



BRAND GUIDELINES



TABLE OF CONTENTS

Visual Identity

- Logo Meaning
- Logo Rationale
- Logo
- Logo Inverse
- Logo Location Grid

Typography

- English Version
- Arabic Version

Stationery

- Group of Stationery
- Business card
- Letterhead
- Envelop
- Mug
- Water Bottle
- Bag

Photography Guidelines

- Editing
- Resolutions
- Consistency
- Brand Identity
- Composition

Usage Parameters

- Clear Space
- Pairing
- Do Not's

Basic elements

- Pattern
- Graphic Elements
- Iconography
- Use of Color
- Reductions &
- Minimum Sizes

Website Guidelines

- Typography
- Imagery
- Layout
- Branding Elements
- User Experience

Color system guidelines

- Logo Color Usage

LOGO

This section of your guidelines provides instructions and rules for the correct usage of your brand's logo. It covers when and where to use the logo, variations, clear space, colors, placement, misuse prevention, and the required file formats.





Logo Location Grid – Square

Our corporate logo will be located in the upper left part of the pieces for the grid.



The logo is always placed in the upper left corner of the design according to the layout grid.

The maximum logo area is defined as a space equivalent to half of the logo's icon, and this space must always be respected. No other element should obstruct it.

The headline is preferably placed within this space. It can be right, centered, and left justified, depending on the background elements around it.

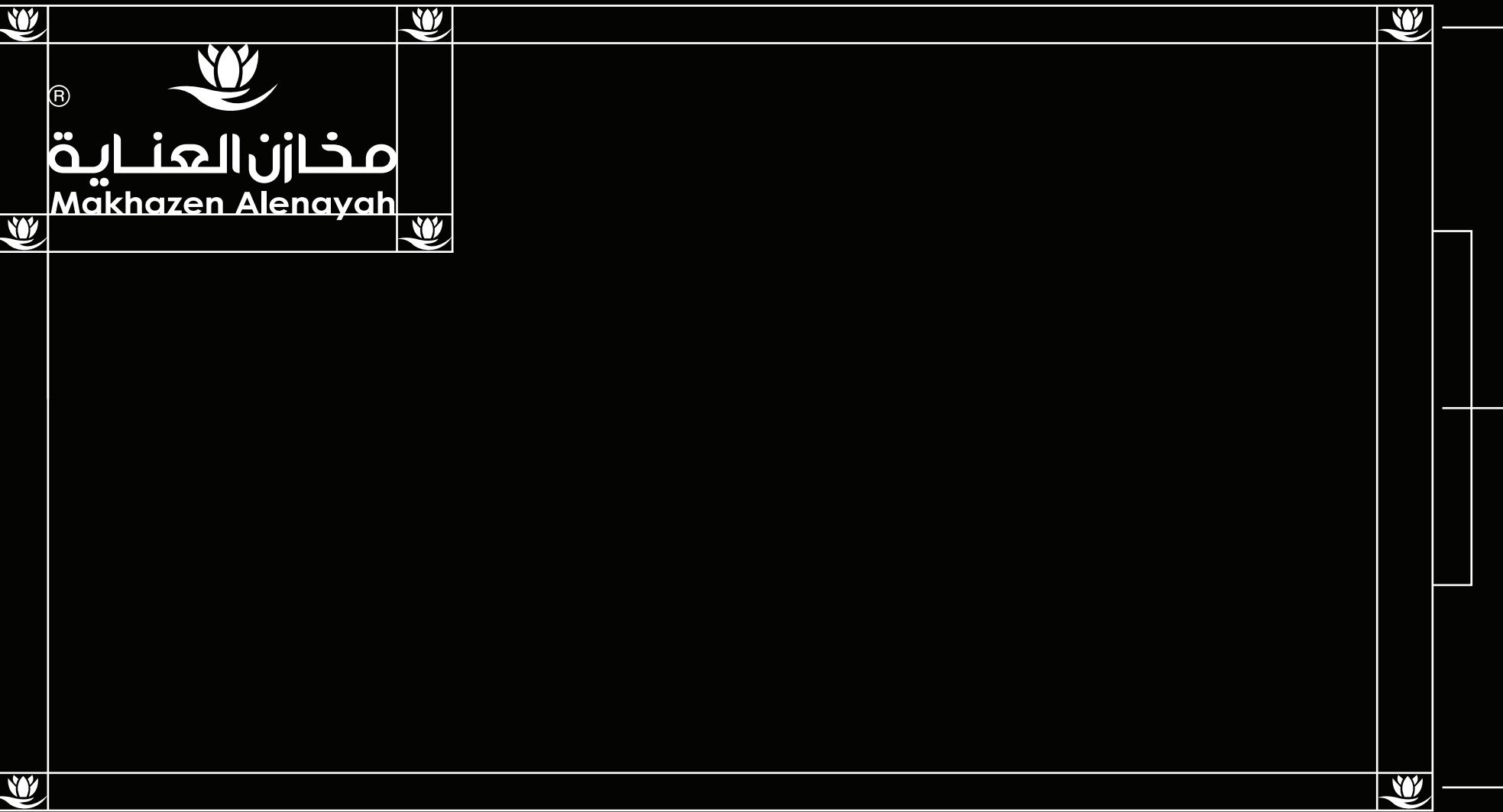
Size:
Headline between 60–80 pt
Sub-headline between 42–52 pt

Additional info like contact info should be placed in the bottom right side and should not exceed the grid limits from the right and lower part.

Size: Between 18–25 pt

Logo Location Grid – Landscape

Our corporate logo will be located in the upper right part of the pieces for the grid.



The logo is always placed in the upper left corner of the design according to the layout grid.

The maximum logo area is defined as a space equivalent to half of the logo's icon, and this space must always be respected. No other element should obstruct it.

The headline is preferably placed within this space. It can be right, centered, and left justified, depending on the background elements around it.

Size:
Headline between 60–80 pt
Sub-headline between 42–52 pt

Additional info like contact info should be placed in the bottom right side and should not exceed the grid limits from the right and lower part.

Size: Between 18–25 pt

USAGE PARAMETERS

In this section, you will find detailed explanations of each parameter, including their purpose, acceptable values, and any dependencies or interactions with other parameters.

Clear Space

The outer gray striped margins indicate the safe zone, where graphical and visual elements may be safely positioned up to the black line.

The black line indicates the clear space, and this area must be kept completely free of any graphical or visual elements.

The minimum required clear space is defined according to the size of the logo icon.



