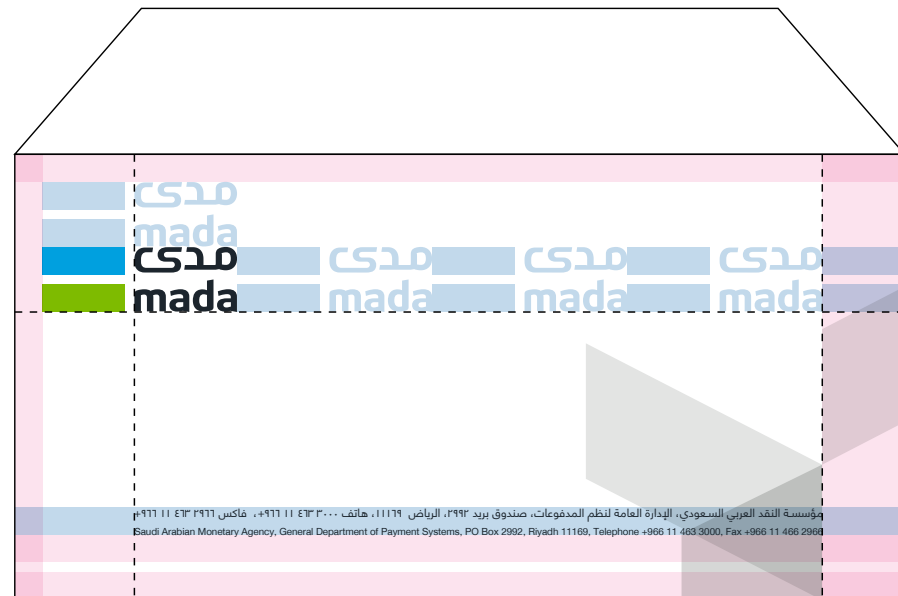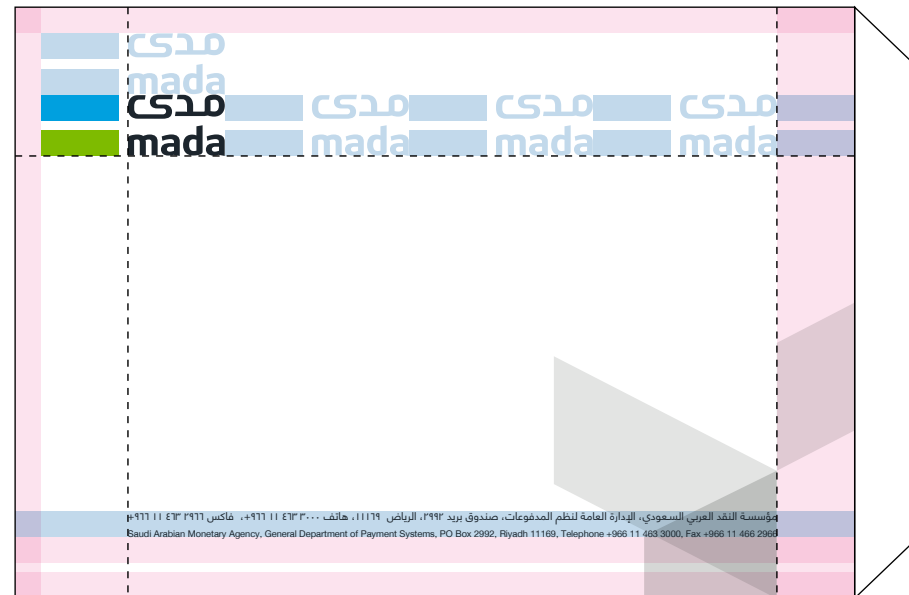
DL envelopes.

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)
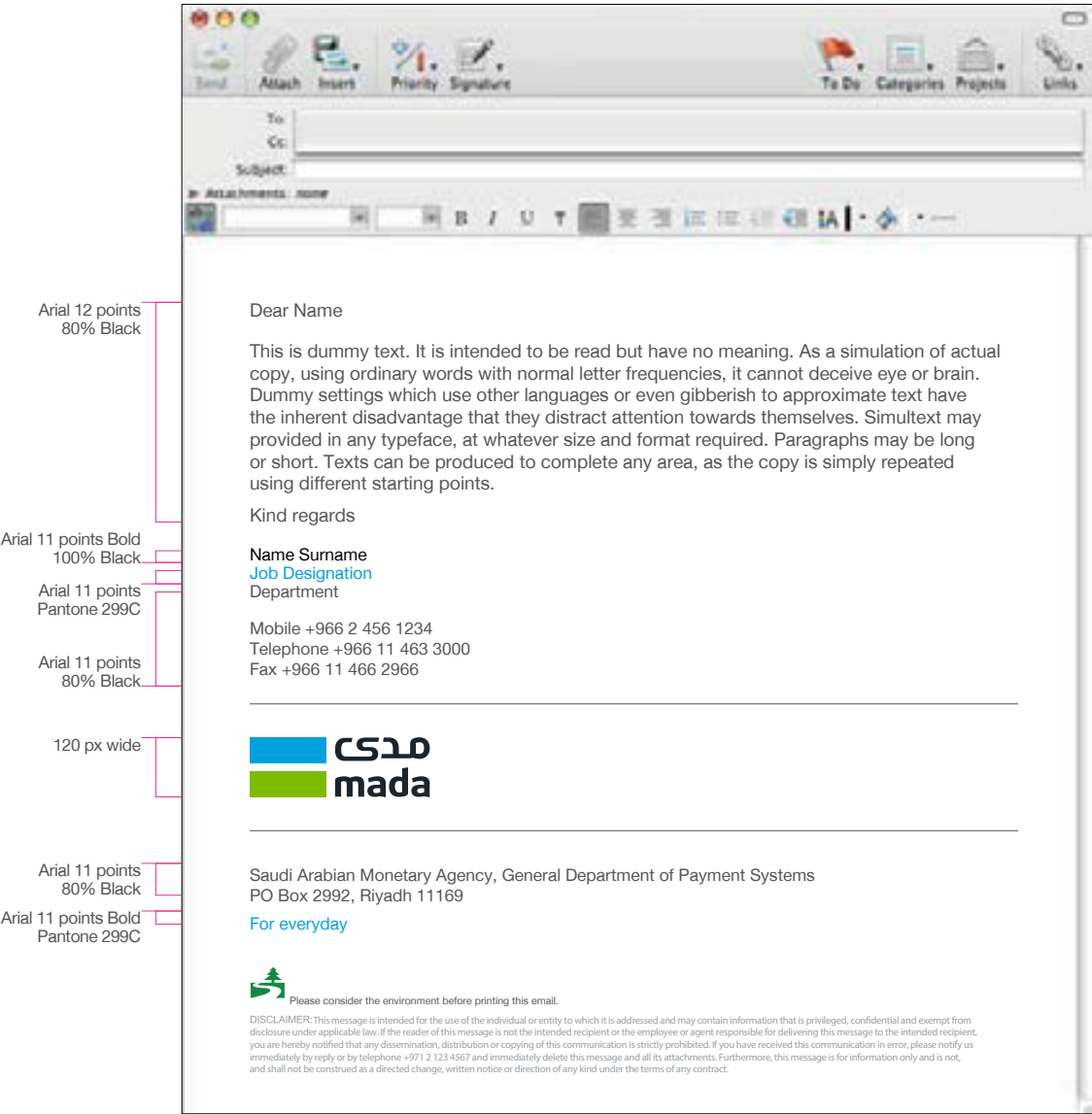Texture   Wove
Gsm   150gsm
Size   DL 220 x 110mm
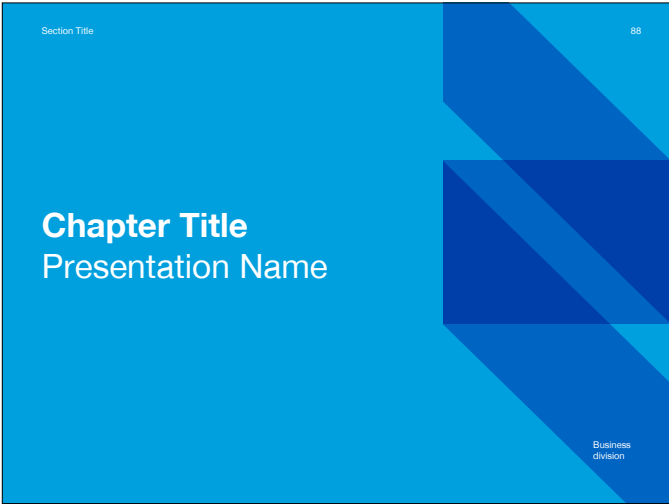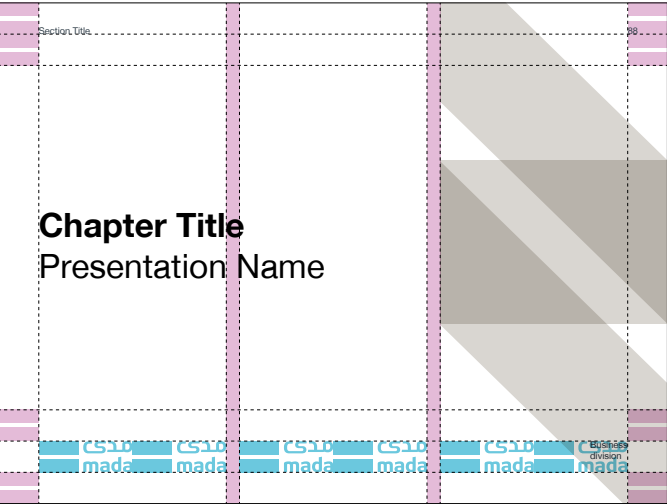
مؤسسة النقد العربي السعودي، الإدارة العامة لنظم المدفوعات، صندوق بريد ٢٩٩٢، الرياض ١١١٦٩، هاتف ٣٠٠٠ ٤٦٣ ١١ ٩٦٦+، فاكس ٢٩٦٦ ٤٦٦ ١١ ٩٦٦+
Saudi Arabian Monetary Agency, General Department of Payment Systems, PO Box 2992, Riyadh 11169, Telephone +966 11 463 3000, Fax +966 11 466 2966

مؤسسة النقد العربي السعودي، الإدارة العامة لنظم المدفوعات، صندوق بريد ٢٩٩٢، الرياض ١١١٦٩، هاتف ٣٠٠٠ ٤٦٣ ١١ ٩٦٦+، فاكس ٢٩٦٦ ٤٦٦ ١١ ٩٦٦+
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

مؤسسة النقد العربي السعودي، الإدارة العامة لنظم المدفوعات، صندوق بريد ٢٩٩٢، الرياض ١١١٦٩، هاتف ٣٠٠٠ ٤٦٣ ١١ ٩٦٦+، فاكس ٢٩٦٦ ٤٦٦ ١١ ٩٦٦+
Saudi Arabian Monetary Agency, General Department of Payment Systems, PO Box 2992, Riyadh 11169, Telephone +966 11 463 3000, Fax +966 11 466 2966

mada
Brand World

Email signature.

Template details
As Shown

Arial 12 points
80% Black

Arial 11 points Bold
100% Black

Arial 11 points
Pantone 299C

Arial 11 points
80% Black

120 px wide

Arial 11 points
80% Black

Arial 11 points Bold
Pantone 299C

Dear Name

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. Simultext may provided in any typeface, at whatever size and format required. Paragraphs may be long or short. Texts can be produced to complete any area, as the copy is simply repeated using different starting points.

Kind regards

Name Surname
Job Designation
Department

Mobile +966 2 456 1234
Telephone +966 11 463 3000
Fax +966 11 466 2966

Saudi Arabian Monetary Agency, General Department of Payment Systems
PO Box 2992, Riyadh 11169

For everyday

Please consider the environment before printing this email.

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70

Email signature.

Template details
As Shown

Arial 12 points
80% Black

Arial 11 points Bold
100% Black

Arial 11 points
Pantone 299C

Arial 11 points
80% Black

120 px wide

Arial 11 points
80% Black

Arial 11 points Bold
Pantone 299C

PowerPoint template.

Presentation Title
2nd September 2014

mada

Presentation Title
2nd September 2014

mada

Section Title 88

Chapter Title
Presentation Name

Business division

Section Title 88

Chapter Title
Presentation Name

Business division

PowerPoint template.

Section Title
88

Page Title

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.

— This is dummy text to act as bullet points.
— 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.

Business division

مدى mada

Cover letter.
A4 Size

Font size
30 pt. bold for title
25 pt. roman for date
20 pt. roman for description

مدى
mada

30 pt. bold ──── **Subject title**
25 pt. roman ──── 2nd September 2014
20 pt. roman ──── This is dummy text for description
Description dummy text description
dummy text

For everyday

**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)

For everyday

**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)

For everyday

Note pads.
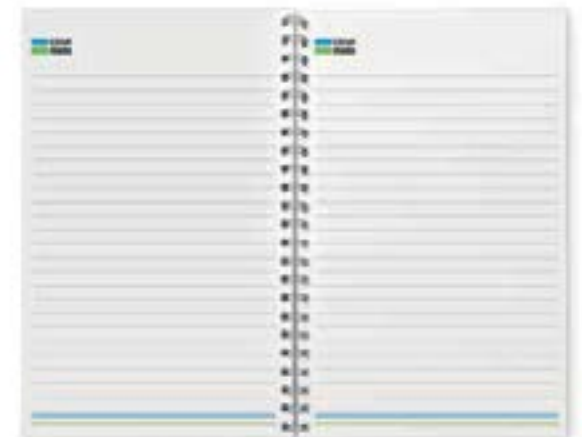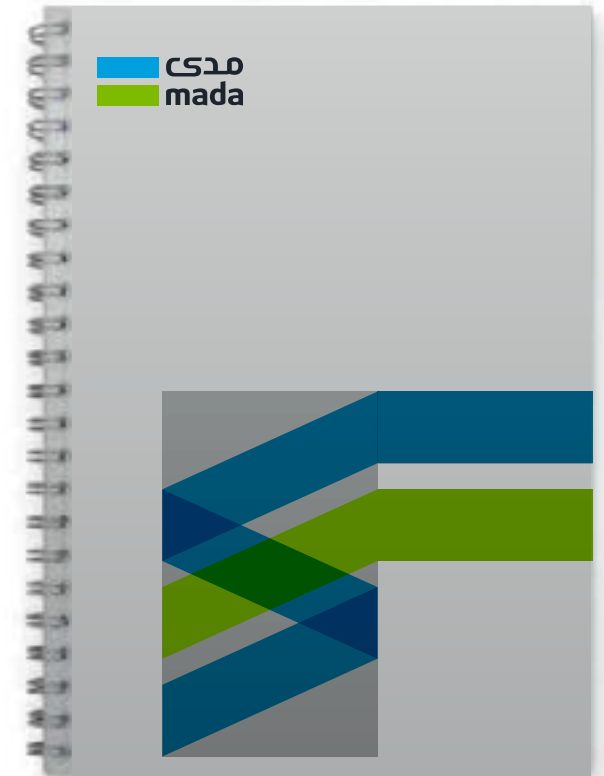
CD sleeve & label.

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

Content

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.
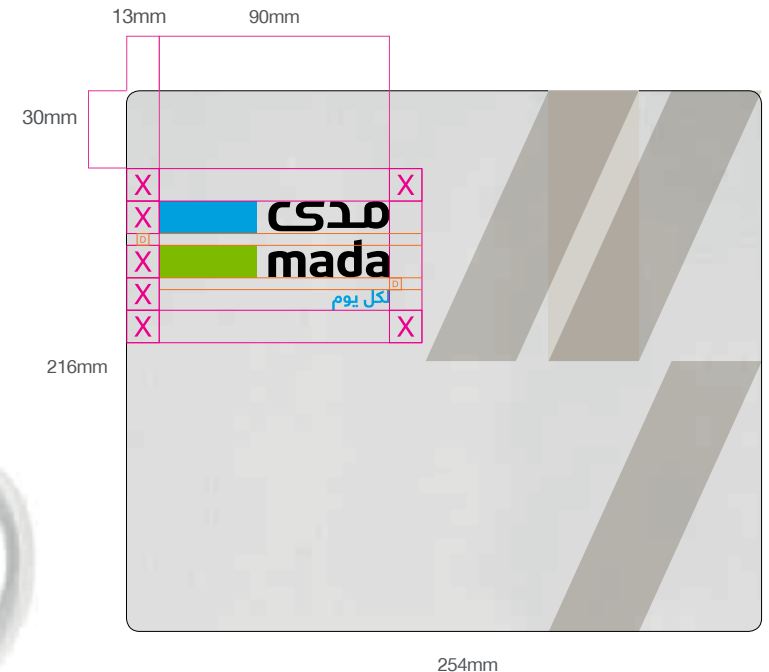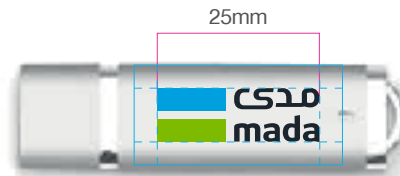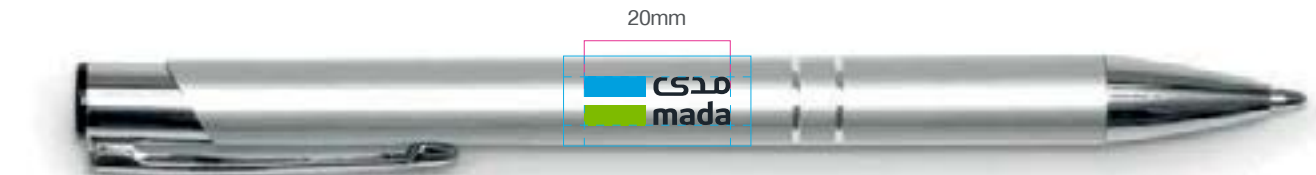
11
mada
Services

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.

