

mcTab

مکتب

logo design style guide.

05/02/2023

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Primary Logo.

**LOGO
USE:**

Most commonly used and the most complex.
All other brand logos stem from it.



English Version



Persian/Arabic Version



Dual Language Version



Secondary Logo.

**LOGO
USE:**

Designed to be compact and to fit in smaller spaces where details can still be seen.



English Version



Dual Language Version



Persian/Arabic Version

Submark.

**LOGO
USE:**

Designed to make your brand recognizable in the smallest space areas.



English Version



Dual Language Version



Persian/Arabic Version

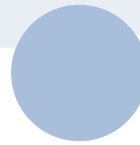
Colour Palette.

Primary Colour:



The main colour within your logo. The colour of your logo when placed on light coloured backgrounds & the main background colour when using a white logo version.

Secondary Colour:

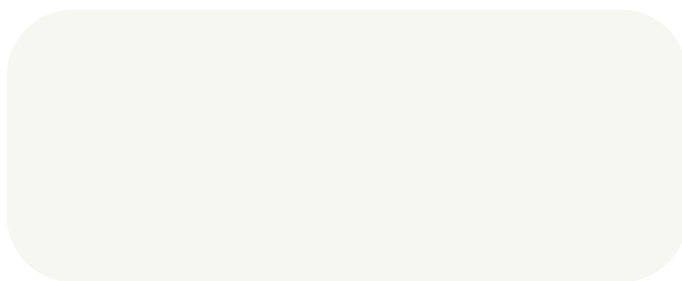


The coloured used within your logo to compliment the primary colour. Used slightly within the logo for a pop of colour and emphasis on the imagery.

Supporting Colour:



A neutral colour that compliments both the primary and secondary colour. This can be used as an alternate colour to a plain white background.



#111429
Dark Navy

#A9BFD9
Muted Blue

#F4F4EE
Off-White

Colour Breakdown.



PRIMARY COLOUR
Dark navy used as a primary colour because it is seen the most throughout the logo. It also able to provide high contrast on a light background.

SECONDARY COLOUR
Muted blue used to connect the Arabic reference to school and book icon inside of the digital device.

SUPPORTING COLOUR
Provides a neutral background option other than plain white.



PRIMARY COLOUR
Primary colour can be used as a dark background when needed. Logo should be placed in white to provide sufficient contrast.

Fonts.

- Primary Font:

The main idea/key message. This font leaves the biggest impression.
- Secondary Font:

Gives any important details that you'd like your audience to see after the primary.
- Supporting Font:

Subsequent information to help shape your narrative. Seen upon closer look & time.

Font Breakdown.

Header

Sub Heading

small paragraph and minor details

PRIMARY FONT

McTab

All Round Gothic Demi

PRIMARY FONT

مکتب

Dirooz

SECONDARY FONT

McTab

Poppins Medium

SUPPORTING FONT

McTab

All Round Gothic Book

Brand Pattern.

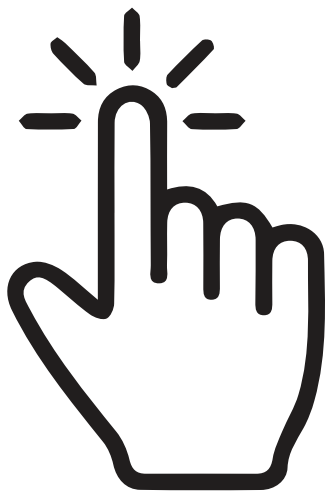
Pattern Use:

Help to display your logo on something other than a plain background, while still having visual cues that relate to your business.



EXAMPLE USAGE
Use icons on supporting colour background with secondary muted blue

Brand Icons.



Pointer Icon

A pointer icon relates to both the digital and traditional sense of how we interact with educative elements.



Logo Icon

This icon remains on brand as it is directly within the logo.



EXAMPLE USAGE
Use icons on primary colour background with secondary muted blue supporting off-white at 50% colour opacity

File Types.

.png



High resolution raster images. A PNG is good for showing crisp transparent images online.

transparent

enlarged = less pixelated

larger file size

.jpg



Low resolution raster images. A JPG is good websites & online platforms.

non-transparent

enlarged = more pixelated

smaller file size & fast loading

.svg



Vector image used for web publishing. Can be scaled while maintaining high quality.

enlarged = non-pixelated

smaller file size & fast loading

.eps



Vector image. Good for large scale print jobs that need high quality.

both opaque & transparent

enlarged = non-pixelated

smaller file size & fast loading

.pdf



High resolution document. Can be printable and interactive for screen use.

No loss of detail

Versatile use

Vector Image:

Vector files use mathematical equations, lines, and curves with fixed points on a grid to produce an image. Since the mathematical formula recalibrates to any size, you can scale a vector image up or down without impacting quality.

Raster Image:

Raster images are built from pixels – tiny colour squares that in great quantity can form highly detailed images such as photographs.