Paring

When using the Makhazen Alenayah logo with other logos to show partnerships or collaborations, make sure to align the logos vertically and maintain the specified Makhazen Alenayah icon spacing between them.





TILTING THE LOGO



CHANGING THE LOGO PROPORTIONS



CHANGING THE LOGO COLORS



ADDING OR REMOVING
AN ELEMENT OF THE LOGO



CONVERTING THE LOGO
TO AN OUTLINE (STROKE)



REDUCING THE LOGO OPACITY



ADDING A BORDER TO THE LOGO



ADDING EFFECTS TO THE LOGO

TYPOGRAPHY

The “Typography” section provides guidelines for font selection, text size, spacing , and styling in your designs. It ensures a consistent and visually appealing text presentation that aligns with your brand or project’s identity.

Typography

PNU Collection enables maximum flexibility in our communication, either online or offline.

A typography system that allows us to evolve our communication in both physical and digital environments. The wide range of widths allows us to move effortlessly between being a central design element or playing a supporting role in editorial design, corporate branding, video, websites, apps, and user interfaces.

PNU

Bold

Aa Bb Cc Dd Ee Ff /123

Regular

Aa Bb Cc Dd Ee Ff /123

Regular

Aa Bb Cc Dd Ee Ff /123

Regular

Aa Bb Cc Dd Ee Ff /123

Usage example

We show you the correct usage of typographies, where the hierarchy is shown in different levels

Level 1
Makhazen Alenayah Headline

Level 2
Makhazen Alenayah Headline

Level 3
Makhazen Alenayah Text

Level 4
Makhazen Alenayah Text

Local knowledge
Global reach

Lorem ipsum dolor,
efficitur sapien nec cursus

Nullam felis nulla, tempor vel nunc a, fringilla convallis urna.
Aliquam vehicula eget libero vitae luctus. Donec ac neque eget erat
lacinia euismod eu ut purus. Sed lorem justo, mollis sed vulputate eu,
eleifend non eros. Donec a vestibulum odio, vel pulvinar enim. Nulla
fermentum pharetra risus, eget volutpat turpis. Nullam vulputate magna
quis tristique malesuada.

Nullam felis nulla, tempor vel nunc a,
fringilla urna.
Aliquam vehicula eget libero vitae luctus.

Typography

PNU Collection enables maximum flexibility in our communication, either online or offline.

A typography system that allows us to evolve our communication in both physical and digital environments. The wide range of widths allows us to move effortlessly between being a central design element or playing a supporting role in editorial design, corporate branding, video, websites, apps, and user interfaces.

PNU

عربی داکن

Bold

عربی وسط

Medium

عربی عادی

Regular

عربی خفیف

Light

BASIC ELEMENTS

This section outlines the fundamental principles for creating effective icons, including patterns, graphic elements, iconography, color, and size considerations. It provides essential guidelines for maintaining consistency and optimizing usability in your icon design.