Icon

أثــيــر
atheer)))

Wordmark   Symbol
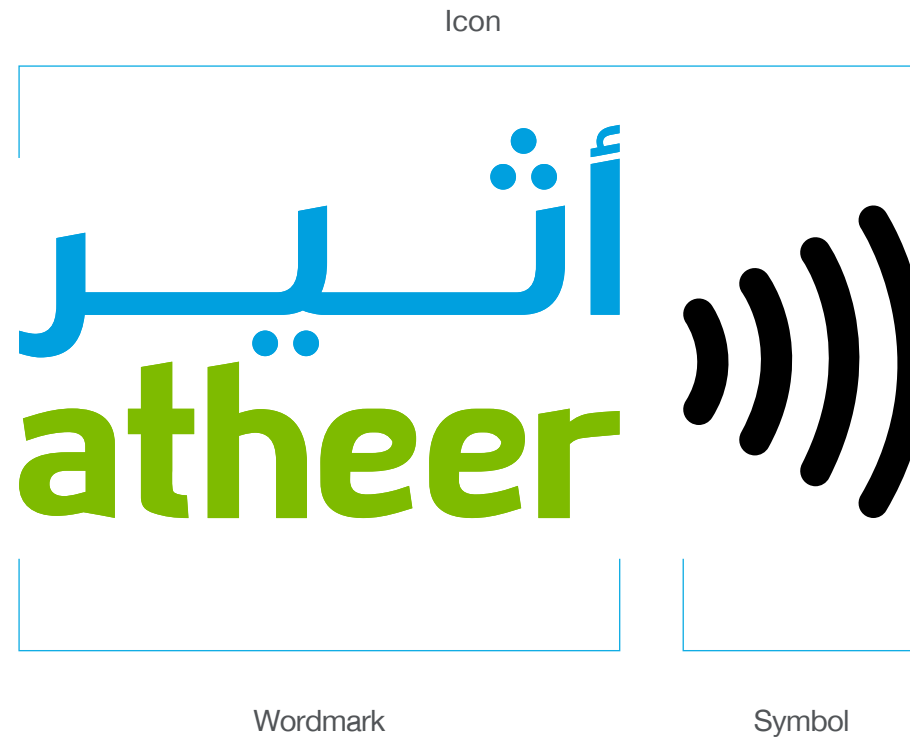
mada atheer logo (Horizontal)

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

Vertical Aligned Bottom
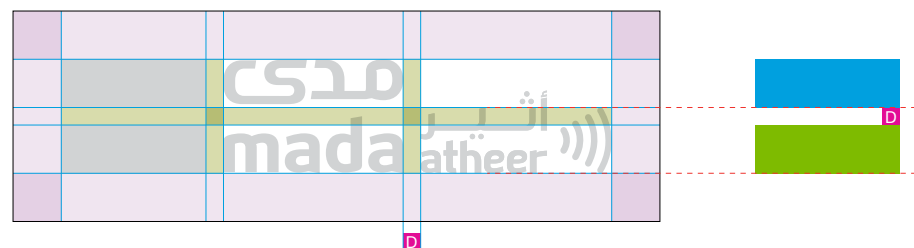
Vertical Aligned Top

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

Horizontal Aligned Left

84
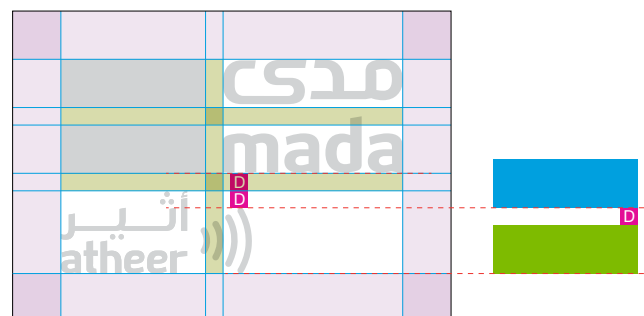
**X clear space will be applied
around mada atheer logo as shown**

Clear
Space

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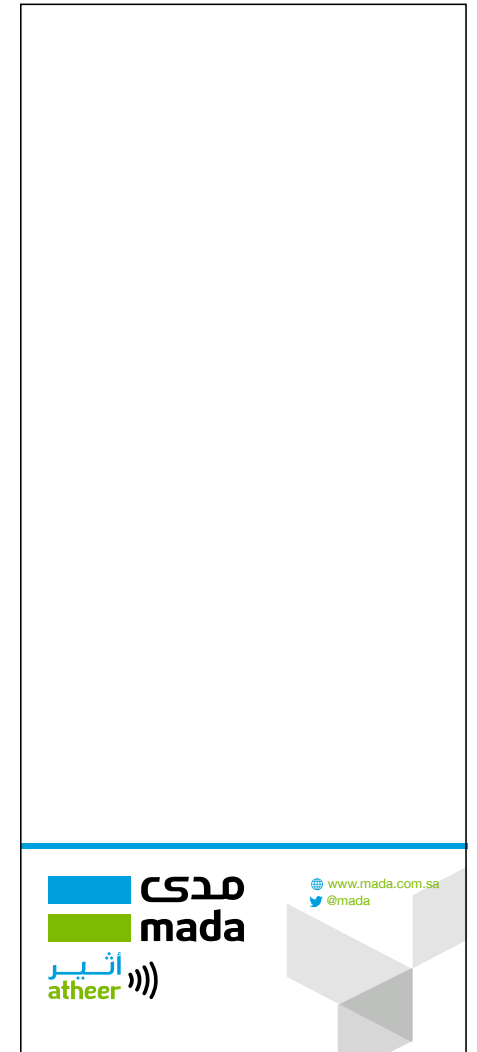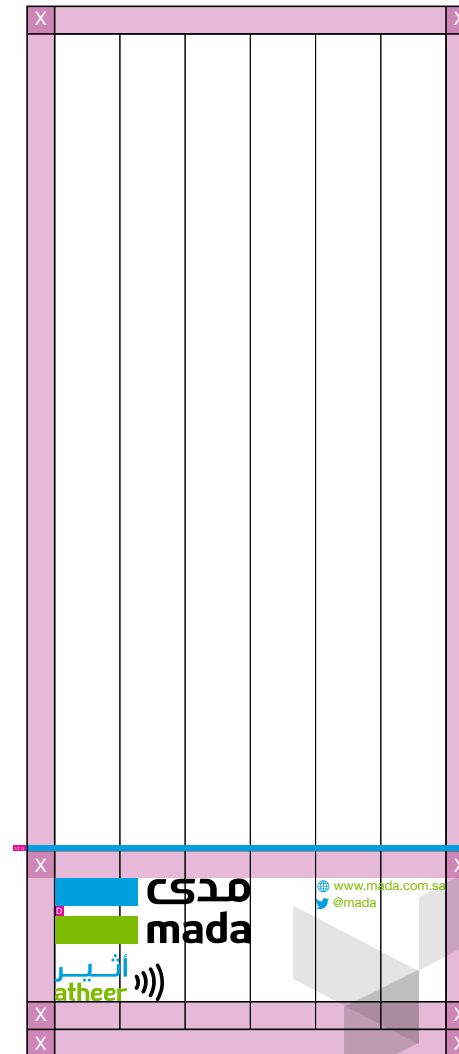
Template details:
X = Margin defined by publication artwork requirements.
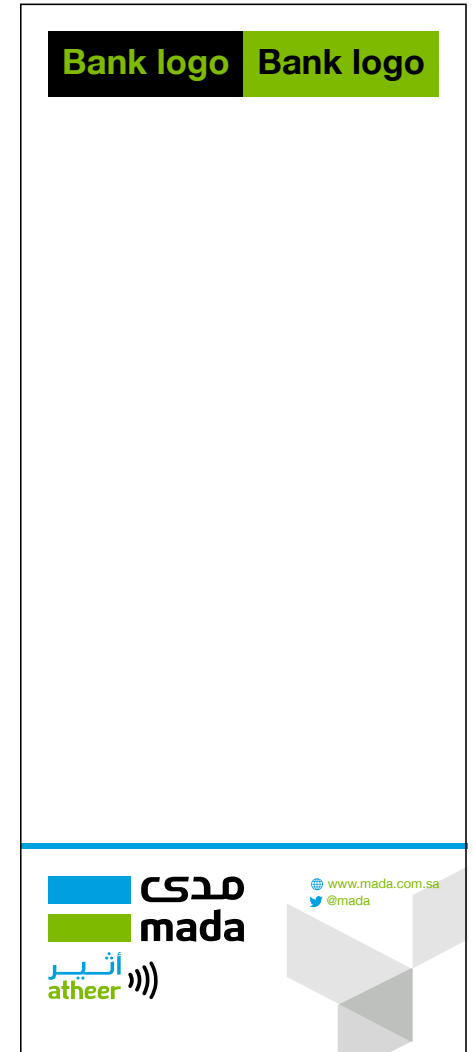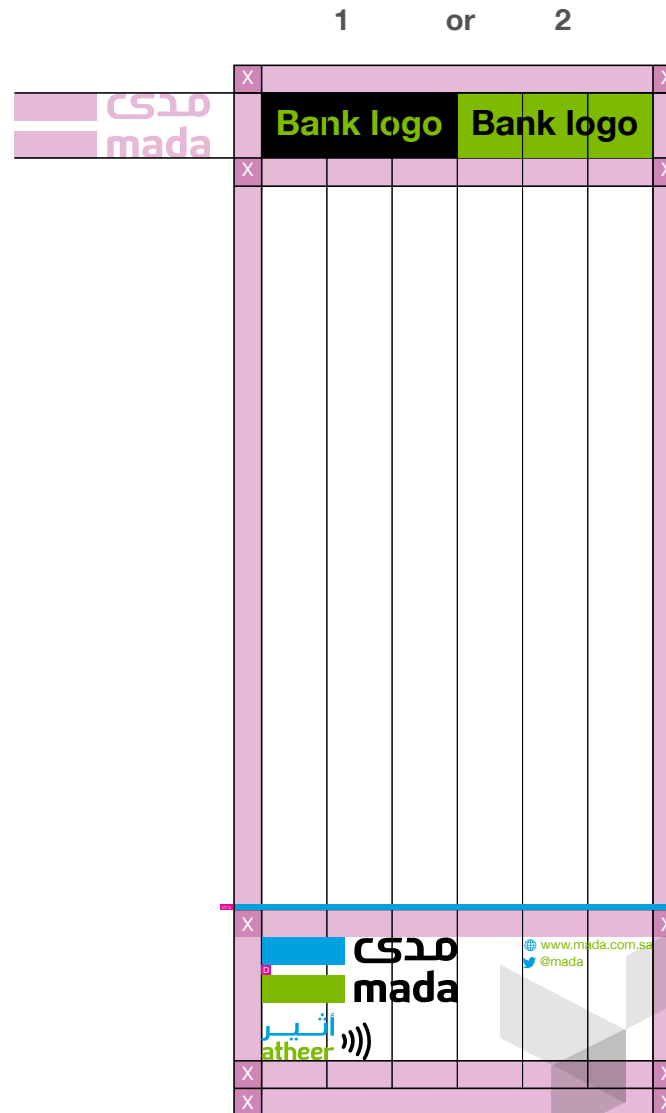Document width is divided into 12 columns within the page margin.
D= space between blue and green part of mada symbol
the blue strip line between visual and logo area = 1/2 D

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

1   or   2

Bank logo   **Bank logo**

mada

www.mada.com.sa
@mada

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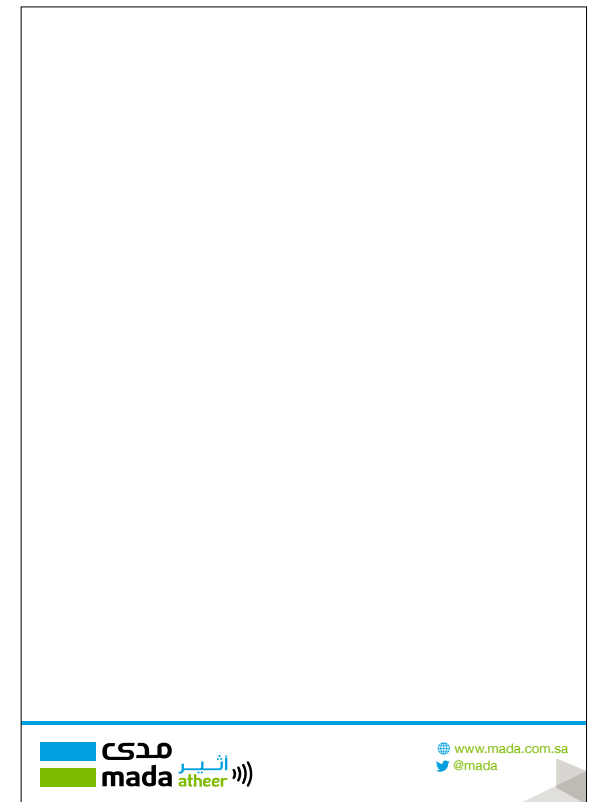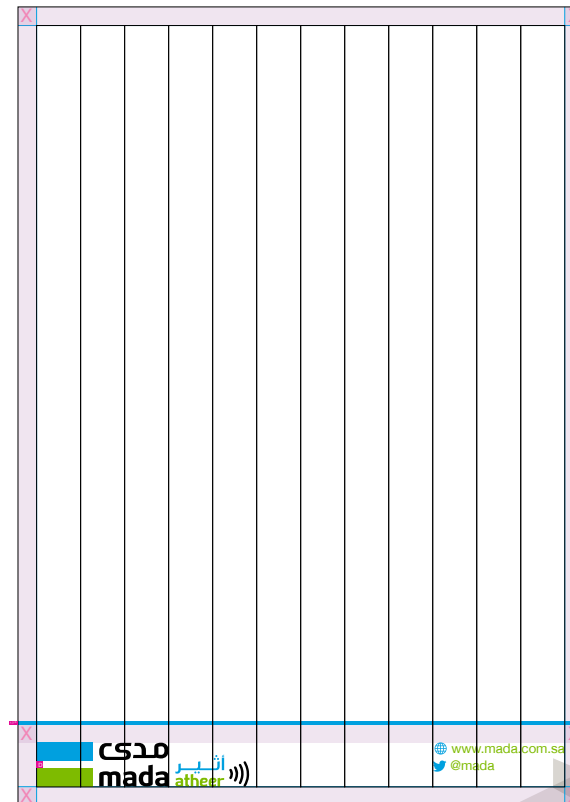
Inside pages copy and visuals should be inside margin area as shown

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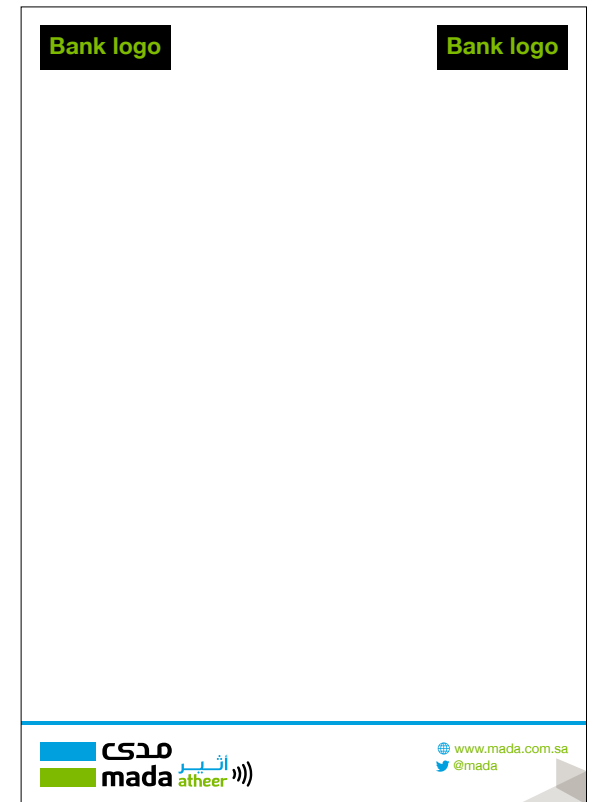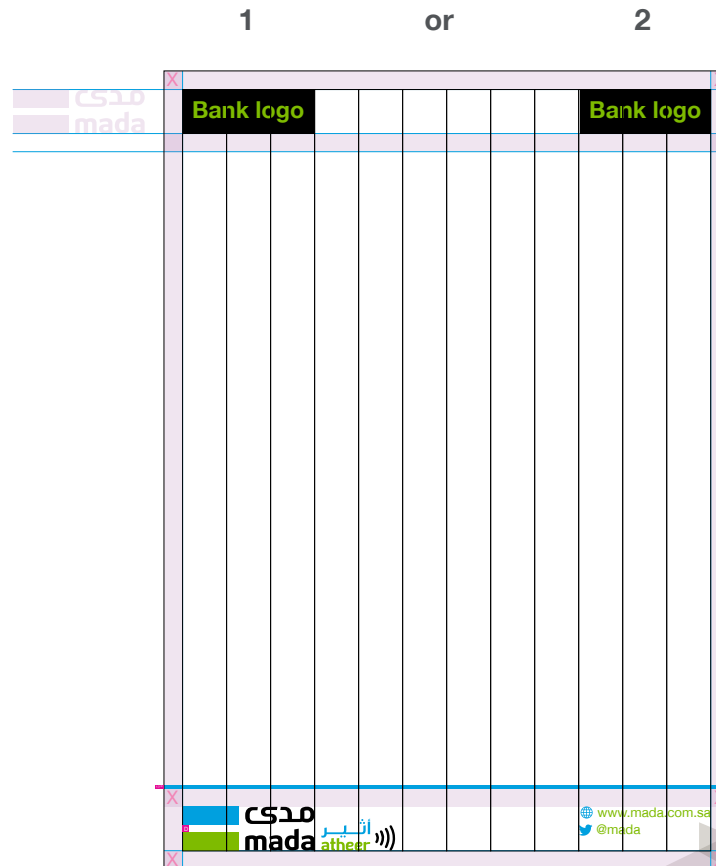Document width is divided into
6 columns within the page margin.
D= space between blue and green part of mada symbol
the blue strip line between visual and logo area = 1/2 D

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 irure

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 mollit anim id est laborum.

Lorem ipsum

quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis

aute irure

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 mollit anim id est laborum.

لوريم ايبسوم
لوريم ايبسوم دولار سيت أميت ،كونسيكتيتور أدايبا يسكينج أليايت،سيت دو أيوسمود تيمبور .

أنكابيديديوتنيوت لابوري ات دولار ماجنا أليكويا . يوت انيم أد مينيم فينايم،كيواس نوستريد أكسير سيتاشن يللامكو لابورأس نيسي يت أليكيوب أكس أيا كوممودو كونسيكيوات . ديواس

أيوتي أريري

دولار إن ريريبيهنديرأيت فوليوبتاتي فيلايت أيسسي كايللوم دولار أيو فيجايت نيولا بارايتيور. أيكسسييتيور سايتنت أوككايكات كيوبايداتات نون برولبدينت، سيونت ان كيوليا كيو أوفيسيا ديسيربرونتمولت انيم أيدي ايست لابوريوم.

لوريم ايبسوم

كيواس نوستريد أكسير سيتاشن يللامكو لابورأس نيسي يت أليكيوب أكس أيا كوممودو كونسيكيوات . ديواس

أيوتي أريري

دولار إن ريريبيهنديرأيت فوليوبتاتي فيلايت أيسسي كايللوم دولار أيو فيجايت نيولا بارايتيور. أيكسسييتيور سايتنت أوككايكات كيوبايداتات نون برولبدينت، سيونت ان كيوليا كيو أوفيسيا ديسيربرونتمولت انيم أيدي ايست لابوريوم.

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 irure

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 mollit anim id est laborum.

Lorem ipsum

quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis

aute irure

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 mollit anim id est laborum.

لوريم ايبسوم
لوريم ايبسوم دولار سيت أميت ،كونسيكتيتور أدايبا يسكينج أليايت،سيت دو أيوسمود تيمبور .

أنكابيديديوتنيوت لابوري ات دولار ماجنا أليكويا . يوت انيم أد مينيم فينايم،كيواس نوستريد أكسير سيتاشن يللامكو لابورأس نيسي يت أليكيوب أكس أيا كوممودو كونسيكيوات . ديواس

أيوتي أريري

دولار إن ريريبيهنديرأيت فوليوبتاتي فيلايت أيسسي كايللوم دولار أيو فيجايت نيولا بارايتيور. أيكسسييتيور سايتنت أوككايكات كيوبايداتات نون برولبدينت، سيونت ان كيوليا كيو أوفيسيا ديسيربرونتمولت انيم أيدي ايست لابوريوم.

لوريم ايبسوم

كيواس نوستريد أكسير سيتاشن يللامكو لابورأس نيسي يت أليكيوب أكس أيا كوممودو كونسيكيوات . ديواس

أيوتي أريري

دولار إن ريريبيهنديرأيت فوليوبتاتي فيلايت أيسسي كايللوم دولار أيو فيجايت نيولا بارايتيور. أيكسسييتيور سايتنت أوككايكات كيوبايداتات نون برولبدينت، سيونت ان كيوليا كيو أوفيسيا ديسيربرونتمولت انيم أيدي ايست لابوريوم.