مخازن العناية
Makhazen Alenayah





مخازن العناية
Makhazen Alenayah









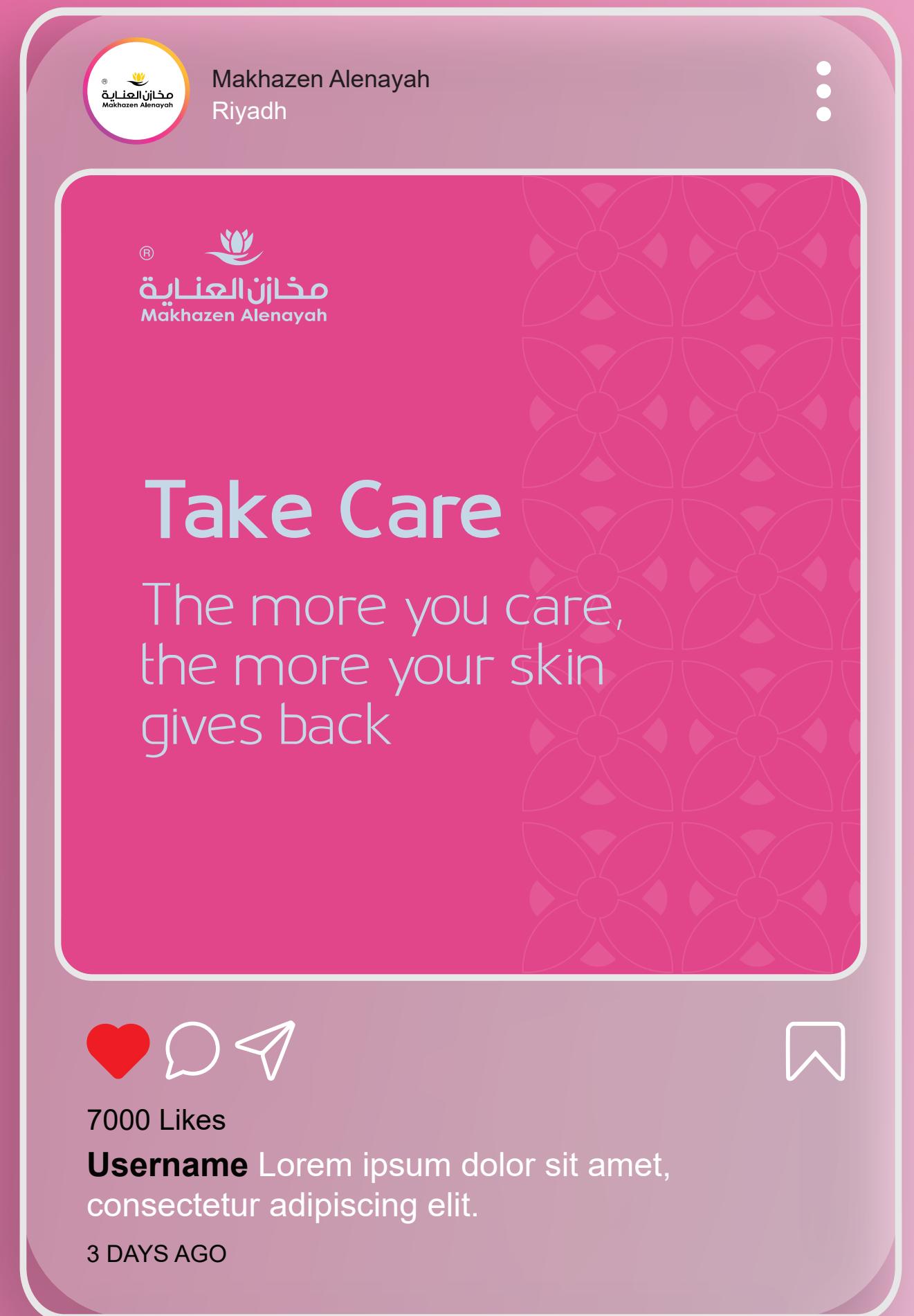
Makhazen Alenayah
Riyadh

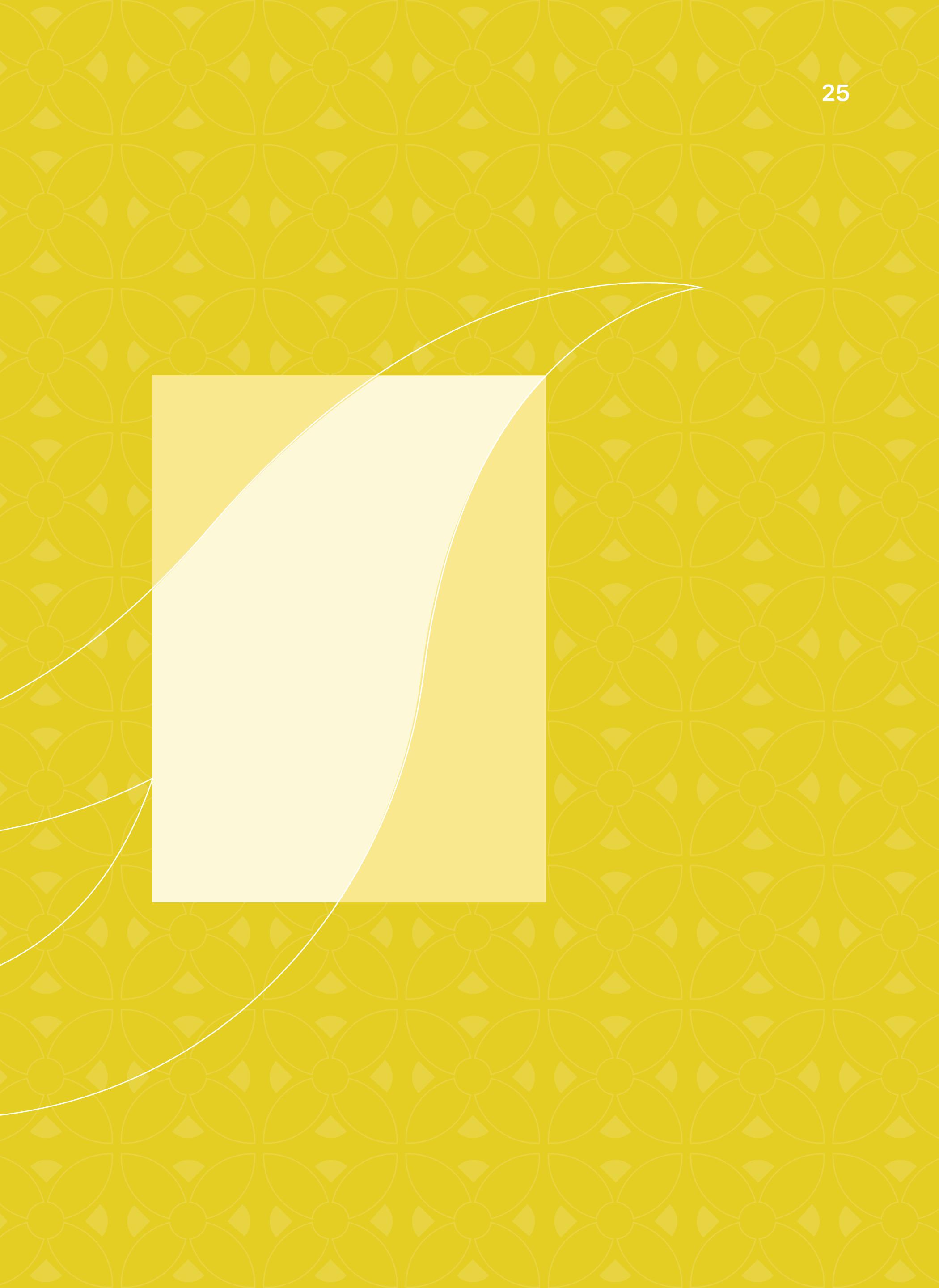
Take Care
Strong men take care of themselves silently and daily

7000 Likes
Username Lorem ipsum dolor sit amet, consectetur adipiscing elit.
3 DAYS AGO

This is a detailed representation of an Instagram post from the brand. The post features a teal-colored background with a faint, large floral pattern. The main text "Take Care" is in a large, white, sans-serif font. Below it, a smaller text reads "Strong men take care of themselves silently and daily". At the bottom of the post, there are engagement metrics: "7000 Likes", a placeholder username "Username", and a sample caption "Lorem ipsum dolor sit amet, consectetur adipiscing elit.". The timestamp "3 DAYS AGO" is also present. The post includes standard social media icons for likes, comments, and shares, along with a three-dot menu icon.









Makhazen Alenayah
Riyadh

Take Care
The more you care,
the more your skin
gives back

7000 Likes
Username Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
3 DAYS AGO

This is a detailed representation of an Instagram post from the brand. The post features a central quote "Take Care" followed by "The more you care, the more your skin gives back". The background of the post is yellow with a subtle floral pattern. At the bottom, there are interaction icons for likes, comments, and shares, along with the number of likes (7000), the user's name (Username), a placeholder text for the post content, and the timestamp (3 DAYS AGO). The top of the post includes the brand's logo and location information.

Icons

The beauty and care icons are clean, soft, and minimal, designed to reflect gentleness, clarity, and trust. Simple line forms ensure easy recognition while maintaining a modern and calm visual identity