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
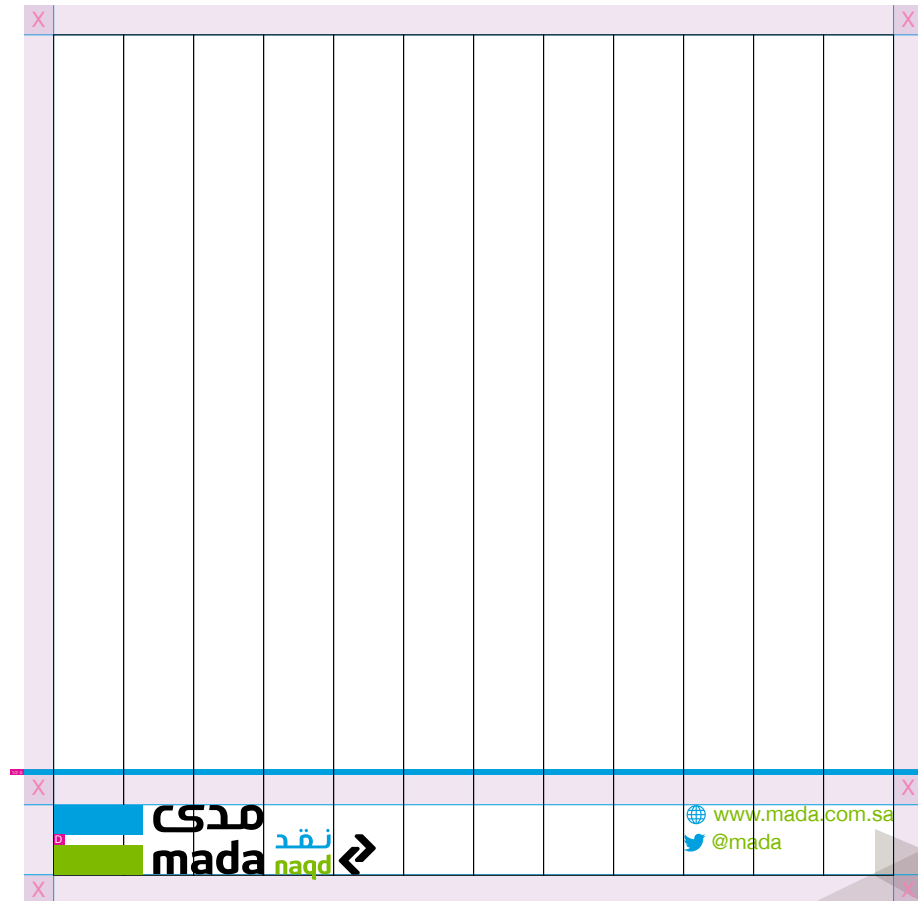X clear area should be around bank logo

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

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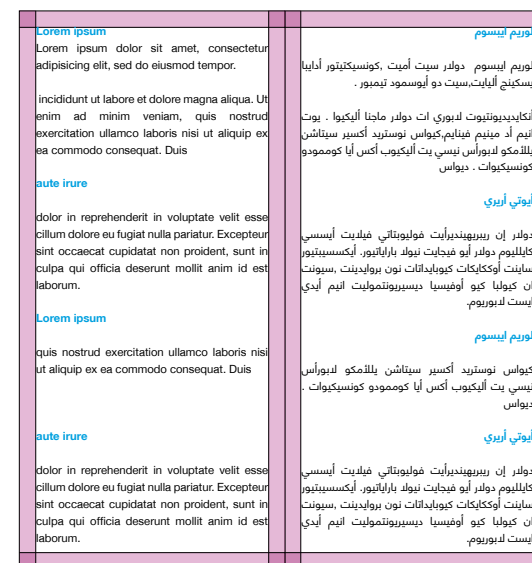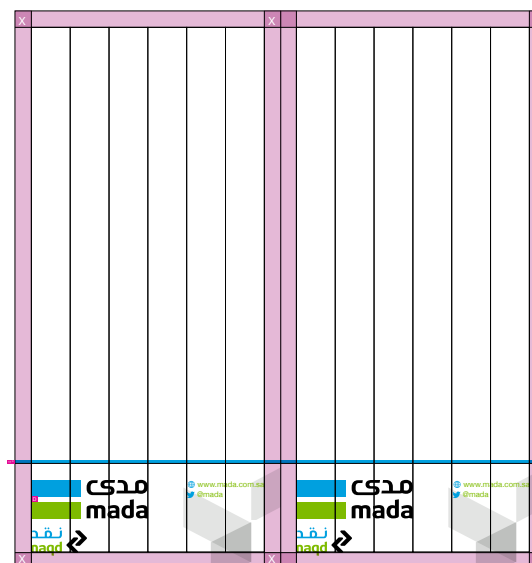
Template details:
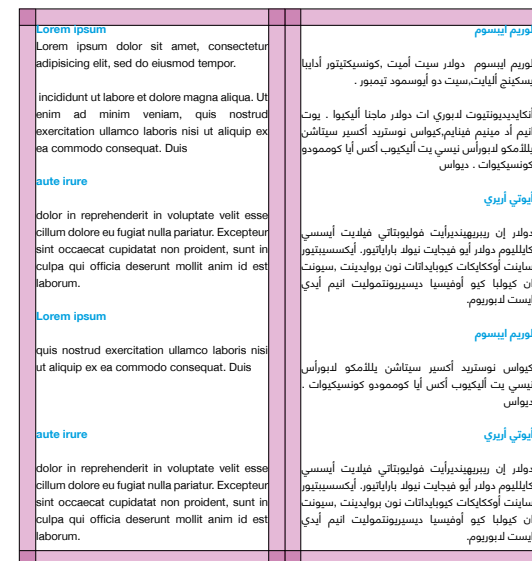X = Margin defined by publication artwork requirements.
Document width is divided into
6 columns within the page margin.
D= space between blue and green part of mada symbol
the blue strip line between visual and logo area = 1/2 D

www.mada.com.sa
@mada

مدى
mada
أثـيـر))) atheer

www.mada.com.sa
@mada

مدى
mada
أثـيـر))) atheer

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

1   or   2

Bank logo   Bank logo

Bank logo   Bank logo

www.mada.com.sa
@mada

www.mada.com.sa
@mada

91

mada atheer
Table tent

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

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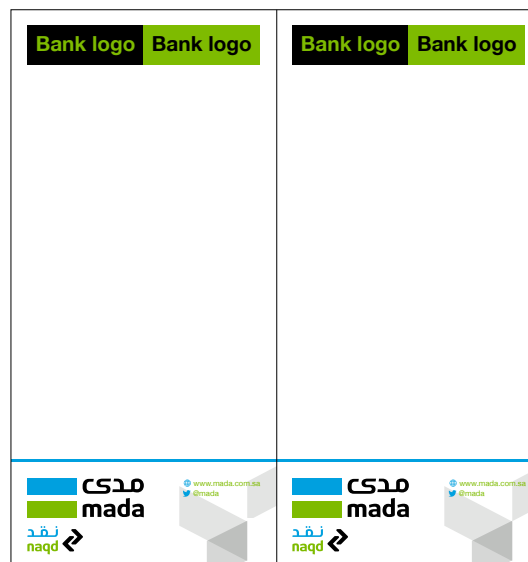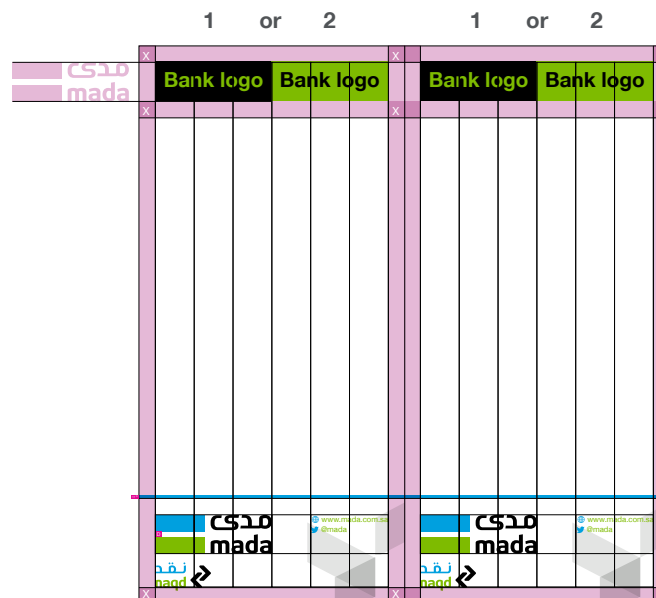X = Margin defined by publication artwork requirements.
Document width is divided into 12 columns within the page margin.
D = space between blue and green part of mada symbol
the blue strip line between visual and logo area = 1/2 D

www.mada.com.sa
@mada

www.mada.com.sa
@mada

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

1 or **2**

Bank logo

Bank logo

www.mada.com.sa
@mada

Bank logo

Bank logo

www.mada.com.sa
@mada

mada naqd application

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.

Icon

Wordmark   Symbol

95
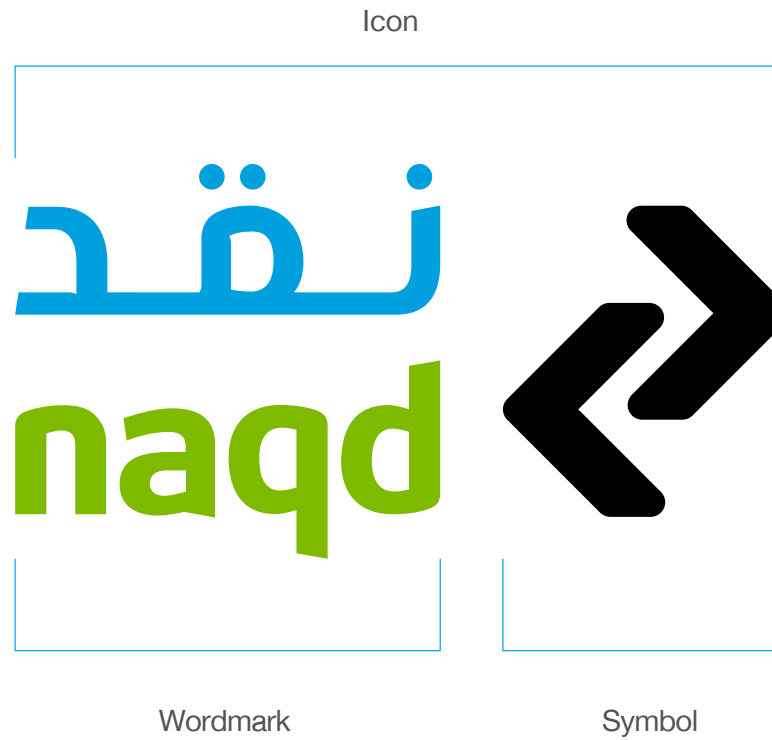
mada naqd logo (Horizontal)

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

Vertical Aligned Bottom   Vertical Aligned Top
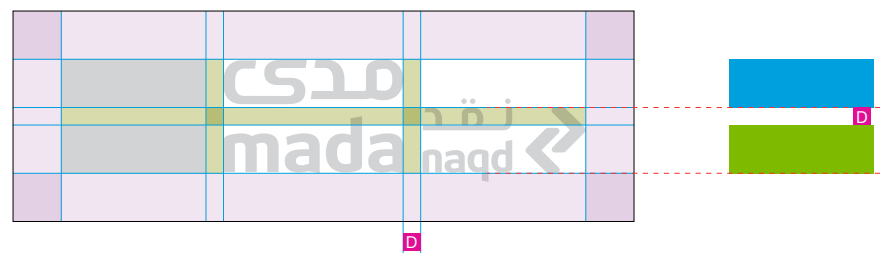
mada naqd logo (Vertical)

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

Horizontal Aligned Left

97
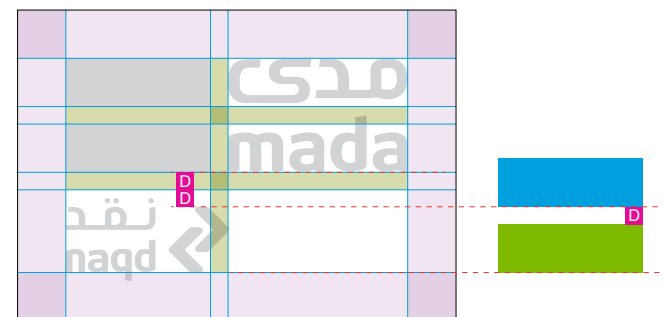
X clear space will be applied around
mada naqd logo as shown

X

Clear
Space

mada naqd
Social media post

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
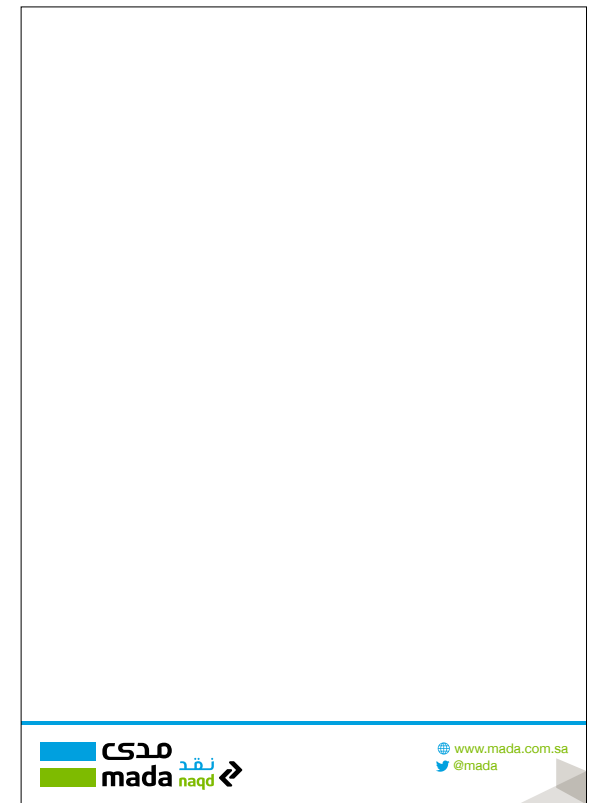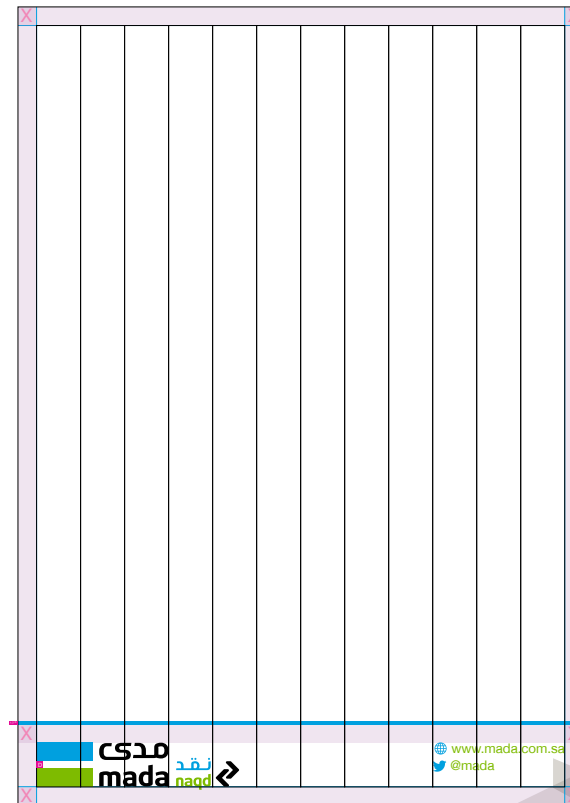and the bottom edge of the blue strip is
X clear space

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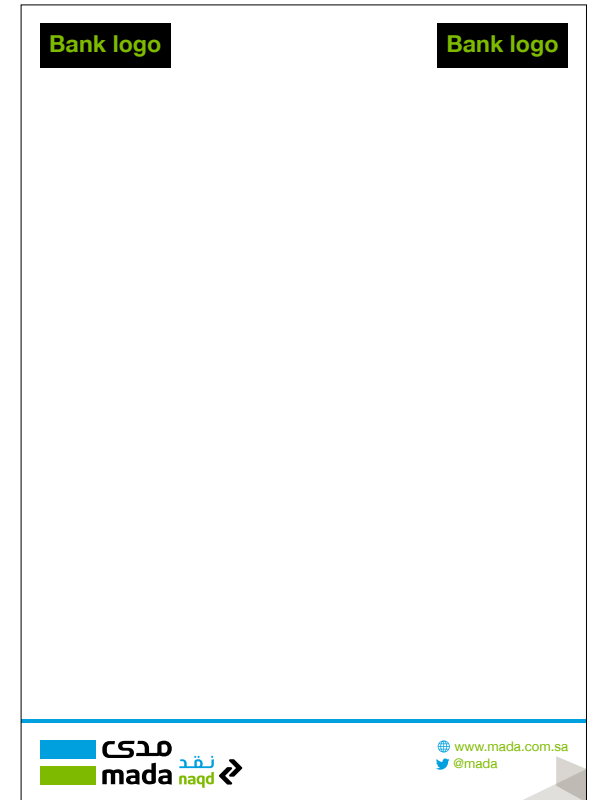X = Margin defined by publication
artwork requirements.
Document width is divided into
12 columns within the page margin.
D= space between blue and green part
of mada symbol
the blue strip line between visual and
logo area = 1/2 D

www.mada.com.sa
@mada

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

1   or   2

www.mada.com.sa
@mada

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

mada naqd logo (Vertical) 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

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

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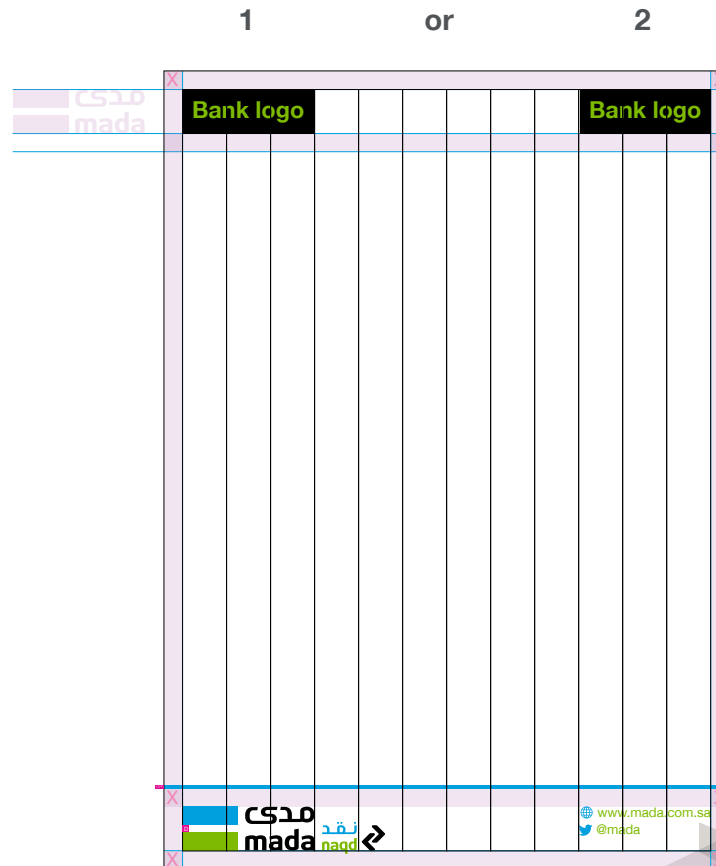X = Margin defined by publication artwork requirements.
Document width is divided into 6 columns within the page margin.
D= space between blue and green part of mada symbol
the blue strip line between visual and logo area = 1/2 D

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 naqd logo
X clear area should be around bank logo

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

mada naqd logo (Vertical) 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
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

www.mada.com.sa
@mada

مدى
mada
نقد
naqd

www.mada.com.sa
@mada

مدى
mada
نقد
naqd

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

1   or   2

www.mada.com.sa
@mada

www.mada.com.sa
@mada

mada naqd
Table tent

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

mada naqd logo 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
the blue strip line between visual and logo area = 1/2 D

mada naqd
Table tent Co-Branding

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

1   **or**   **2**

Bank logo

Bank logo

Bank logo

Bank logo

www.mada.com.sa
@mada

www.mada.com.sa
@mada

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).

B. The bank is responsible of replacing the sticker when necessary (e.g. the sticker has been displaced, torn, dirty, or faded colors, etc.)

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.

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.