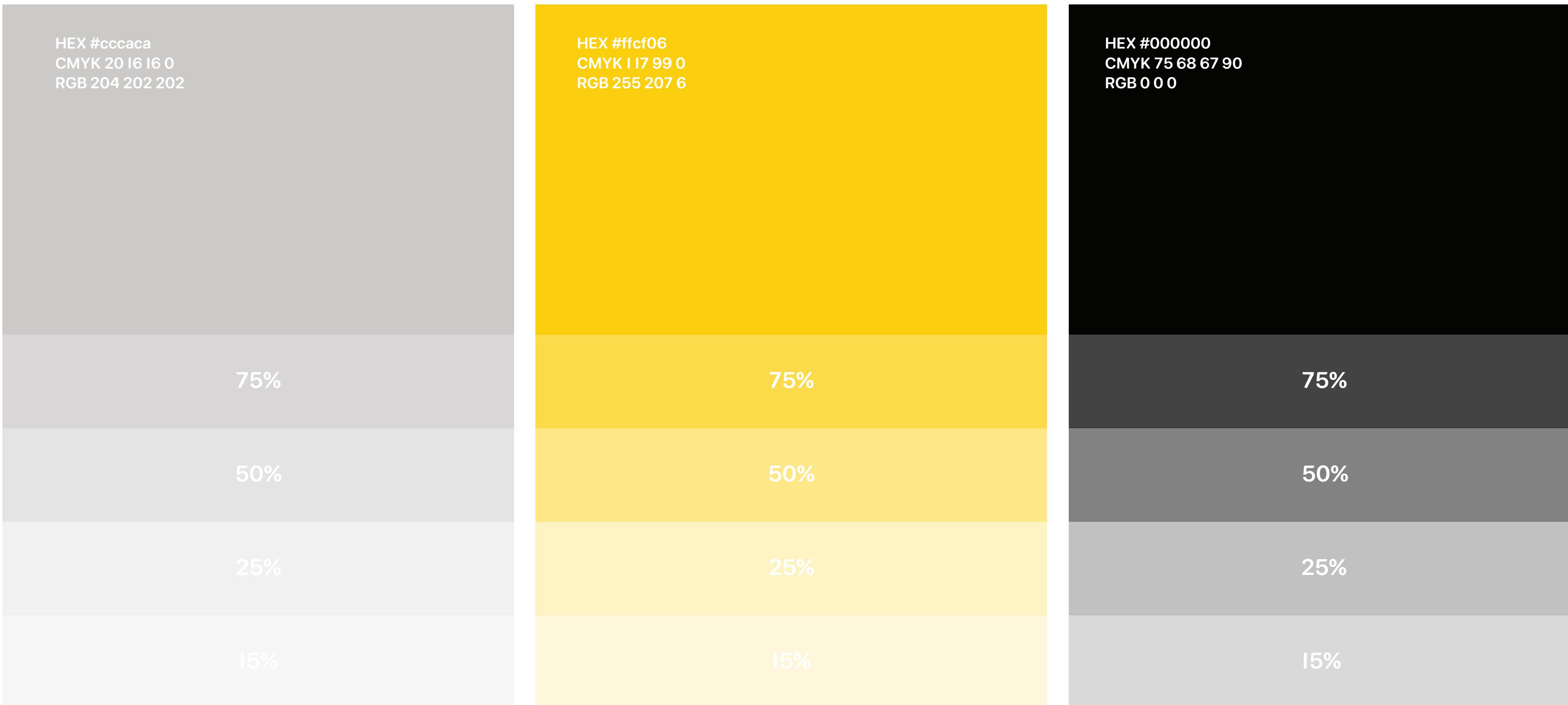
Use of Color

Using color effectively in iconography is essential for conveying meaning and creating a visually harmonious design. Maintain a consistent color scheme across your icon set, choosing colors purposefully to represent the icon's message or function.

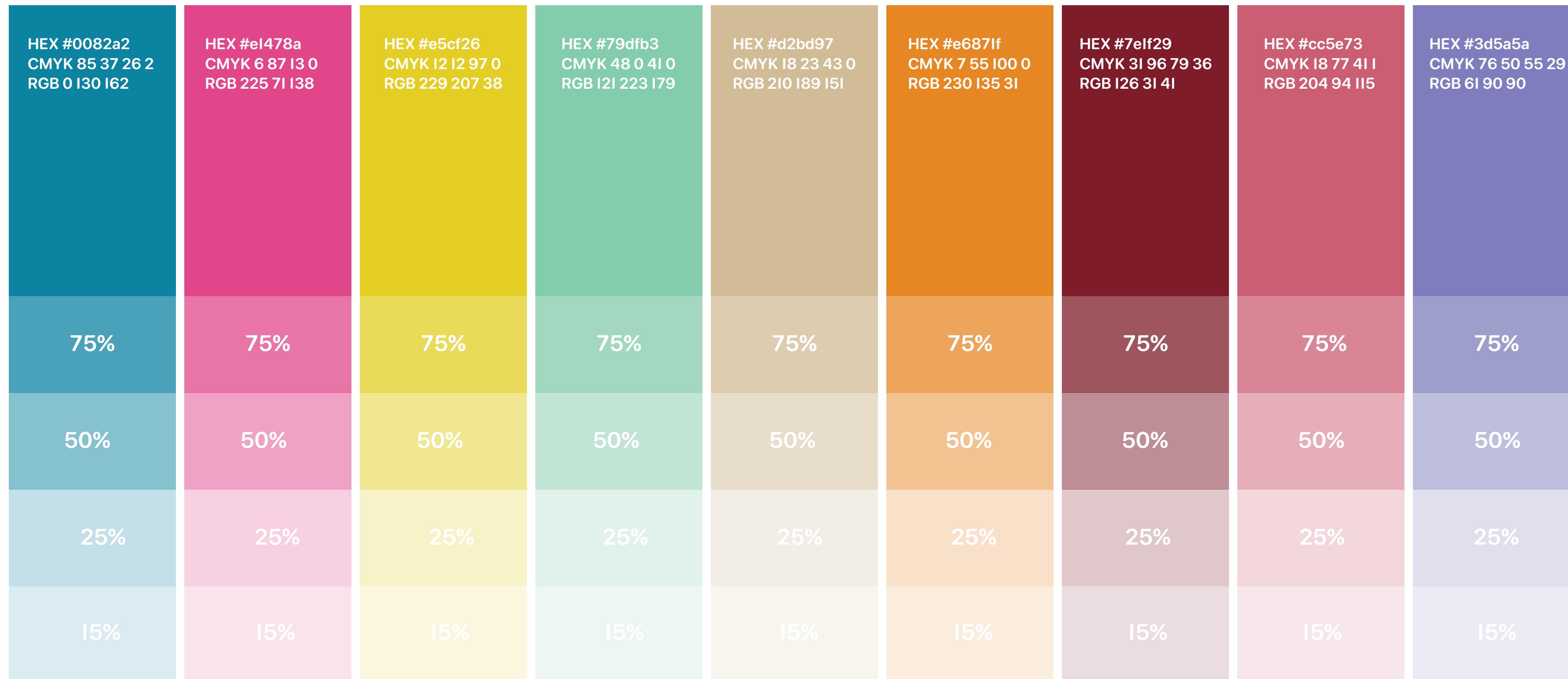


COLOR SYSTEM GUIDELINES

PRIMARY COLOR



SECONDARY COLOR





Our colors serve as the foundation for our brand's recognition. It is applied consistently across various contexts and complements our backgrounds, reinforcing our commitment to elegance and visual appeal.



Deep Black

A timeless, refined tone that conveys strength and sophistication. Ideal for typography, accents, or backgrounds that require clarity, contrast, and a bold yet elegant presence.

Calm Neutral Gray

A versatile, balanced gray that conveys stability and sophistication. Perfect for backgrounds, secondary elements, and interface components, supporting clarity and focus while maintaining a refined, modern feel.

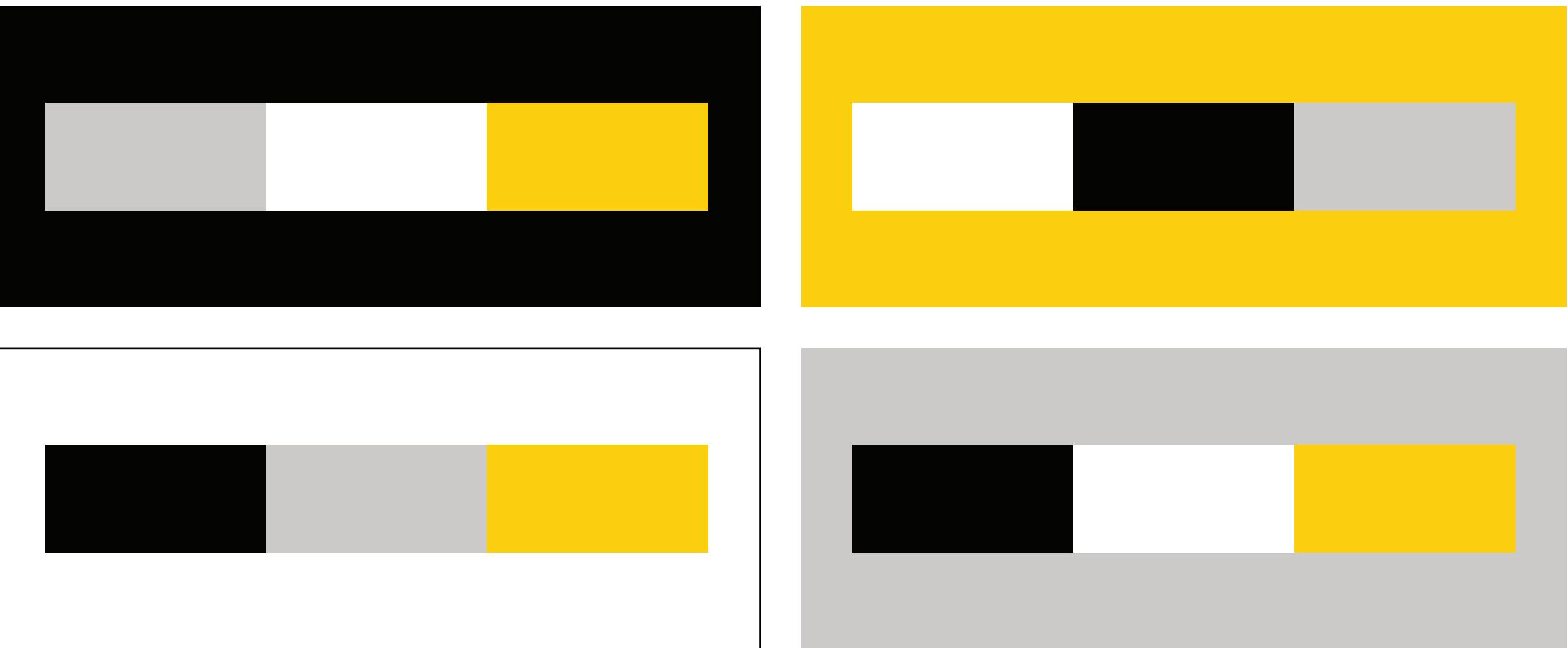


Warm Golden Yellow

A bright, uplifting yellow with balanced warmth. Works well for highlighting key elements, uplifting brand moments, or creating a friendly, energetic yet refined impression.

Color Combinations

The following color combinations show how the colors should be assembled together in order to create harmony and perfect visibility between the backgrounds, texts, and graphical elements.