E. mada logo in all stickers must be larger than other schemes as per the dimensions set in the guidelines.

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

6 cm

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.
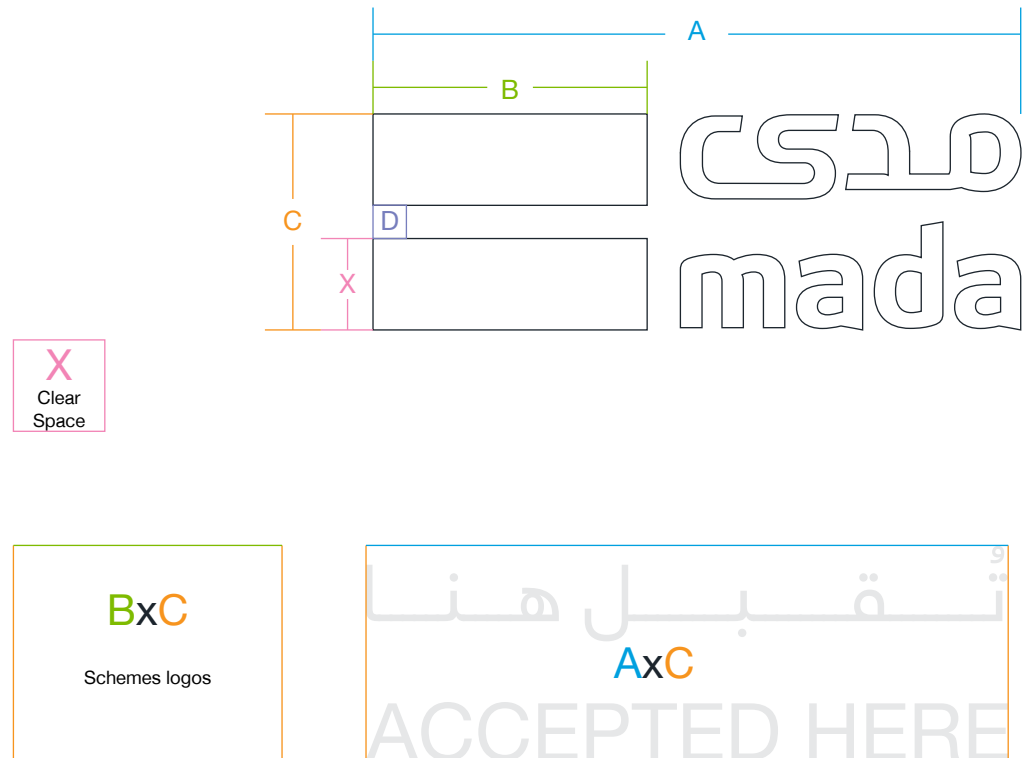
X
Clear
Space

BxC

Schemes logos

AxC

ACCEPTED HERE

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
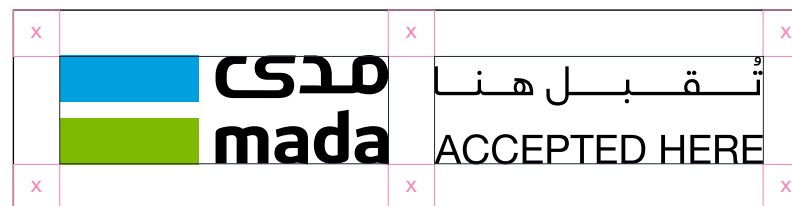
OPTION 02

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
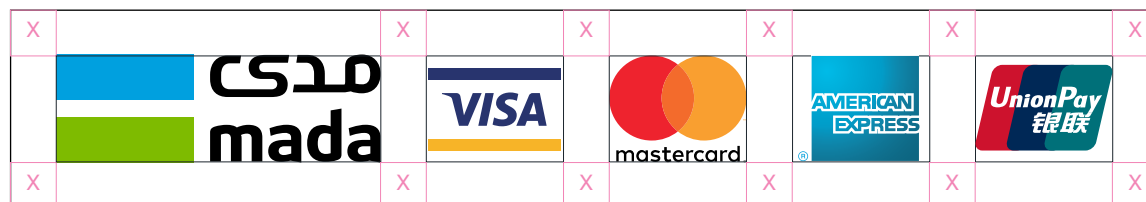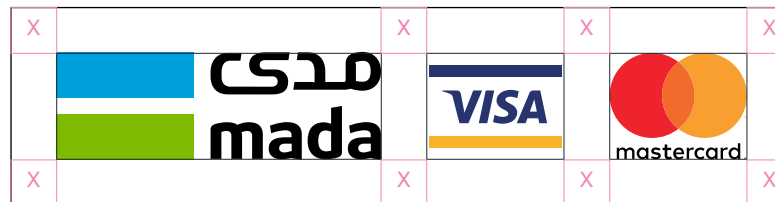
mada with (Accepted here) and schemes sticker

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
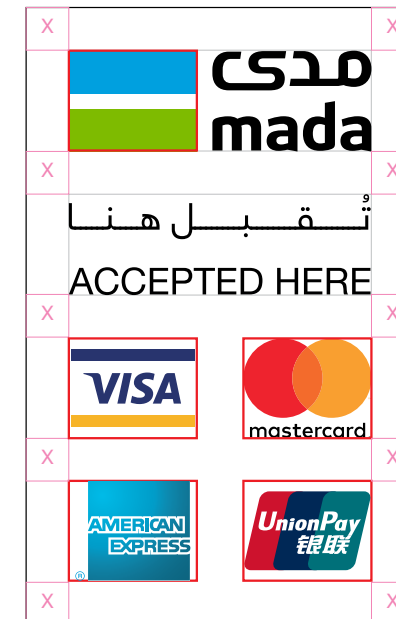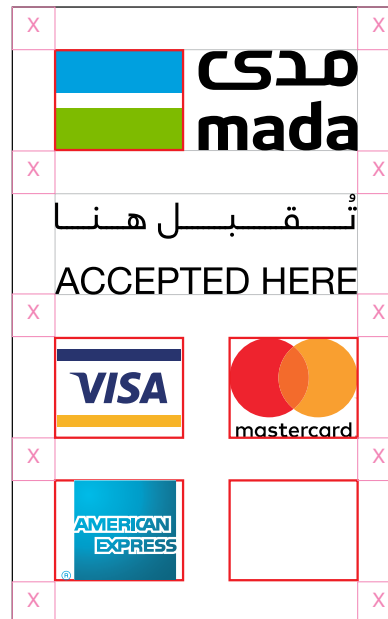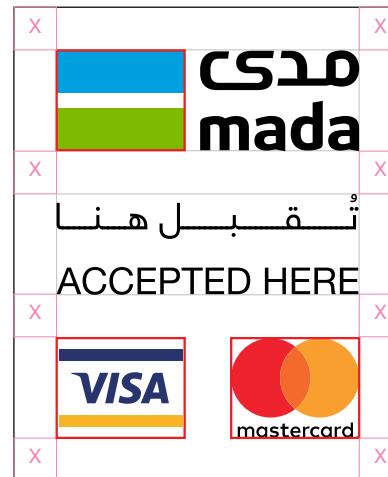
mada with (Accepted here) and schemes sticker

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

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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

117

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 Door and Cashier
sticker application

OPTION 09

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

120

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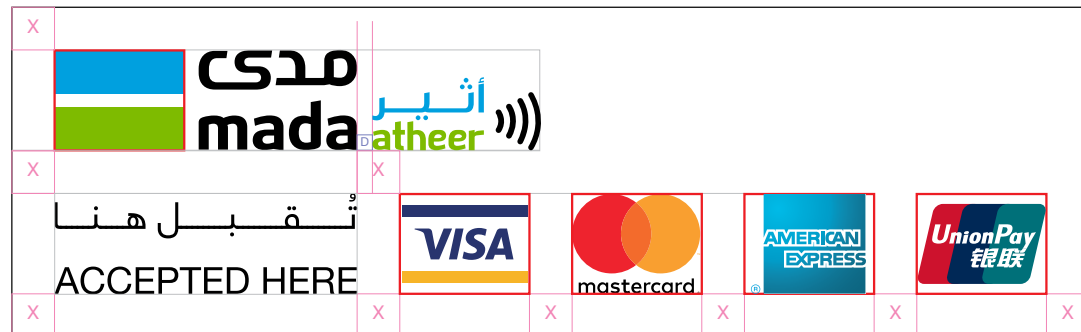
If more than two schemes logos it will be added on a second raw fit in schemes logo area with (x) clear space in between, and (X) clear space all around as shown

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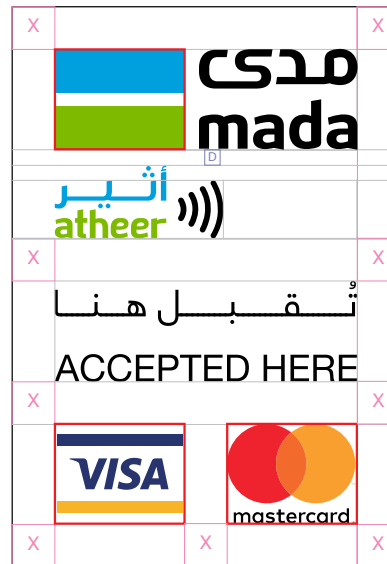
If more than two schemes logos it will be added on the same raw with (x) clear space in between as shown

124

**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
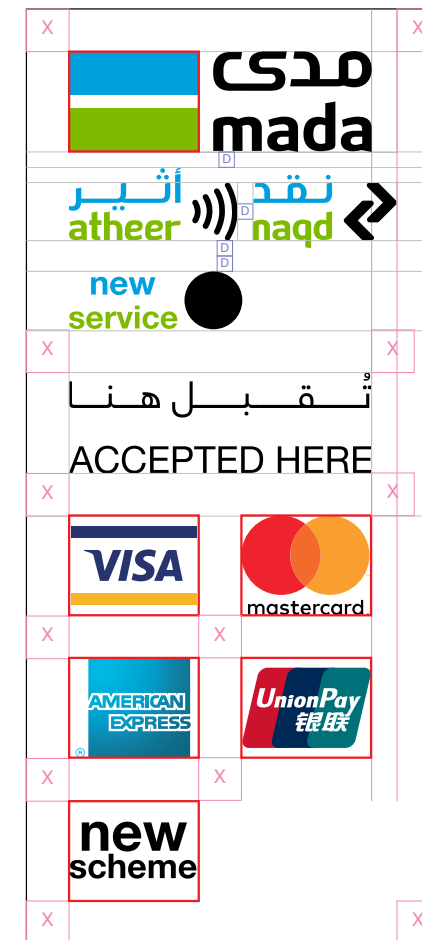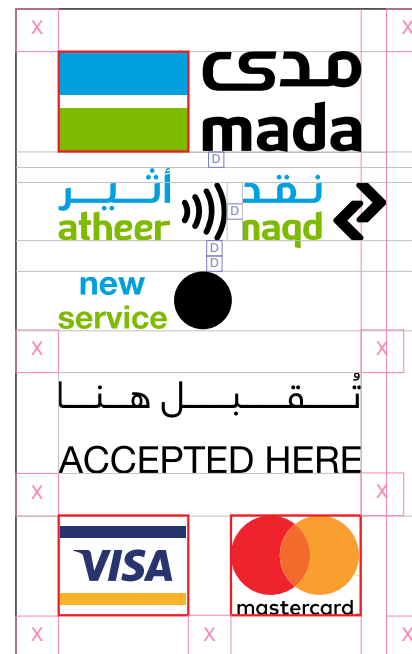
mada (one service) and schemes logos with accepted here

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

127

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 Door and Cashier sticker application

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

129

**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

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.

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.

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
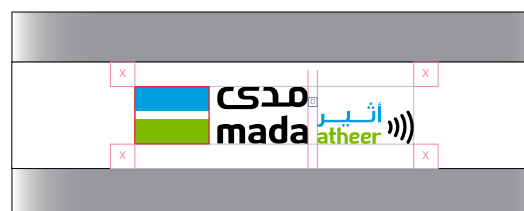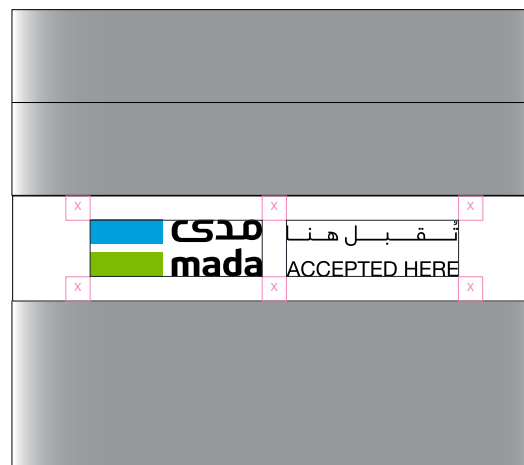
In case of two service logos or more to be used

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

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

Minimum size
11 cm

137

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

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

138

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

All information — grids, type, color,
size — is defined within the template.
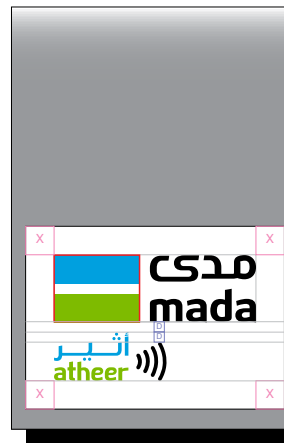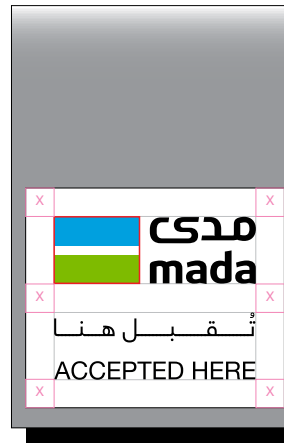
Vertical Template details
mada logo Plus (Accepted here) below (Centered) with clear space in between and around as shown
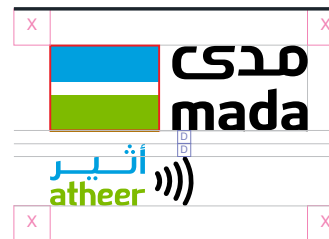
In case of two service logos or more to be used

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

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

Minimum size
11 cm

140

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

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

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

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

mada PoS Terminal brand application

mada placement visual - Primary

The mada logo always takes precedence.

1 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.

3 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.

4 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.

1 Exceptional 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.

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

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.

Please Note:
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

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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.

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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

8 cm

مدى
mada

Maximum size

4 cm

مدى
mada

Minimum size

150

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
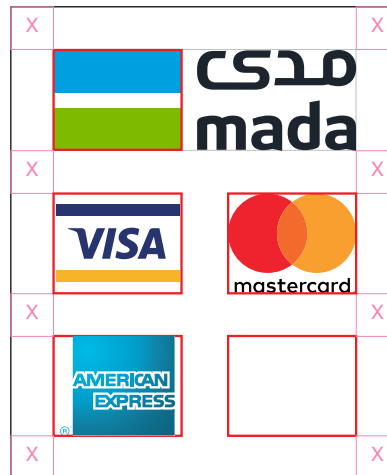
mada atheer logo vertical and Schemes logos

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
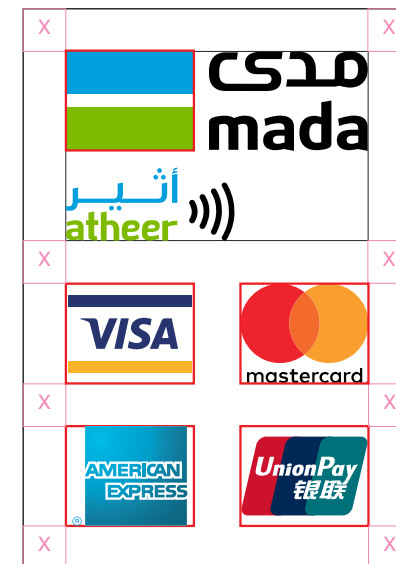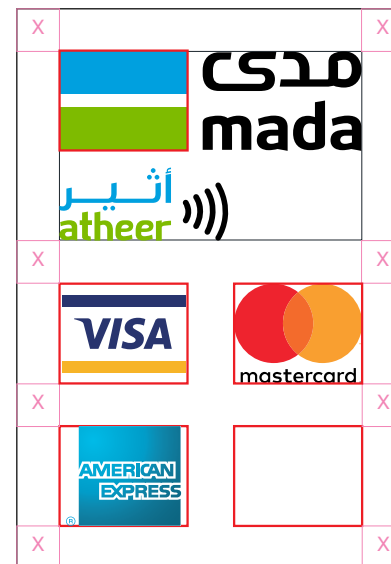
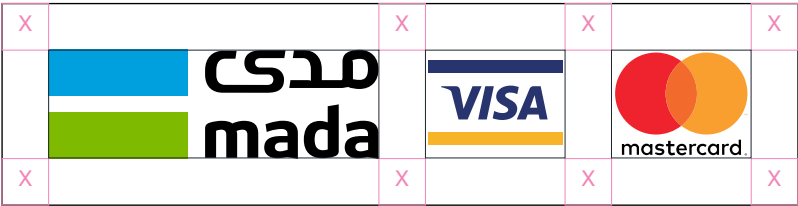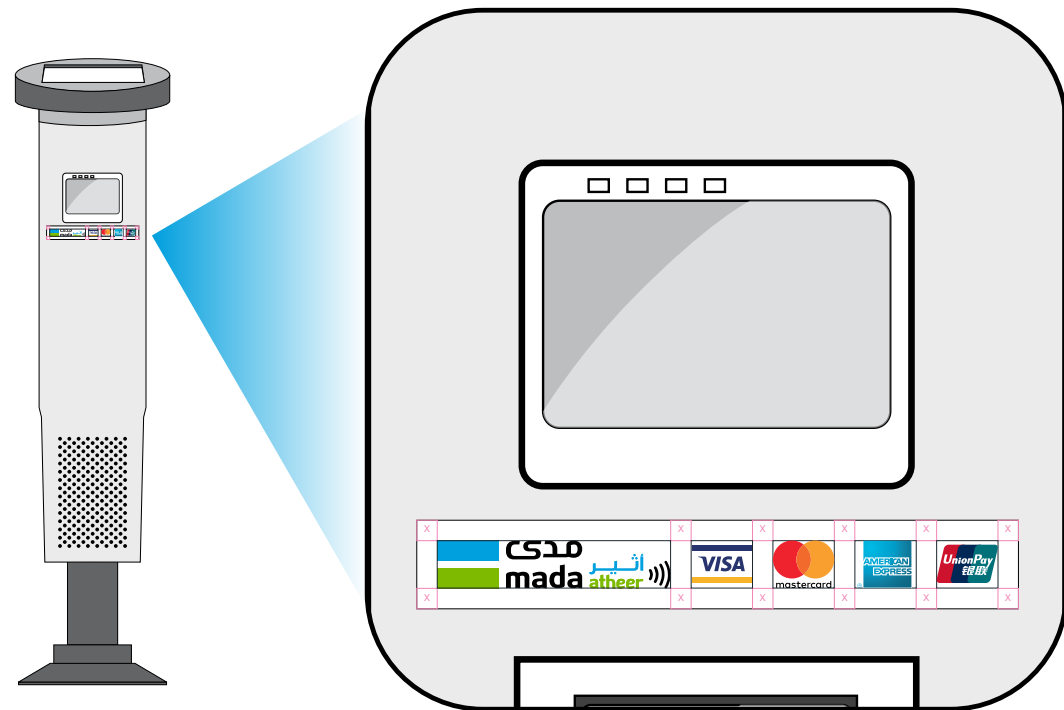**mada atheer logo horizontal and Schemes logos**