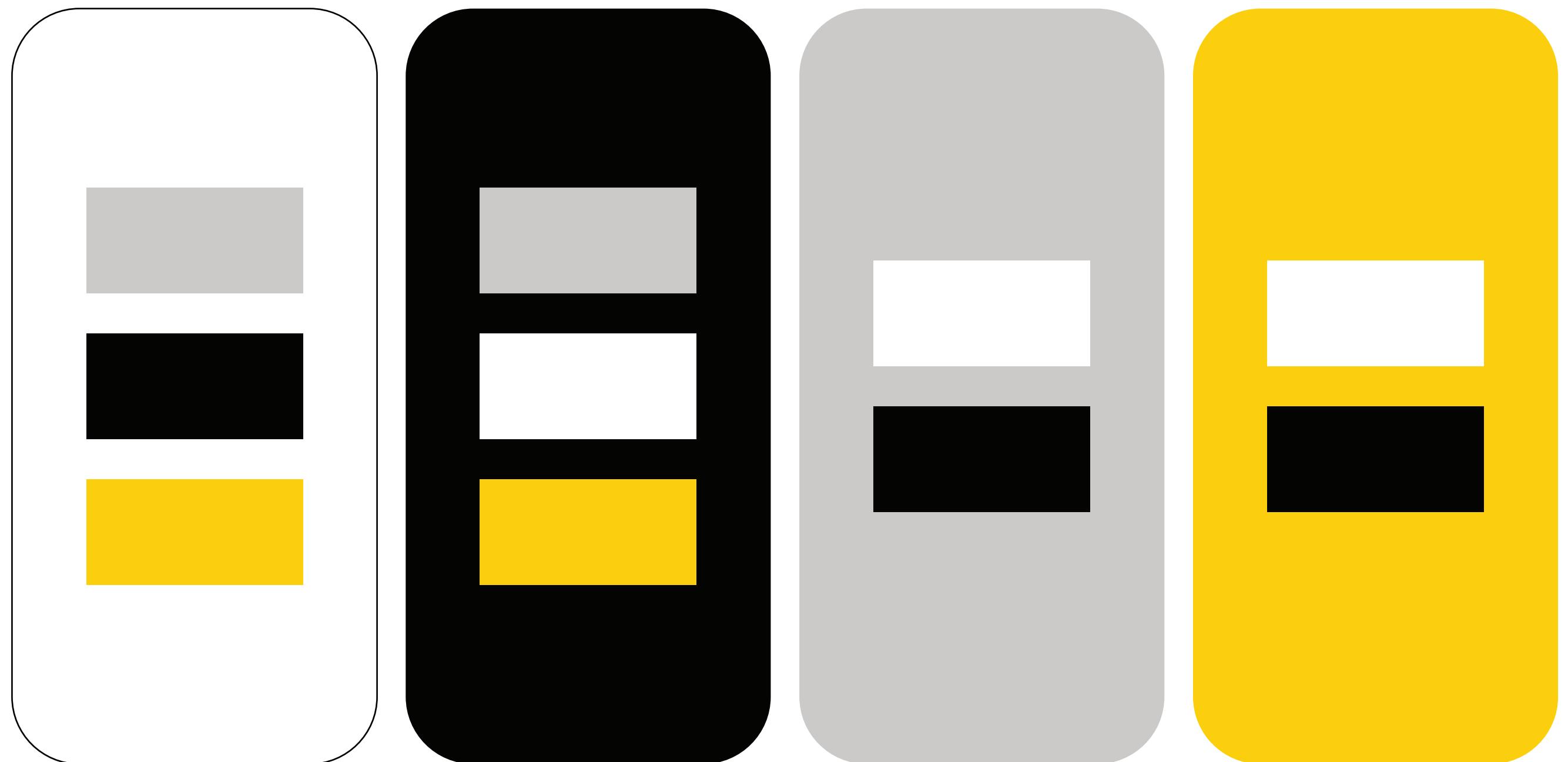
Color Combinations

The following color combinations show how the colors should be assembled together in order to create harmony and perfect visibility between the backgrounds, texts, and graphical elements.



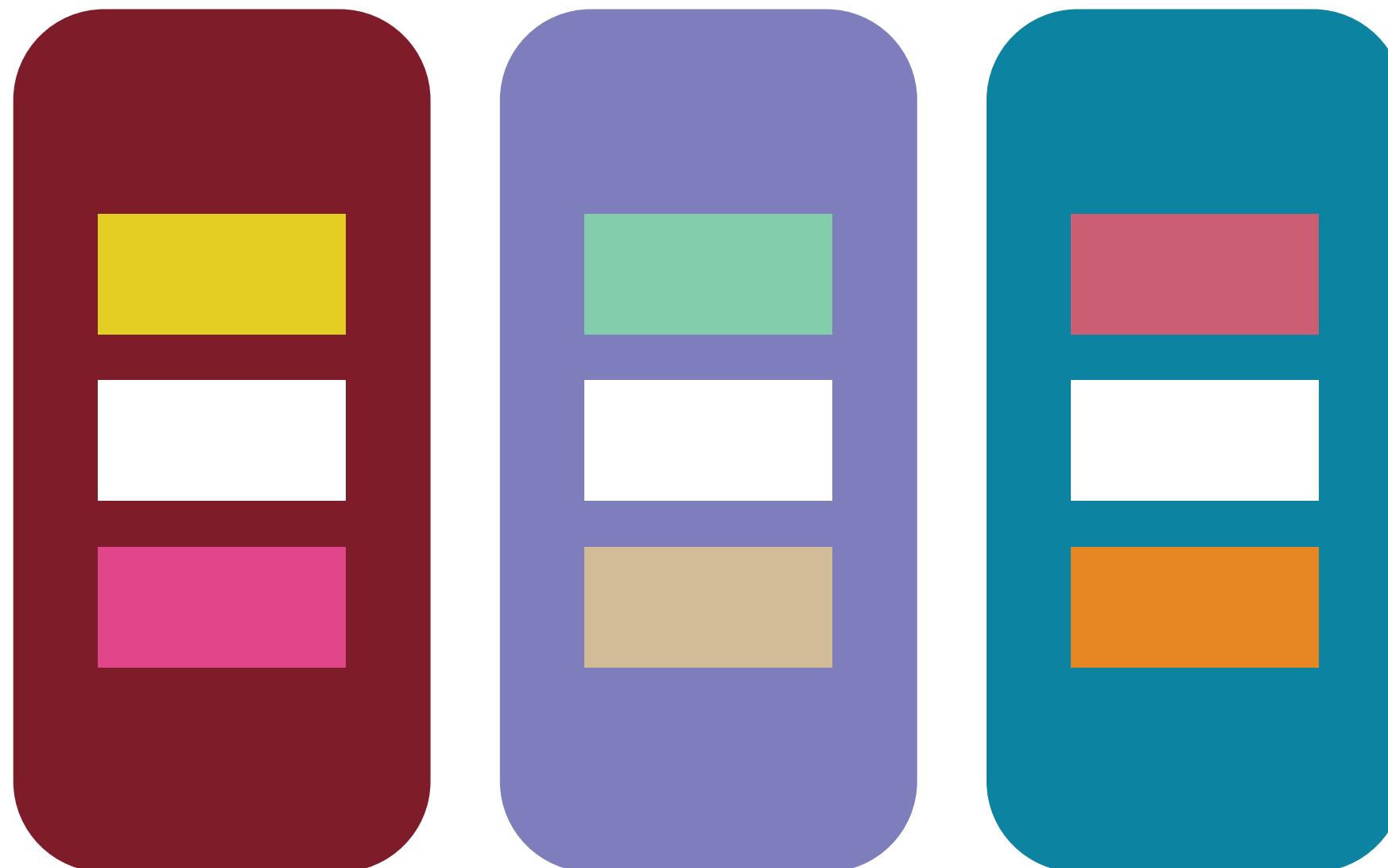
Color Combinations

The following color combinations show how the colors should be assembled together in order to create harmony and perfect visibility between the backgrounds, texts, and graphical elements.



Color Combinations

The following color combinations show how the colors should be assembled together in order to create harmony and perfect visibility between the backgrounds, texts, and graphical elements.