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.
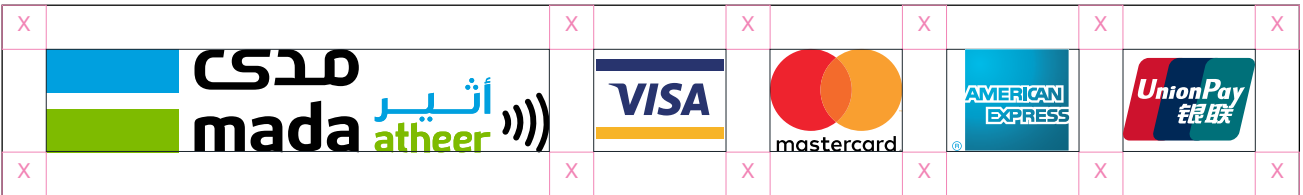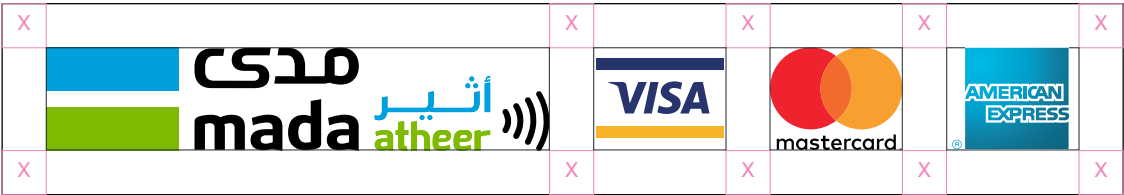
mada with Schemes logos

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

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

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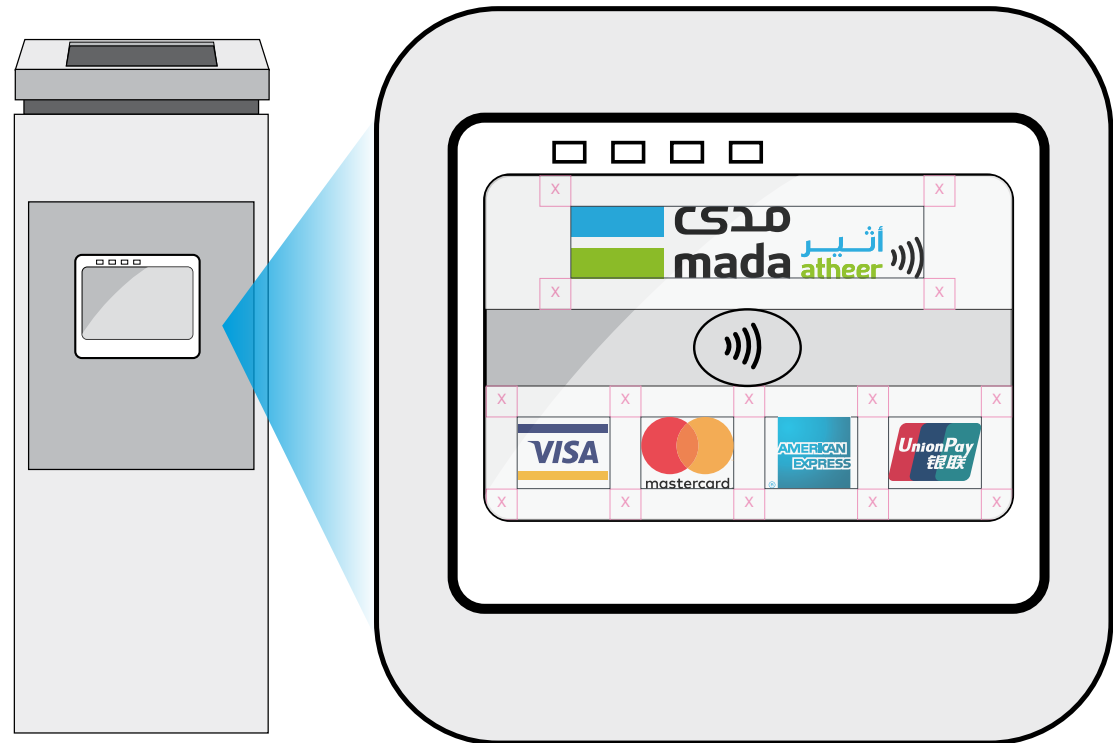
Sticker should be placed in a visible
eye level area if applicable, or
closest area to the card inserter or
to the pin pad

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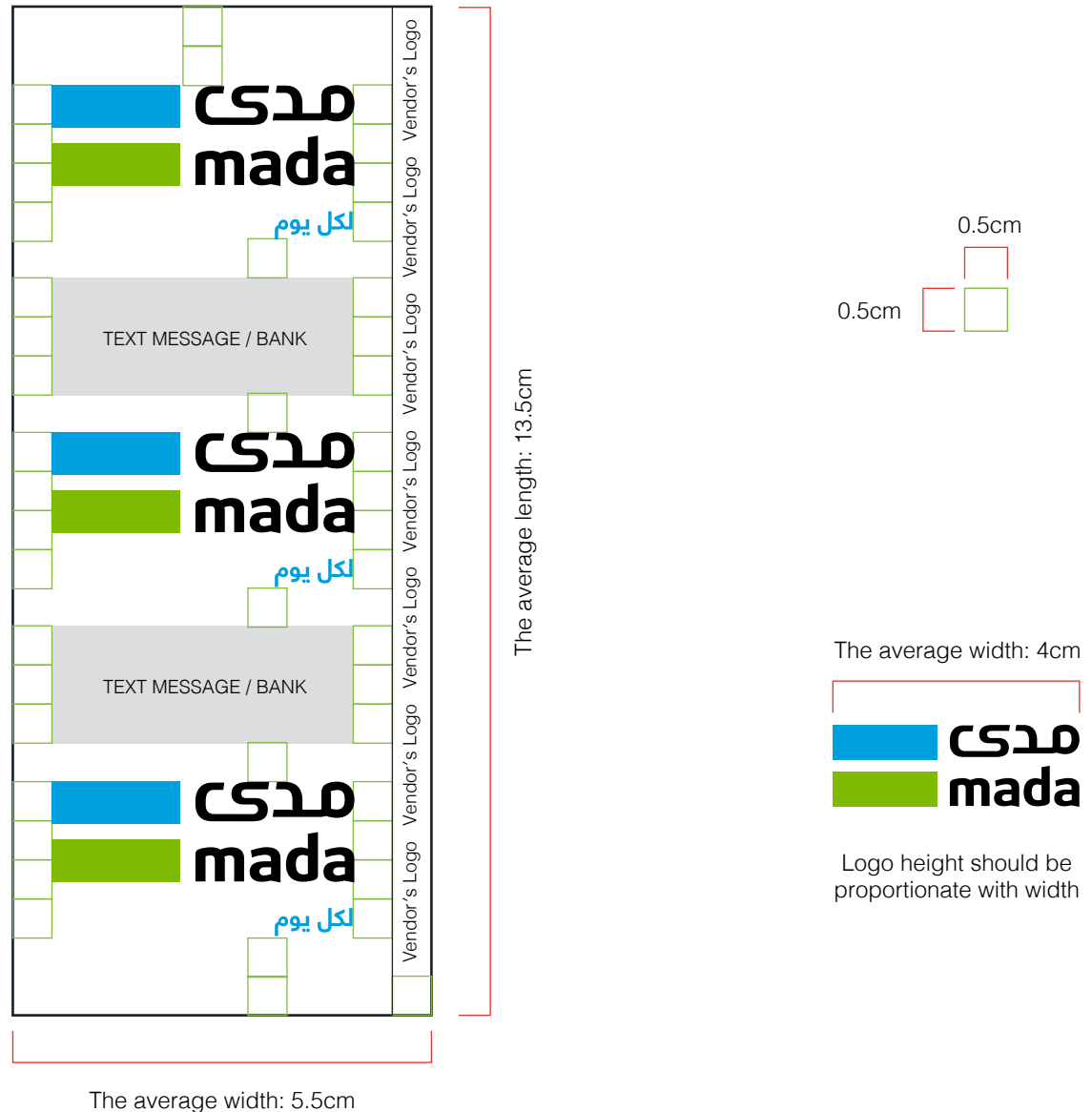to the pin pad

160
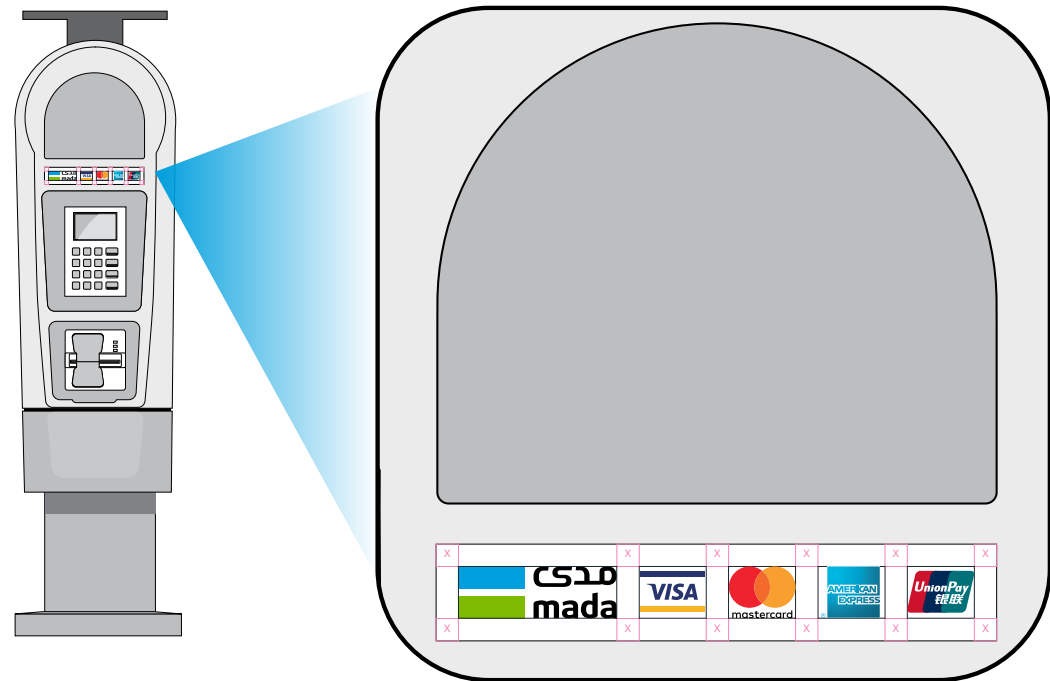
mada PoS Terminal Receipt

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
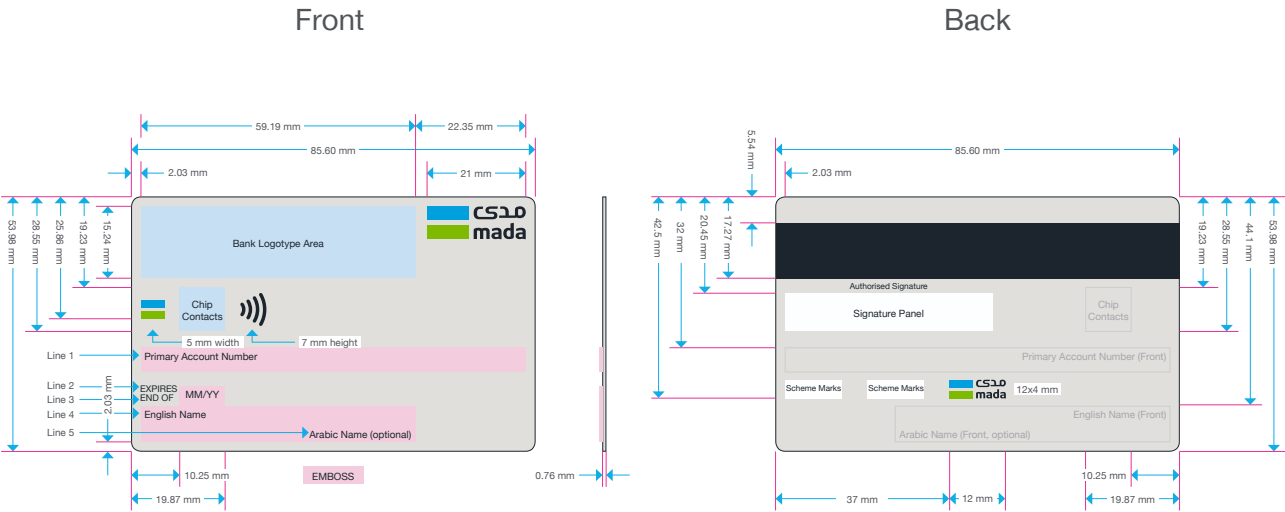
مدى
mada
لكل يوم

Vendor's Logo

TEXT MESSAGE / BANK

مدى
mada
لكل يوم

Vendor's Logo

TEXT MESSAGE / BANK

مدى
mada
لكل يوم

Vendor's Logo

The average length: 13.5cm

The average width: 5.5cm

0.5cm

0.5cm

The average width: 4cm

مدى
mada

Logo height should be proportionate with width

mada
Bank card
application

mada Bank card application
(mada logo placement)

There are options to place mada logo in banks cards.

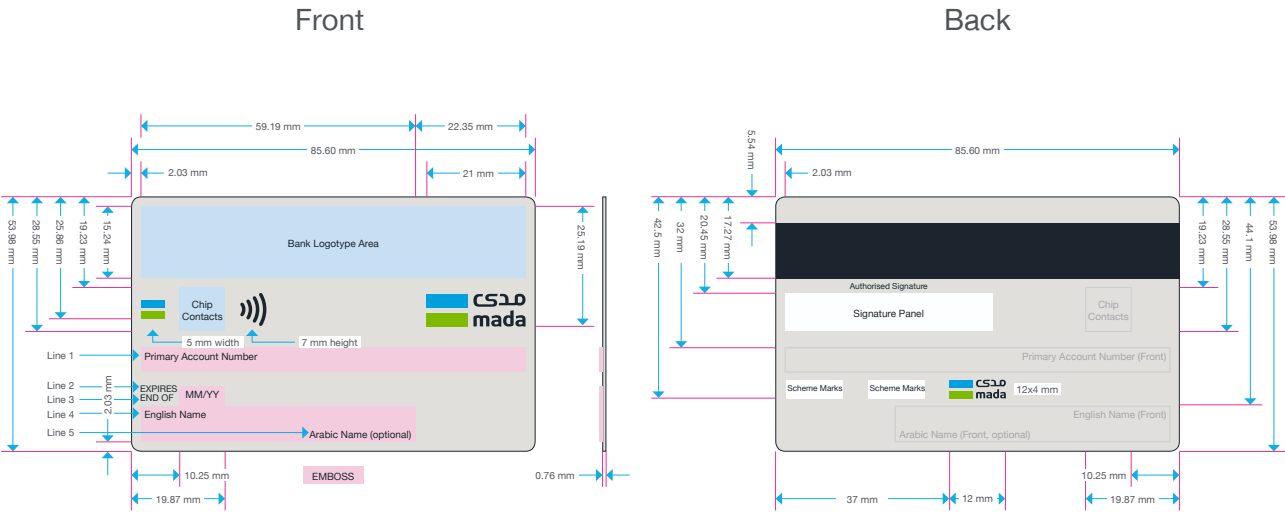Bank card — Horizontal
mada only (option 1).

Placement of mada brand.

Front

Back

mada Bank card application
(mada logo placement)

There are options to place mada logo in banks cards.

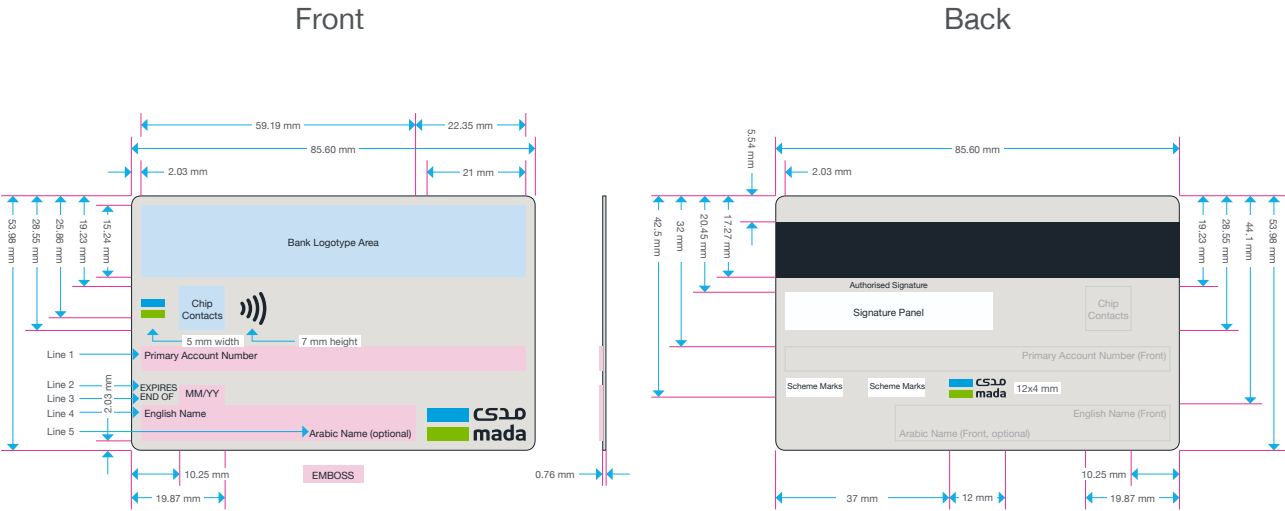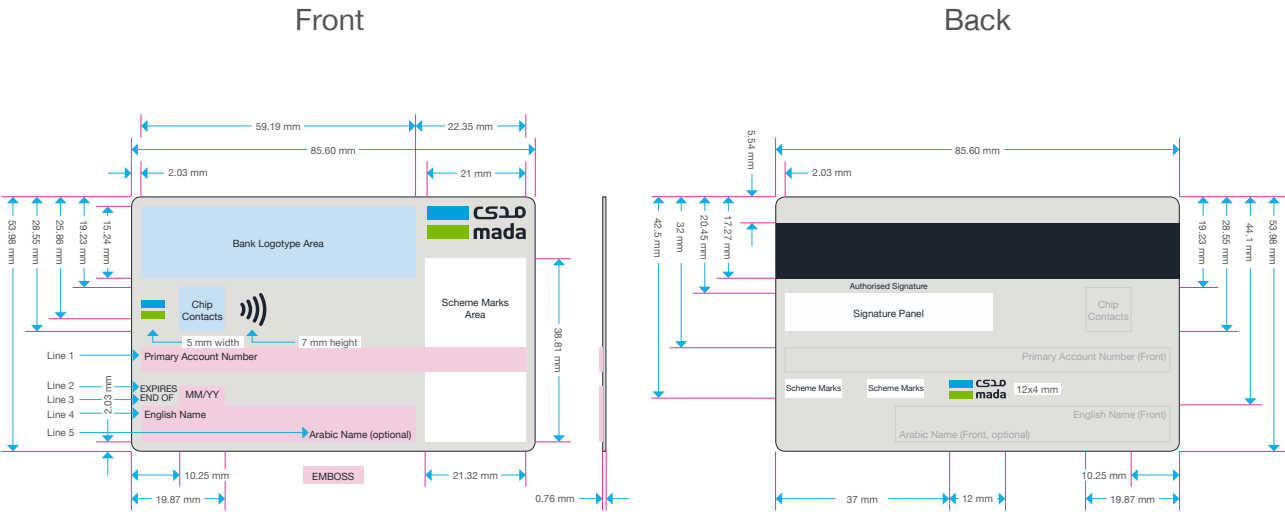Bank card — Horizontal
mada only (option 2).

Placement of mada brand.

Front

Back

Front card labels:
- 59.19 mm
- 22.35 mm
- 85.60 mm
- 2.03 mm
- 21 mm
- 53.98 mm
- 28.55 mm
- 25.86 mm
- 19.23 mm
- 15.24 mm
- Bank Logotype Area
- 25.19 mm
- Chip Contacts
- 5 mm width
- 7 mm height
- mada
- Line 1 — Primary Account Number
- Line 2 — EXPIRES END OF
- Line 3 — MM/YY
- Line 4 — English Name
- Line 5 — Arabic Name (optional)
- 2.03 mm
- 10.25 mm
- EMBOSS
- 0.76 mm
- 19.87 mm

Back card labels:
- 5.54 mm
- 85.60 mm
- 2.03 mm
- 42.5 mm
- 32 mm
- 20.45 mm
- 17.27 mm
- 19.23 mm
- 28.55 mm
- 44.1 mm
- 53.98 mm
- Authorised Signature
- Signature Panel
- Chip Contacts
- Scheme Marks
- Scheme Marks
- mada
- 12x4 mm
- Primary Account Number (Front)
- English Name (Front)
- Arabic Name (Front, optional)
- 37 mm
- 12 mm
- 10.25 mm
- 19.87 mm

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mada Bank card application
(mada logo placement)

There are options to place mada logo in banks cards.

Bank card — Horizontal mada only (option 3).

Placement of mada brand.

Front

Back

Bank Logotype Area

Chip Contacts

5 mm width   7 mm height

Line 1   Primary Account Number

Line 2   EXPIRES
Line 3   END OF   MM/YY
Line 4   English Name
Line 5   Arabic Name (optional)

mada

59.19 mm   22.35 mm
85.60 mm
2.03 mm   21 mm
53.98 mm
28.55 mm
25.86 mm
19.23 mm
15.24 mm
2.03 mm
10.25 mm
19.87 mm
EMBOSS
0.76 mm

Authorised Signature
Signature Panel
Chip Contacts

Scheme Marks   Scheme Marks   mada   12x4 mm

Primary Account Number (Front)
English Name (Front)
Arabic Name (Front, optional)

5.54 mm
85.60 mm
2.03 mm
42.5 mm
32 mm
20.45 mm
17.27 mm
19.23 mm
28.55 mm
44.1 mm
53.98 mm
10.25 mm
37 mm   12 mm   19.87 mm

mada Bank card application
(Scheme Marks placement)
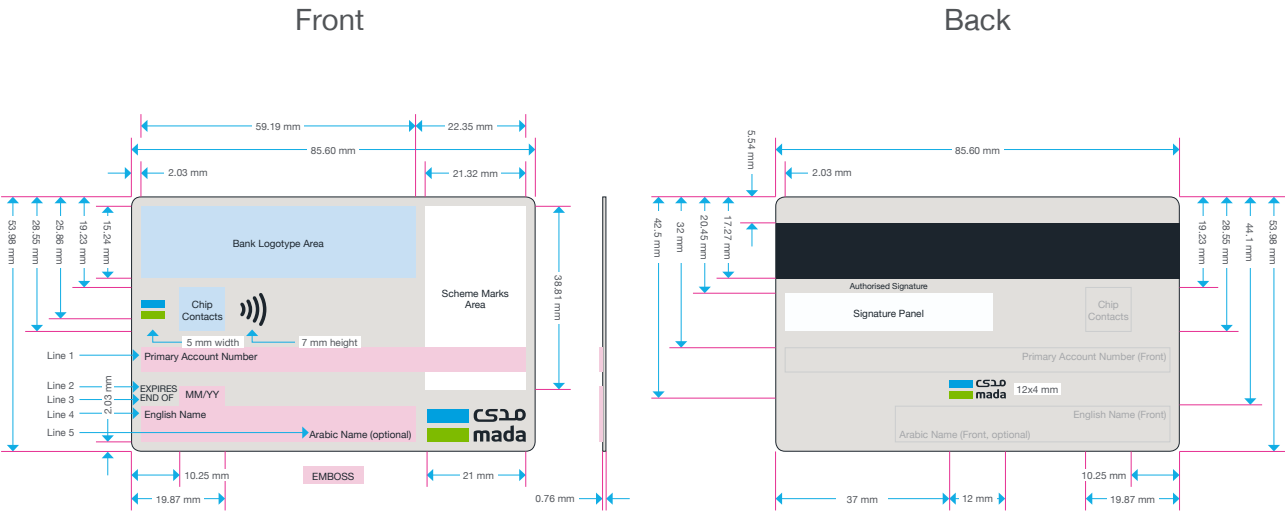
There are options to place mada logo in banks cards.

Bank card — Horizontal
Dual scheme (option 1).
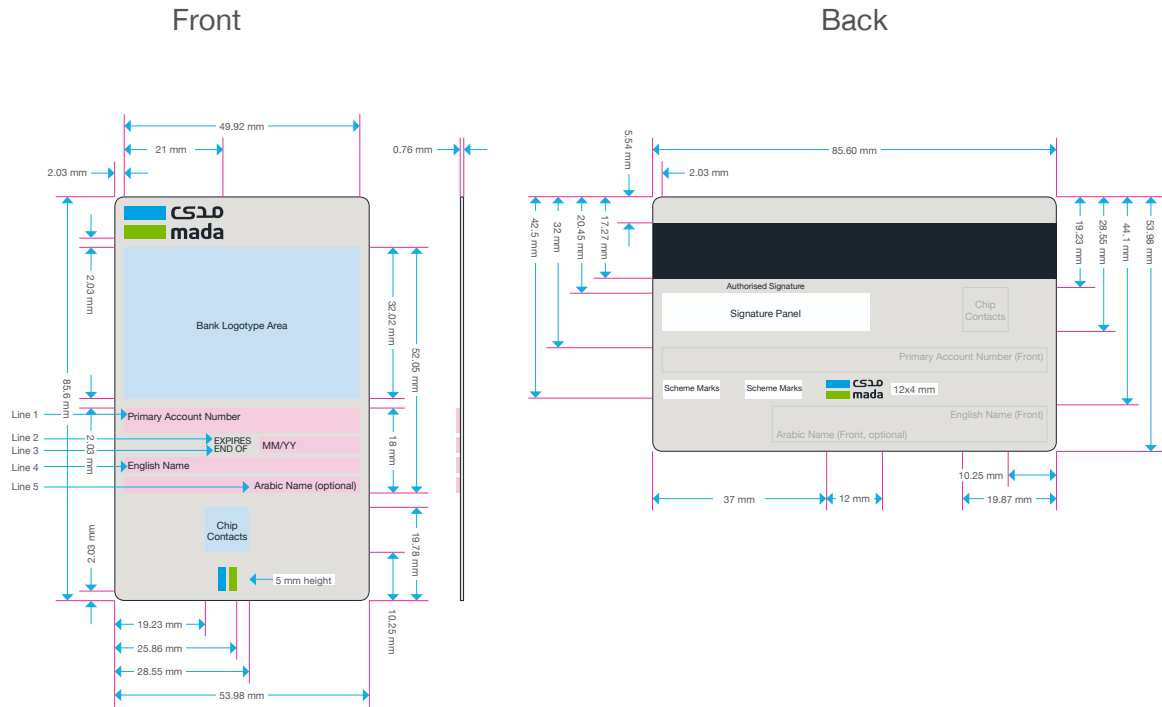
Placement of Scheme Marks

Front

Back

mada Bank card application
(Scheme Marks placement)

There are options to place mada logo in banks cards.

Bank card — Horizontal
Dual scheme (option 2).

Placement of Scheme Marks

Front

81.54 mm
85.60 mm
2.03 mm
21 mm

Bank Logotype Area

Chip Contacts

مدى mada

5 mm width
7 mm height

Line 1 — Primary Account Number

Line 2 — EXPIRES
Line 3 — END OF MM/YY
Line 4 — English Name
Line 5 — Arabic Name (optional)

Scheme Marks Area

EMBOSS

53.98 mm
28.55 mm
25.86 mm
19.23 mm
15.24 mm

16.5 mm
25.615 mm
14.8 mm

10.25 mm
19.87 mm
21.32 mm
0.76 mm

Back

85.60 mm
2.03 mm

Authorised Signature

Signature Panel

Chip Contacts

Scheme Marks   Scheme Marks   مدى mada   12x4 mm

Primary Account Number (Front)

English Name (Front)

Arabic Name (Front, optional)

5.54 mm
42.5 mm
32 mm
20.45 mm
17.27 mm

53.98 mm
44.1 mm
28.55 mm
19.23 mm

10.25 mm
37 mm   12 mm   19.87 mm

mada Bank card application
(Scheme Marks placement)

There are options to place scheme marks in banks cards.

Bank card — Horizontal
Dual scheme (option 3).

Placement of Scheme Marks

Front

Back

mada
Bank card application

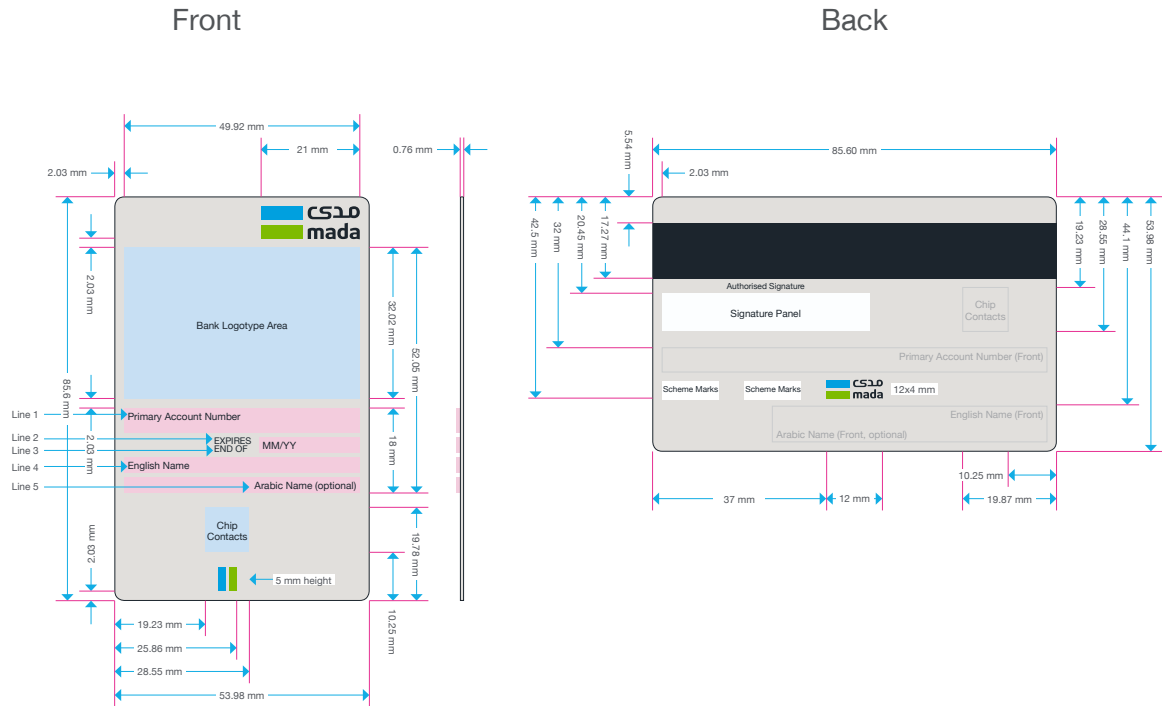Bank card — Contactless.

Placement of
contactless icon.

mada Bank card application
(mada logo placement)

There are options to place mada logo
in banks cards.

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

Placement of mada brand.

Front

Back

Bank Logotype Area

Primary Account Number

Line 1
Line 2   EXPIRES
Line 3   END OF   MM/YY
Line 4   English Name
Line 5   Arabic Name (optional)

Chip
Contacts

5 mm height

49.92 mm
21 mm
0.76 mm
2.03 mm
2.03 mm
85.6 mm
2.03 mm
32.02 mm
52.05 mm
18 mm
19.78 mm
10.25 mm
19.23 mm
25.86 mm
28.55 mm
53.98 mm

Authorised Signature

Signature Panel

Chip
Contacts

Primary Account Number (Front)

Scheme Marks   Scheme Marks   mada   12x4 mm

English Name (Front)

Arabic Name (Front, optional)

5.54 mm
85.60 mm
2.03 mm
42.5 mm
32 mm
20.45 mm
17.27 mm
19.23 mm
28.55 mm
44.1 mm
53.98 mm
10.25 mm
37 mm   12 mm   19.87 mm

mada Bank card application
(mada logo placement)

There are options to place mada logo in banks cards.

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

Placement of mada brand.

Front

Back

Front card labels

Bank Logotype Area

Line 1 — Primary Account Number
Line 2 — EXPIRES END OF
Line 3 — MM/YY
Line 4 — English Name
Line 5 — Arabic Name (optional)

Chip Contacts

5 mm height

Dimensions (Front): 49.92 mm, 37.49 mm, 21 mm, 0.76 mm, 2.03 mm, 2.03 mm, 32.02 mm, 52.05 mm, 85.6 mm, 18 mm, 19.78 mm, 2.03 mm, 10.25 mm, 19.23 mm, 25.86 mm, 28.55 mm, 53.98 mm

Back card labels

Authorised Signature
Signature Panel
Chip Contacts
Primary Account Number (Front)
Scheme Marks   Scheme Marks   mada   12x4 mm
English Name (Front)
Arabic Name (Front, optional)

Dimensions (Back): 5.54 mm, 85.60 mm, 2.03 mm, 42.5 mm, 32 mm, 20.45 mm, 17.27 mm, 19.23 mm, 28.55 mm, 44.1 mm, 53.98 mm, 10.25 mm, 37 mm, 12 mm, 19.87 mm

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mada Bank card application
(mada logo placement)

There are options to place mada logo in banks cards.

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

Placement of mada brand.

Front

Bank Logotype Area

Primary Account Number

EXPIRES
END OF   MM/YY

English Name

Arabic Name (optional)

Chip
Contacts

5 mm height

Line 1
Line 2
Line 3
Line 4
Line 5

49.92 mm
21 mm
0.76 mm
2.03 mm
2.03 mm
85.6 mm
2.03 mm
32.02 mm
52.05 mm
18 mm
19.78 mm
10.25 mm
19.23 mm
25.86 mm
28.55 mm
53.98 mm
2.03 mm

Back

Authorised Signature

Signature Panel

Chip
Contacts

Scheme Marks   Scheme Marks   mada   12x4 mm

Primary Account Number (Front)

English Name (Front)

Arabic Name (Front, optional)

5.54 mm
85.60 mm
2.03 mm
42.5 mm
32 mm
20.45 mm
17.27 mm
19.23 mm
28.55 mm
44.1 mm
53.98 mm
10.25 mm
37 mm
12 mm
19.87 mm

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mada Bank card application
(Scheme Marks placement)

Bank card — Vertical.
Dual scheme.

Placement of Scheme Marks

Front

Scheme Marks Area

Bank Logotype Area

Line 1 — Primary Account Number
Line 2 — EXPIRES
Line 3 — END OF   MM/YY
Line 4 — English Name
Line 5 — Arabic Name (optional)

Chip
Contacts

5 mm height

49.92 mm
21 mm
0.76 mm
2.03 mm
2.03 mm
20.74 mm
18 mm
62.79 mm
85.6 mm
2.03 mm
18 mm
2.03 mm
2.03 mm
19.78 mm
10.25 mm
19.23 mm
25.86 mm
28.55 mm
53.98 mm

Back

Authorised Signature

Signature Panel

Chip
Contacts

Primary Account Number (Front)

Scheme Marks   Scheme Marks   مدى mada   12x4 mm

English Name (Front)

Arabic Name (Front, optional)

5.54 mm
85.60 mm
2.03 mm
42.5 mm
32 mm
20.45 mm
17.27 mm
19.23 mm
28.55 mm
44.1 mm
53.98 mm
10.25 mm
37 mm
12 mm
19.87 mm

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.

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mada
Bank card application
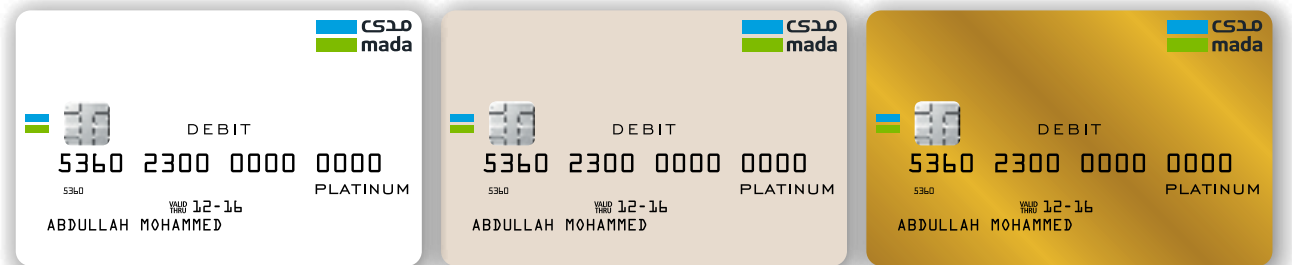
Primary logo application

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.
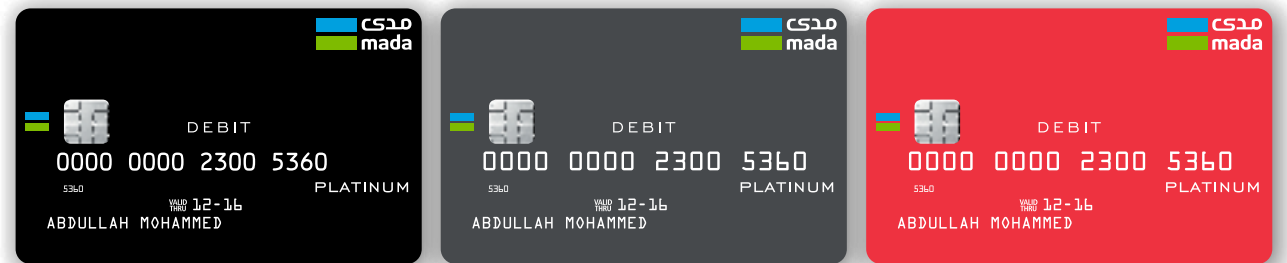
Exceptional logo application

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.
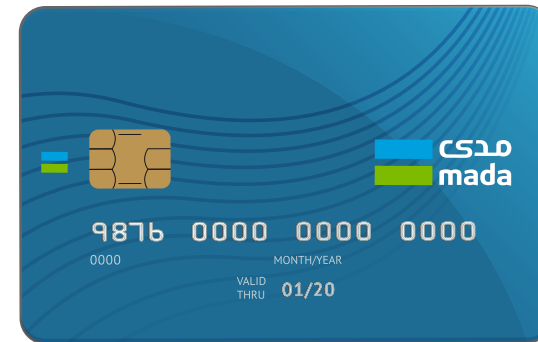
mada Non-card Contactless

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
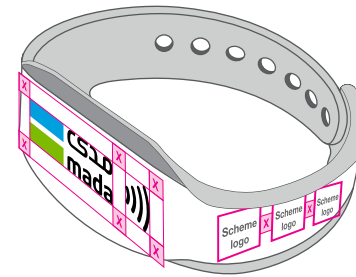
wristband
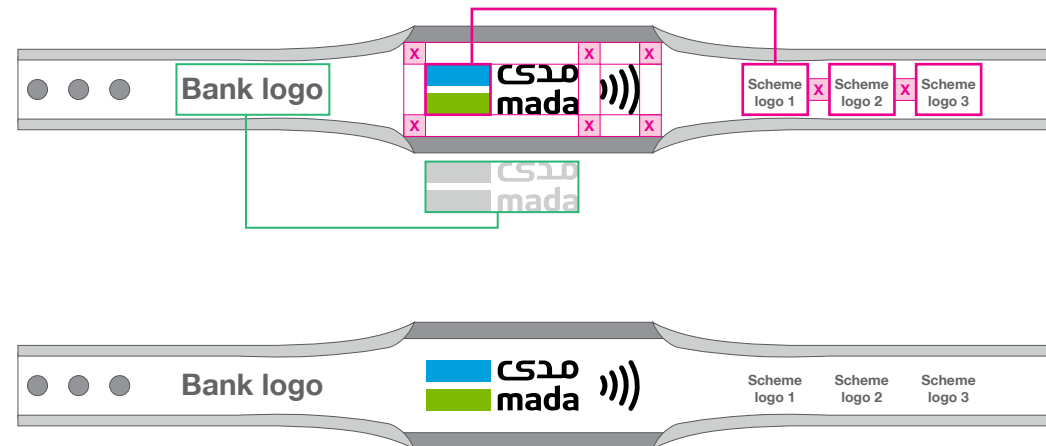
Template details