STATIONERY

Upgrade your professional image with our versatile stationery set. It includes business cards, letterheads, bags, pens, envelopes, water bottles, and more. Elevate your daily operations with this sophisticated and practical collection.





info@makhzen alenayah.com
www.makazenalenayah.com
+966 55 123 4567

Mohammed Ali
Head Of Brand

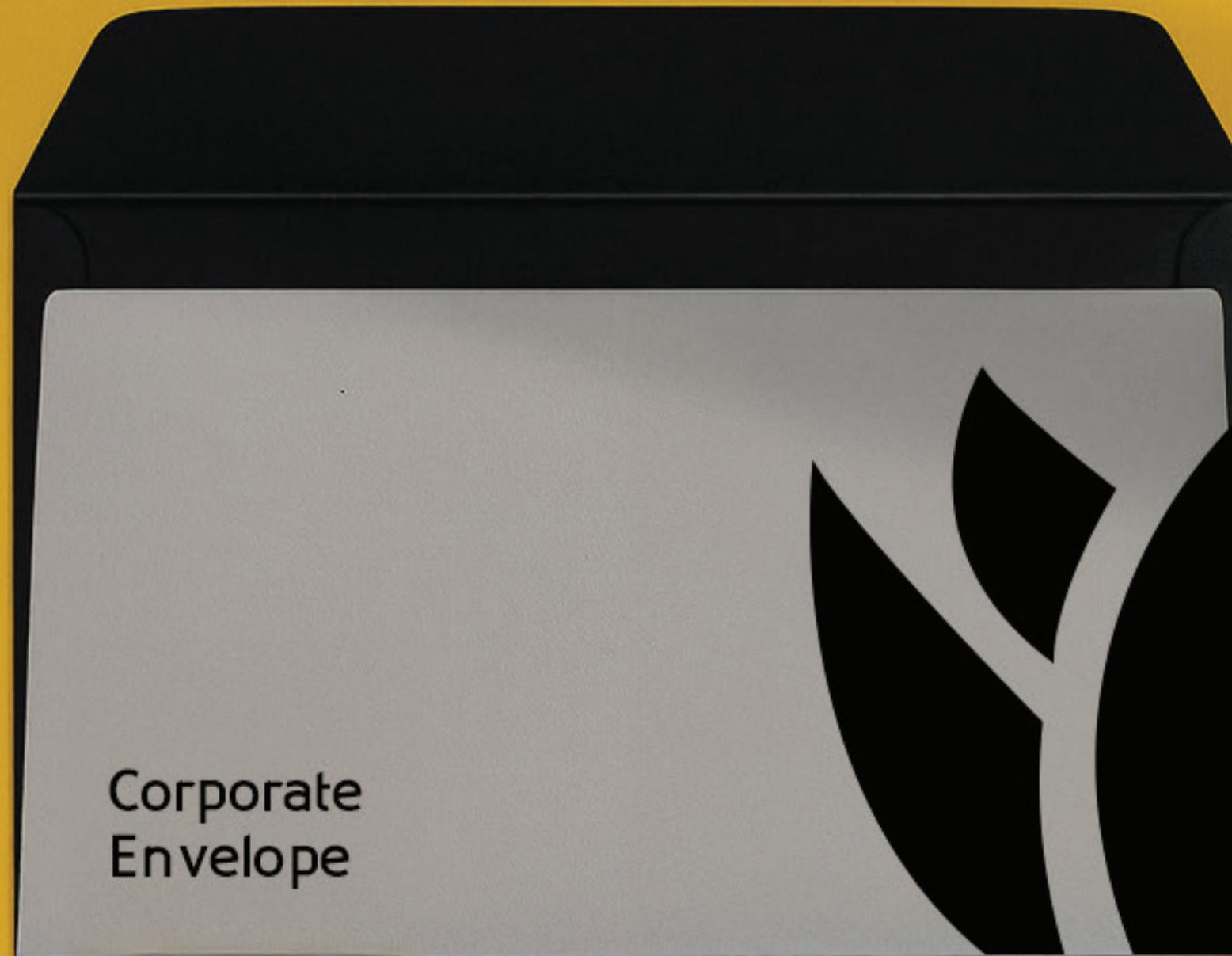
مخازن العناية
Makhazen Alenayah

info@makhzen alenayah.com
www.makazenalenayah.com
+966 55 123 4567

Mohammed Ali
Head Of Brand

مخازن العناية
Makhazen Alenayah





Corporate Envelope

The visual identity of the brand is built around architectural clarity, structural balance, and purposeful simplicity. Each design element is carefully composed to reflect solidity, trust, and long-term value, echoing the principles of contemporary urban development. The use of strong geometric forms combined with refined negative space conveys a sense of order, precision, and confidence, while allowing the brand to communicate without unnecessary ornamentation. This visual system is designed to be timeless rather than trend-driven, ensuring consistency and relevance across all touchpoints. Through minimal yet expressive forms, the brand establishes a clear presence that speaks to integrity, strategic thinking, and a forward-looking approach to real estate development and investment.

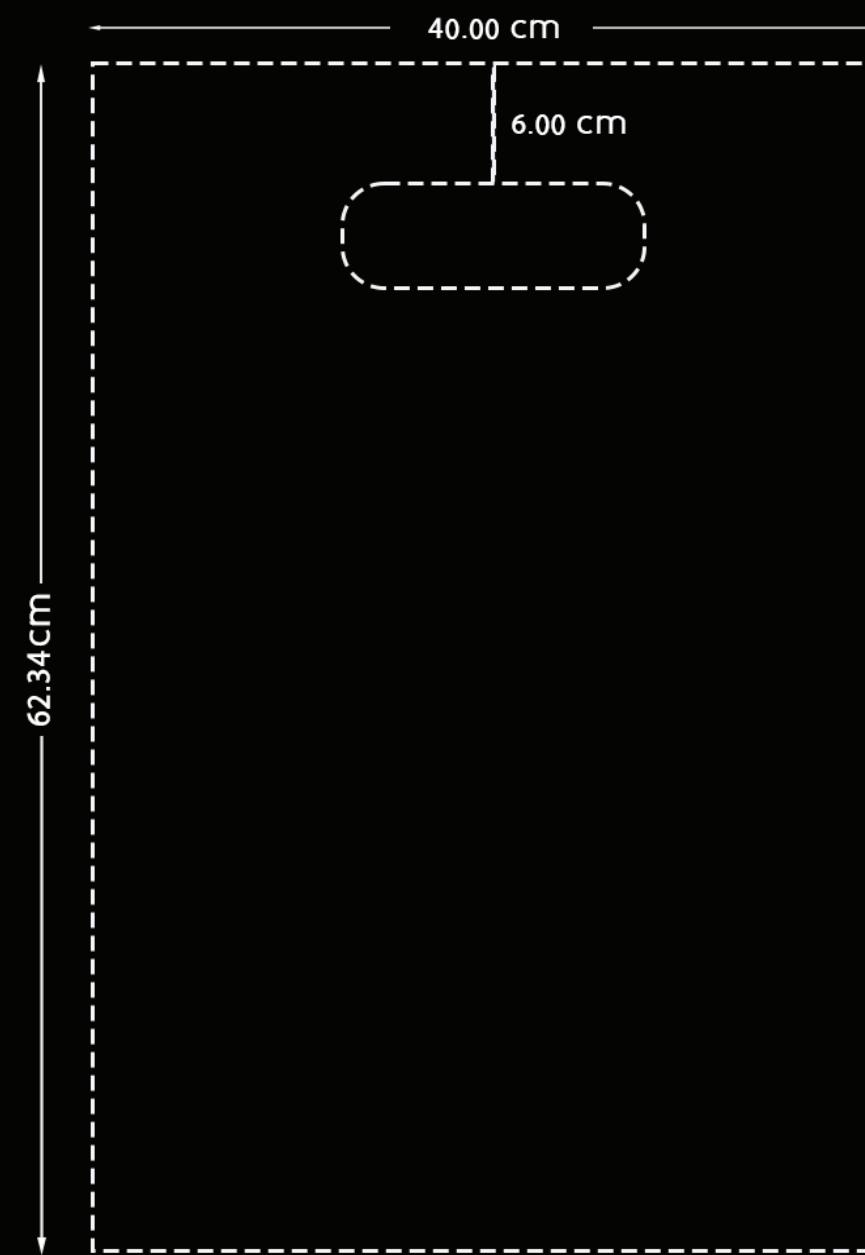
The visual identity of the brand is built around architectural clarity, structural balance, and purposeful simplicity. Each design element is carefully composed to reflect solidity, trust, and long-term value, echoing the principles of contemporary urban development. The use of strong geometric forms combined with refined negative space conveys a sense of order, precision, and confidence, while allowing the brand to communicate without unnecessary ornamentation. This visual system is designed to be timeless rather than trend-driven, ensuring consistency and relevance across all touchpoints. Through minimal yet expressive forms, the brand establishes a clear presence that speaks to integrity, strategic thinking, and a forward-looking approach to real estate development and investment.