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

Watch
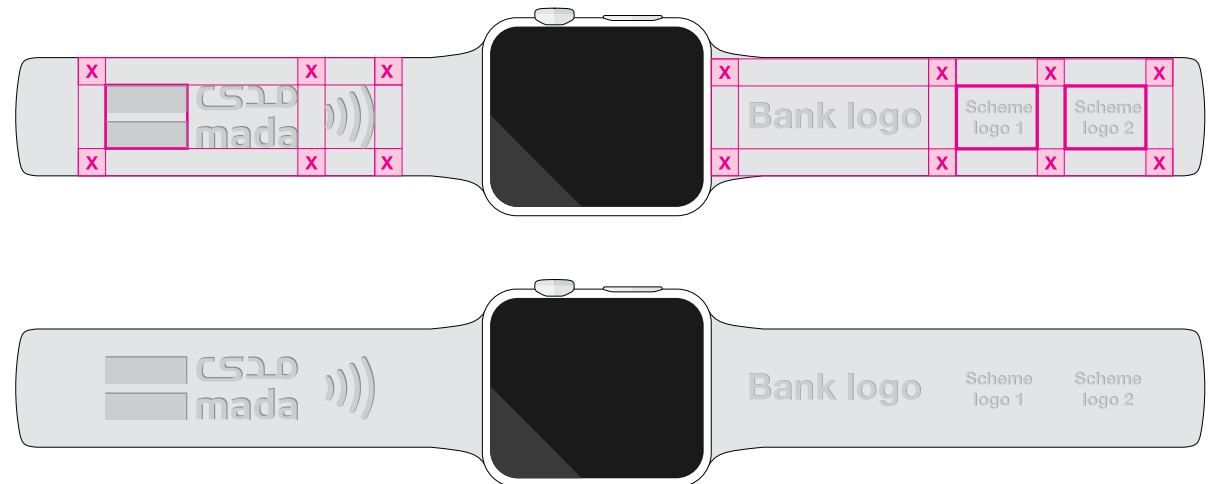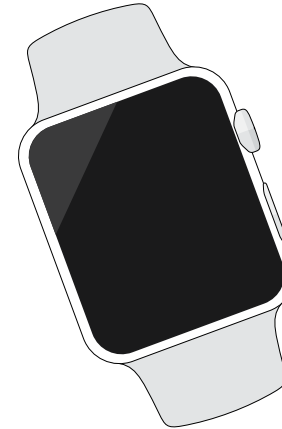
Template details

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
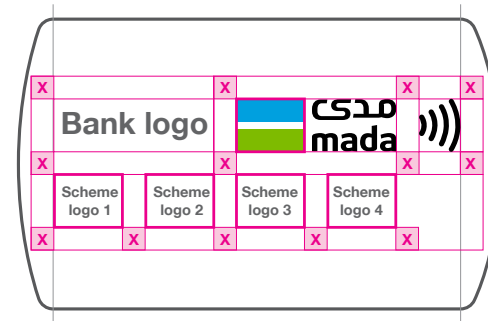
Sticky Tags
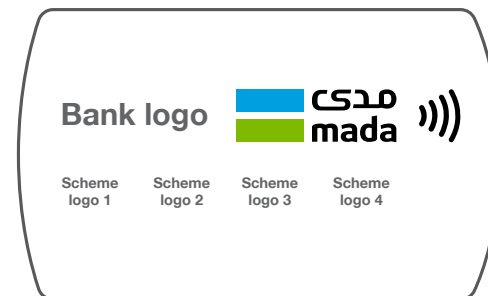
mada only sticker

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

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
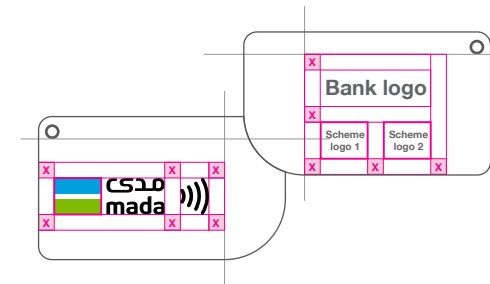
Mini tag (two-sided)
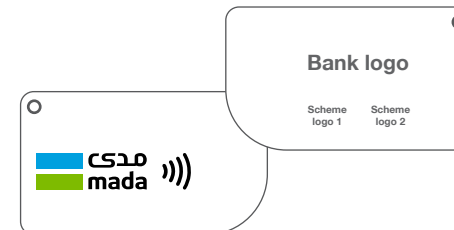
Template details

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
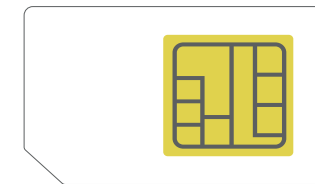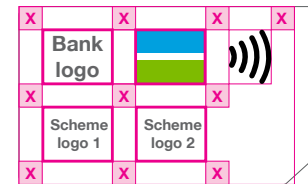
SIM chips
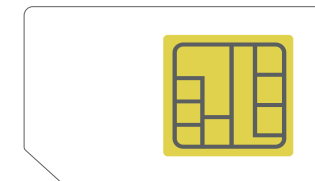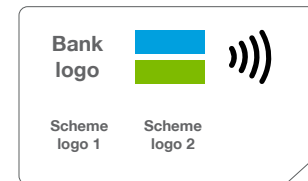
Some changes will apply when using different backgrounds and materials.

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.

Bank logo

مدى mada

| Scheme logo 1 | Scheme logo 2 | Scheme logo 3 | Scheme logo 4 |

مدى mada

Scheme logo   Scheme logo   Scheme logo

Bank logo

Scheme logo 1   Scheme logo 2

مدى mada

Bank logo

Scheme logo 1   Scheme logo 2

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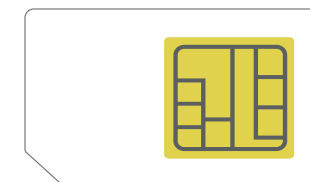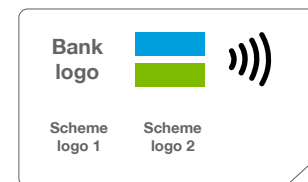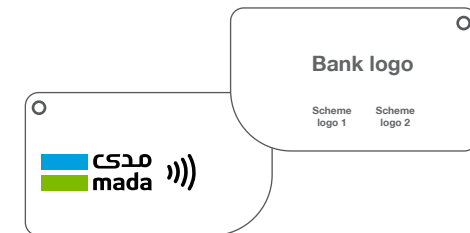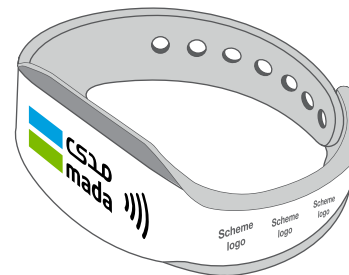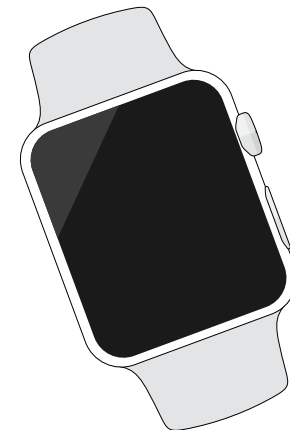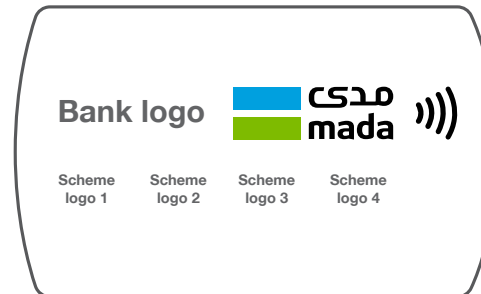
For more information about mada non cards design and product specifications, please refer to mada technical book or contact mada certification center.
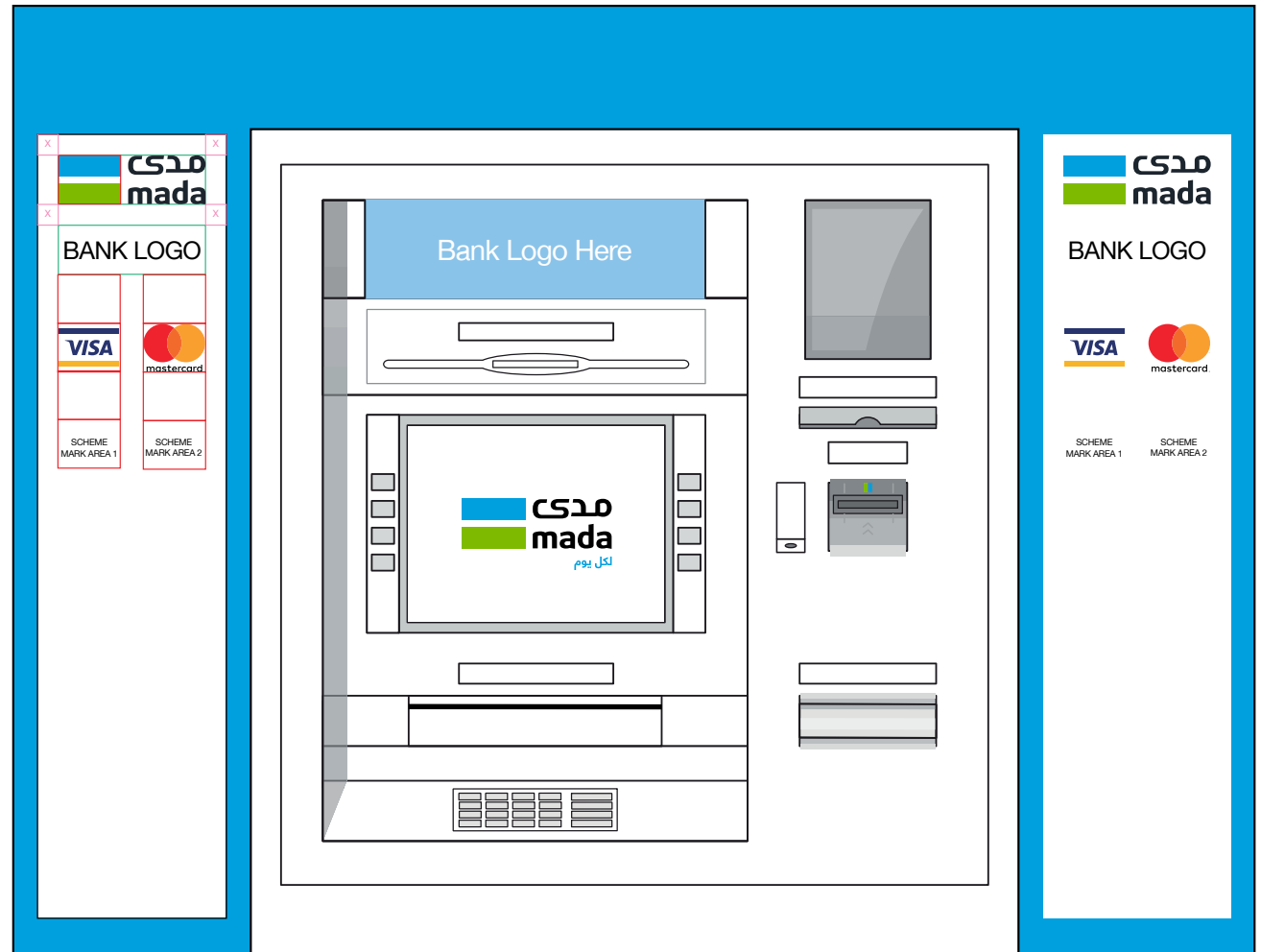
mada
ATM Branding

ATM terminal.
mada logo placement.

mada
ATM terminal

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.

BANK LOGO

SCHEME MARK AREA 1 SCHEME MARK AREA 2

لكل يوم

BANK LOGO

SCHEME MARK AREA 1 SCHEME MARK AREA 2
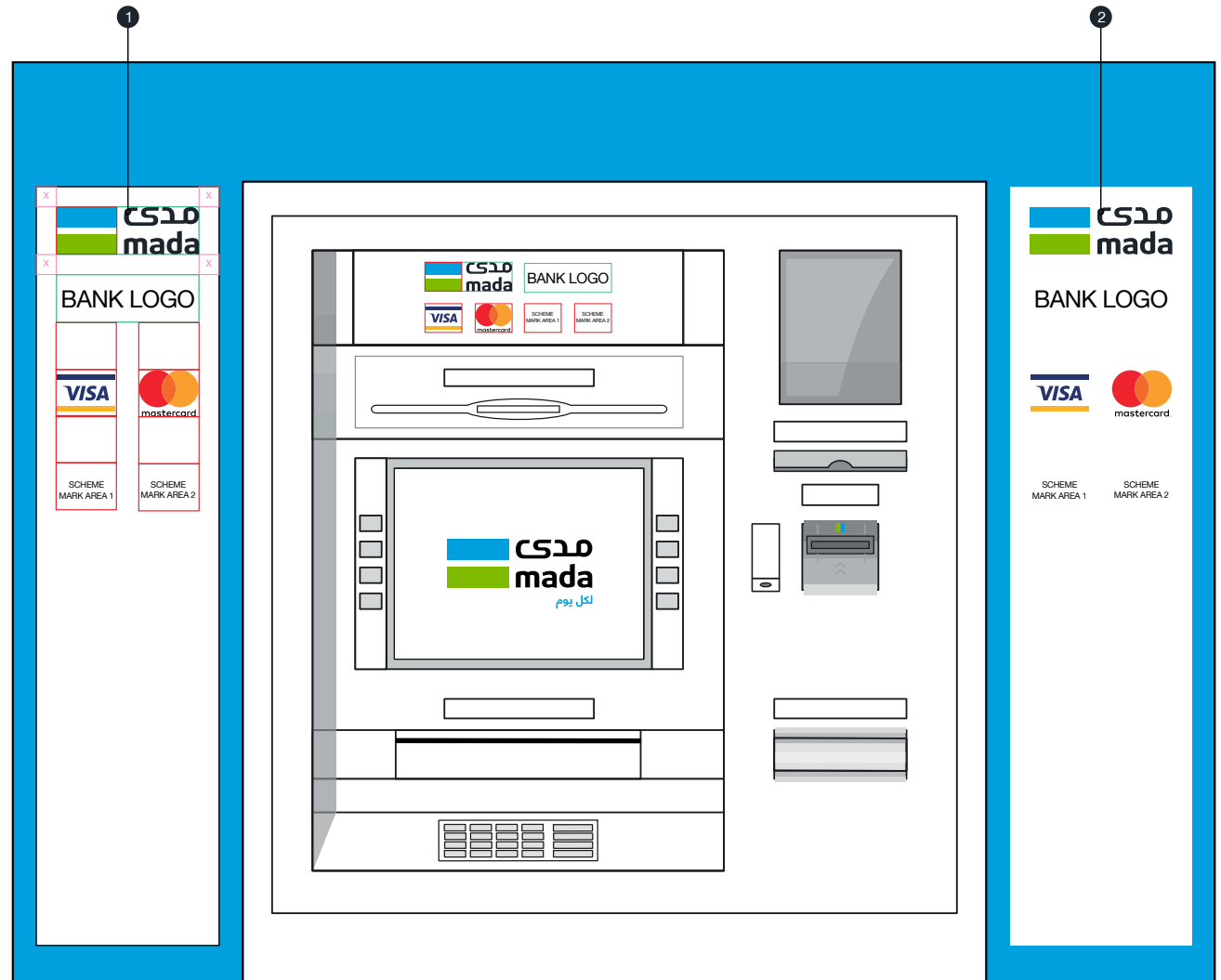
ATM terminal.
(Option 02)

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.

5.6 mm height
4.5mm width
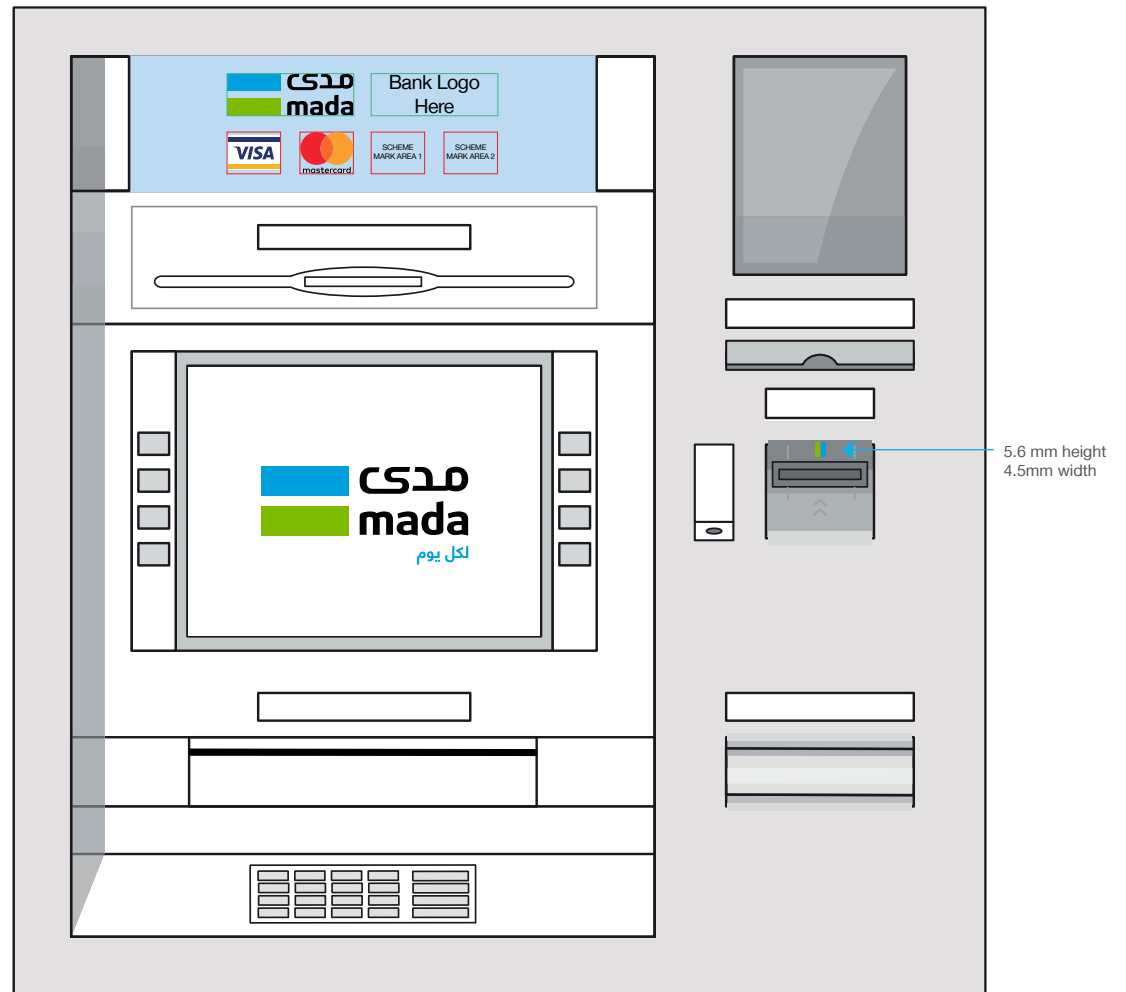
Standby mode

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
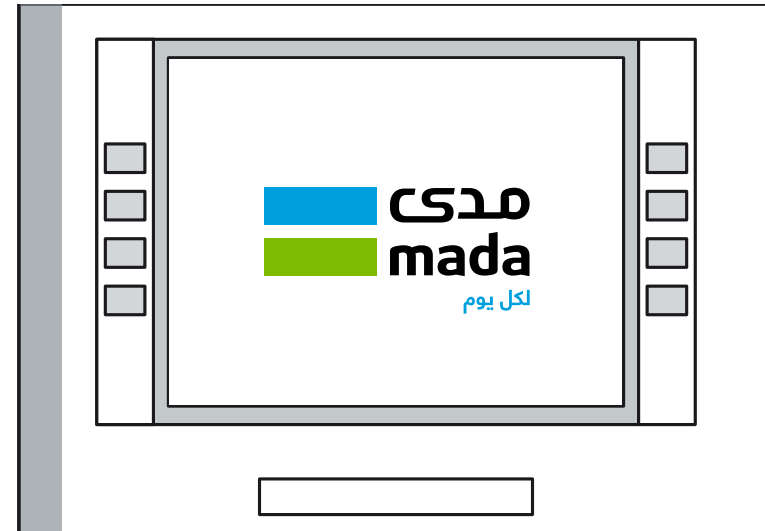
Thanking mode
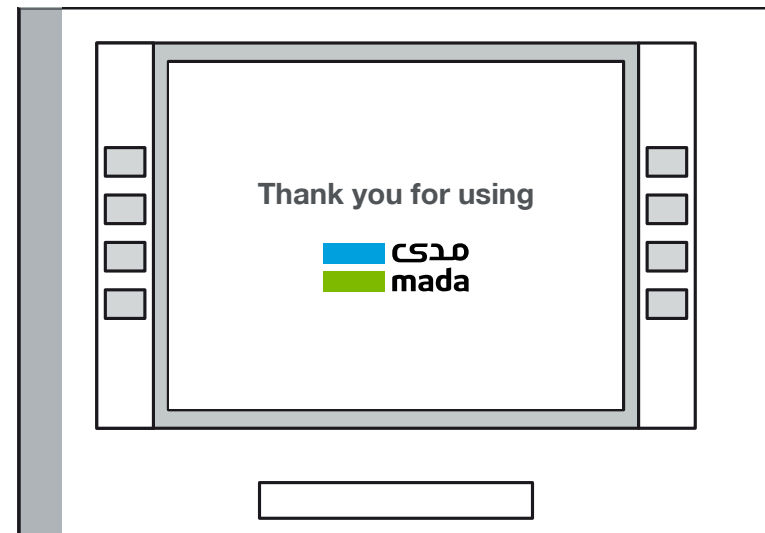
ATM terminal.
mada symbol placement detail.

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.

5.6 mm height

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.

مدى
mada

لكل يوم

TEXT MESSAGE / BANK

BANK website & Phone number

مدى
mada

For everyday

مدى
mada

لكل يوم

TEXT MESSAGE / BANK

BANK website & Phone number

مدى
mada

For everyday
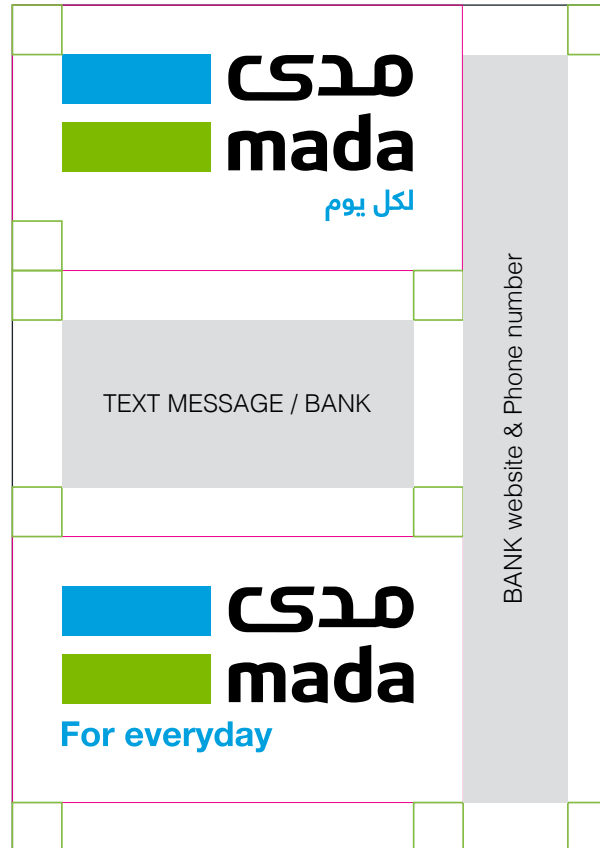
mada
Drive-thru
ATM Branding

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)

minimum size: 35cm

X X

X X
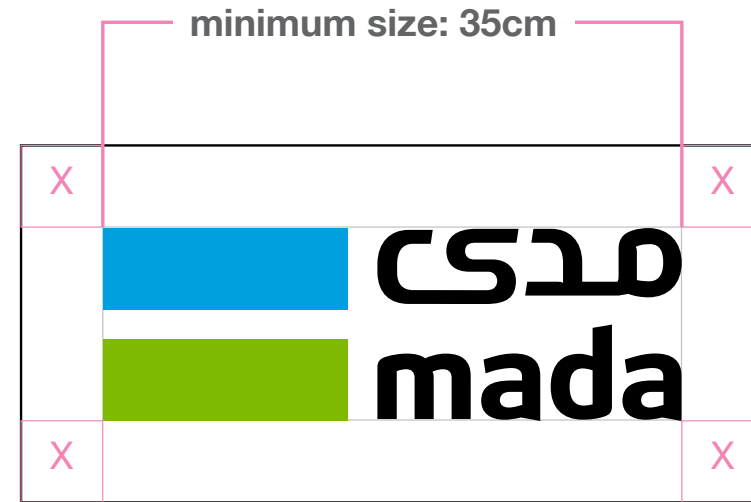
Template details

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

Option 1
2 faces in white
background

Option 2
2 faces in white
background

Flat Design
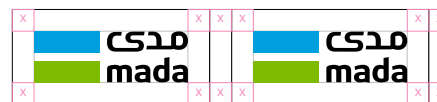
Template details

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

Option 1
3 faces in white background

Option 2
3 faces in black background
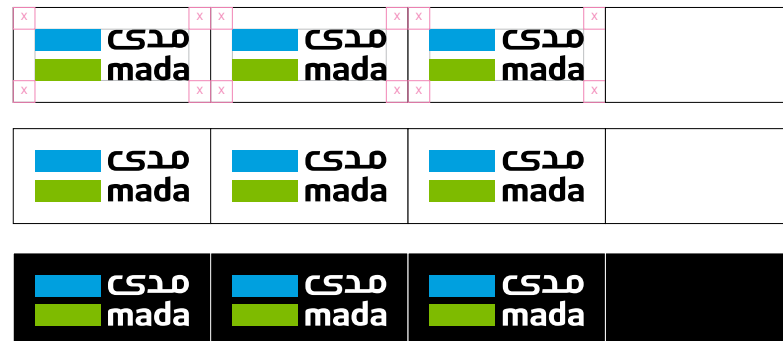
Flat Design

mada logo on
4 faces
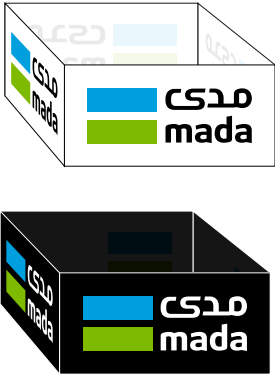
Option 1
4 faces in white
background

Option 2
4 faces in black
background

Flat Design
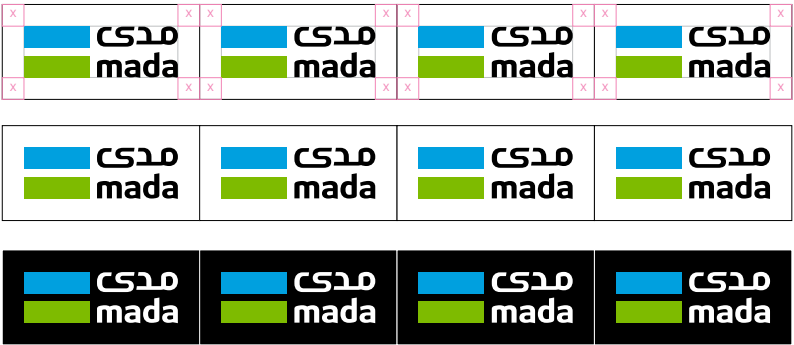
Material

Backlight box, printed or 3D logo
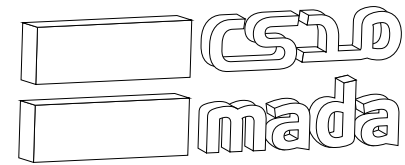
13
mada
TAWASUL
TEAM

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.

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.

X
Clear Space

مدى
mada

فــريــــق تـــواصـل
AxC
TAWASUL TEAM
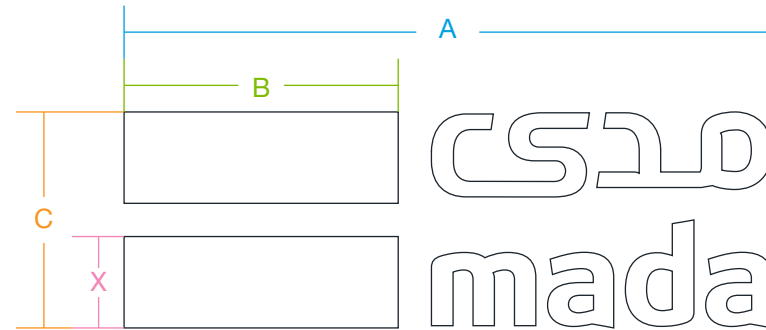
T- shirts

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.

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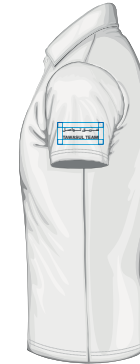
TAWASUL

Front Side View

Side View

Minimum size
logo with clear space
30 mm x65 mm

Maximum size
logo with clear space
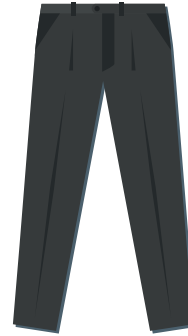40 mm x90 mm

Pants

Black

Hats

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.

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

Pants
Black

Minimum size
logo with clear space
30 mm x65 mm

Maximum size
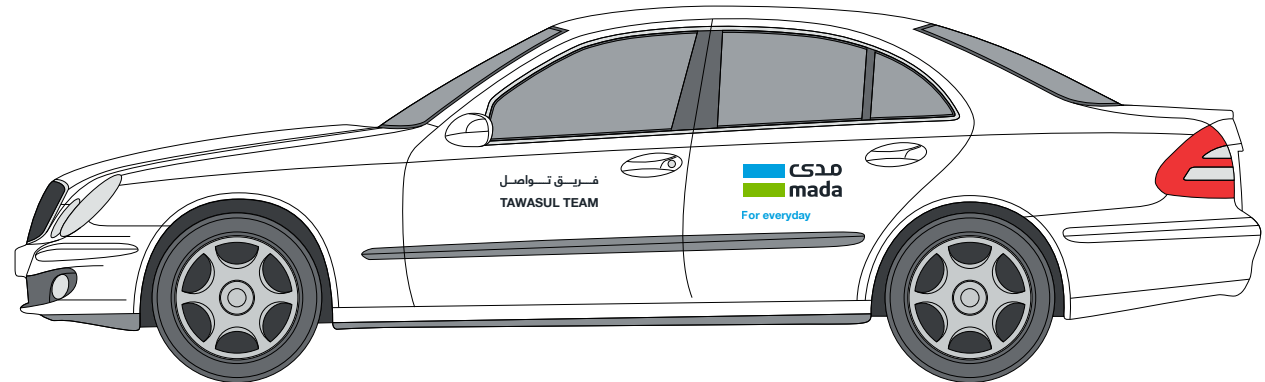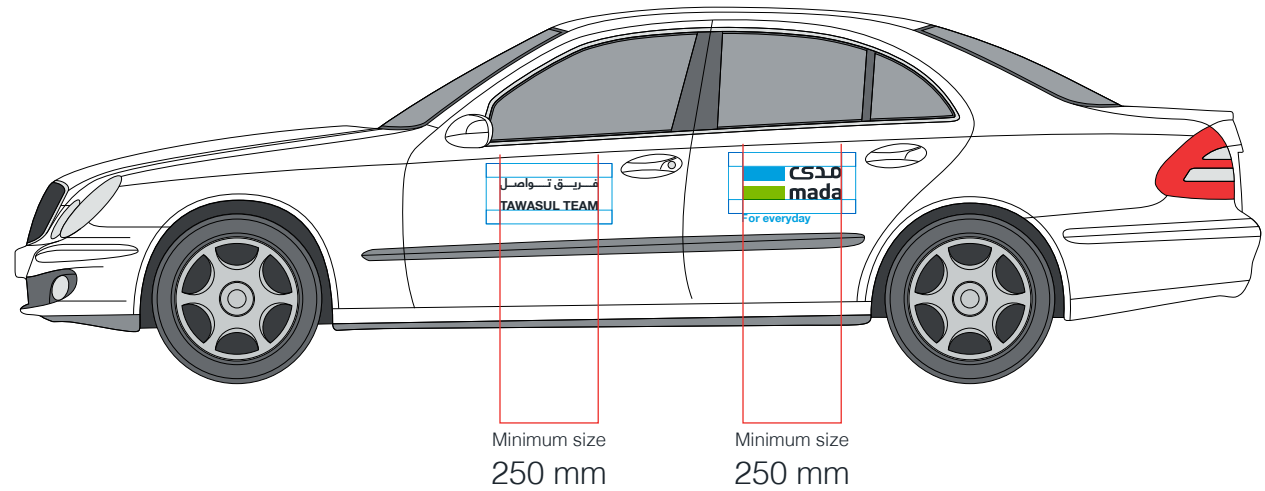logo with clear space
40 mm x90 mm

TAWASUL

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

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

فـريـق تـواصـل
TAWASUL TEAM

مدى
mada
For everyday

Minimum size
250 mm

Minimum size
250 mm

فـريـق تـواصـل
TAWASUL TEAM

مدى
mada
For everyday

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

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

TAWASUL

Minimum size
100 mm

Minimum size
100 mm

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.

20mm

14 Merchant 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.

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.

X
Clear Space

MSP LOGO
AxC

MSP LOGO
AxC

210
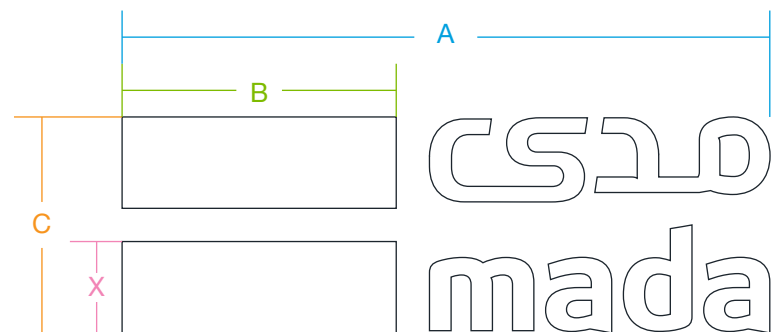
T- shirts

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

Minimum and maximum sizes as shown.

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

MSP

Front Side View

Side View

Minimum size
logo with clear space
30 mm x65 mm

Maximum size
logo with clear space
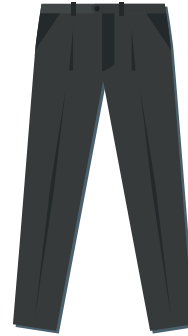40 mm x90 mm

Pants

Black

Hats

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

Minimum and maximum sizes as shown.

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

Pants
Black

Minimum size
logo with clear space
30 mm x65 mm

Maximum size
logo with clear space
40 mm x90 mm

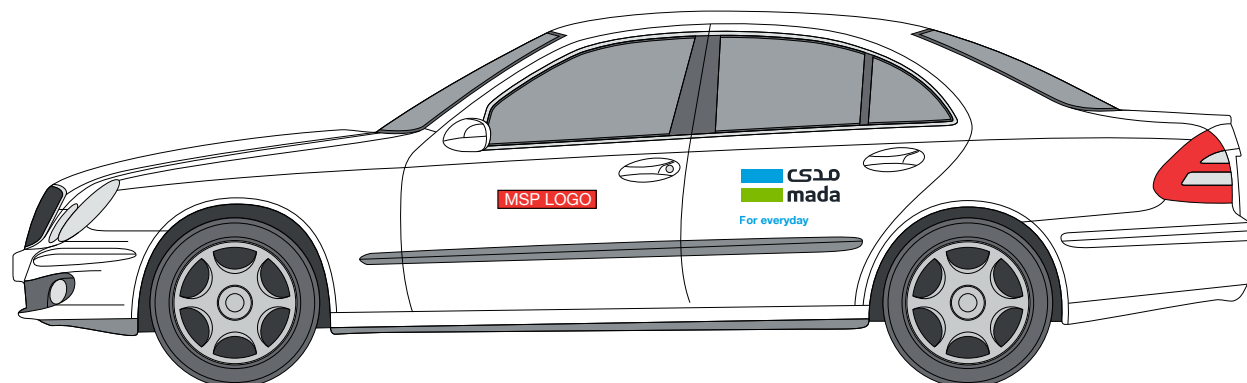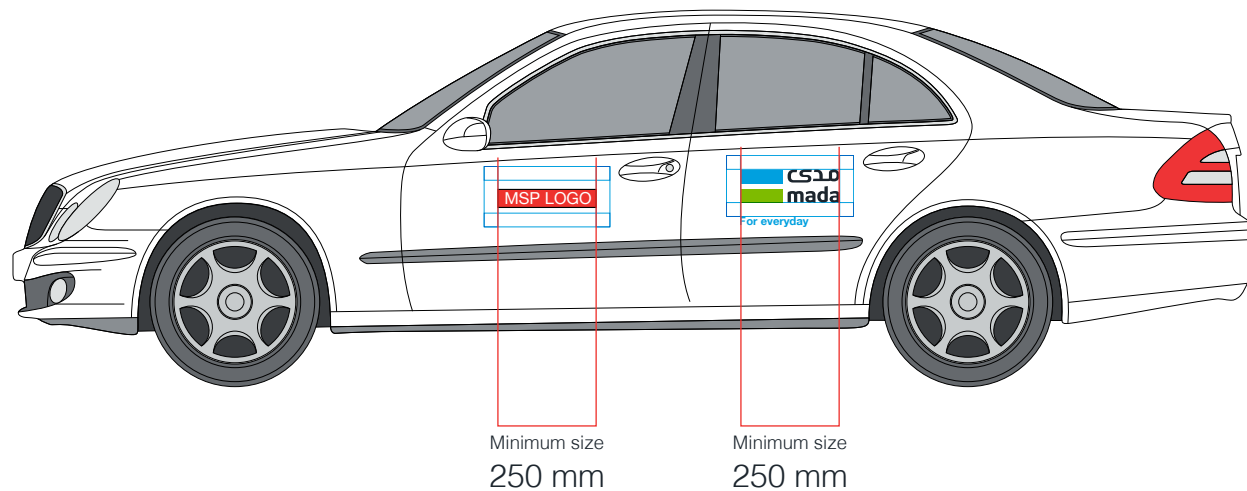For everyday

MSP

For everyday

MSP LOGO

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

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

MSP LOGO

مدى
mada
For everyday

Minimum size
250 mm

Minimum size
250 mm

MSP LOGO

مدى
mada
For everyday

mada
Merchant Service Provider

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.

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

MSP

Minimum size
100 mm

Minimum size
100 mm

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.