The visual identity of the brand is built around architectural clarity, structural balance, and purposeful simplicity. Each design element is carefully composed to reflect solidity, trust, and long-term value, echoing the principles of contemporary urban development. The use of strong geometric forms combined with refined negative space conveys a sense of order, precision, and confidence, while allowing the brand to communicate without unnecessary ornamentation. This visual system is designed to be timeless rather than trend-driven, ensuring consistency and relevance across all touchpoints. Through minimal yet expressive forms, the brand establishes a clear presence that speaks to integrity, strategic thinking, and a forward-looking approach to real estate development and investment.

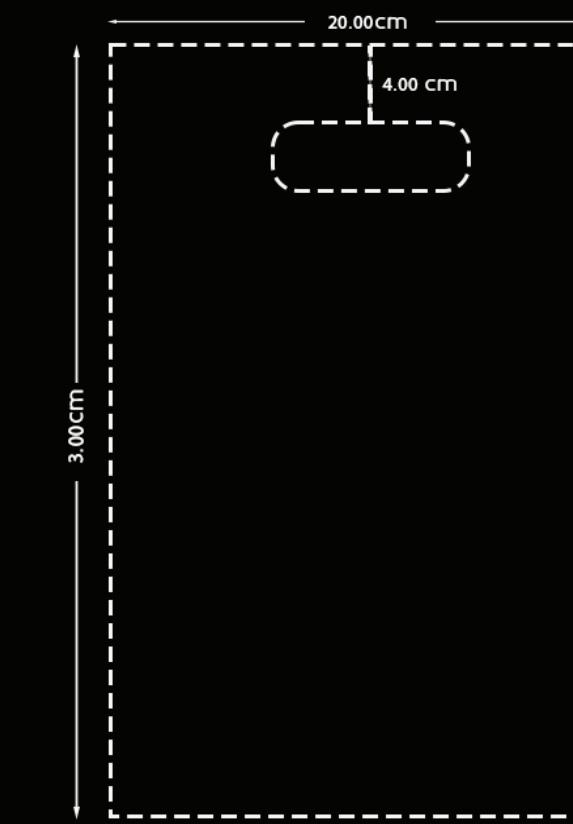


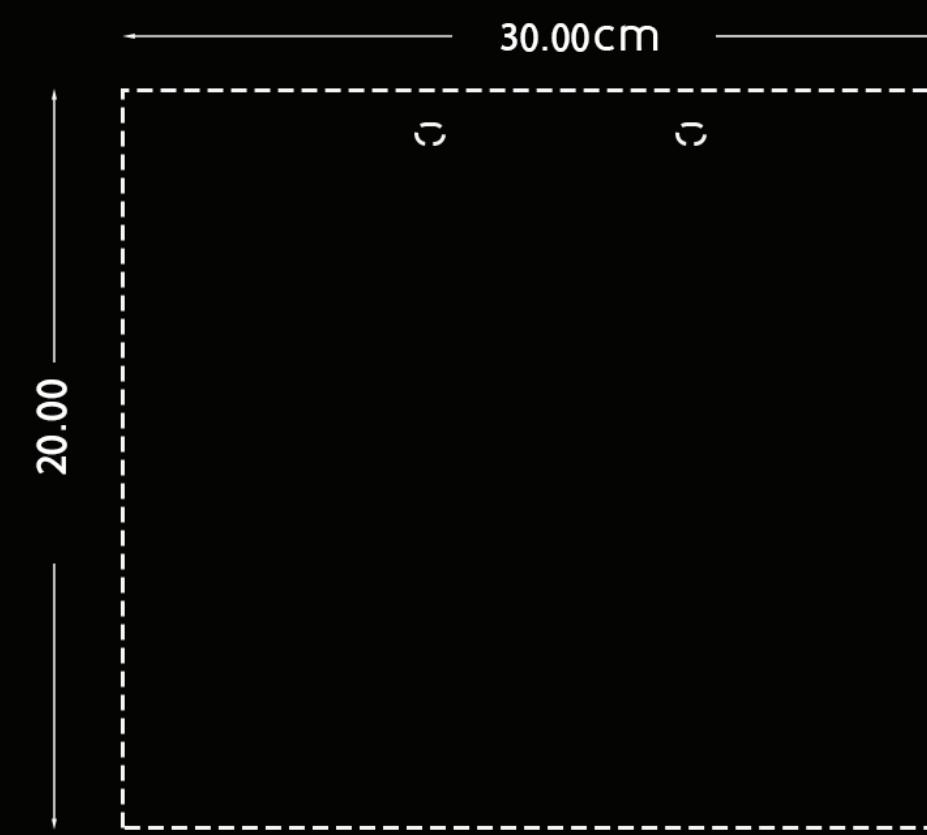


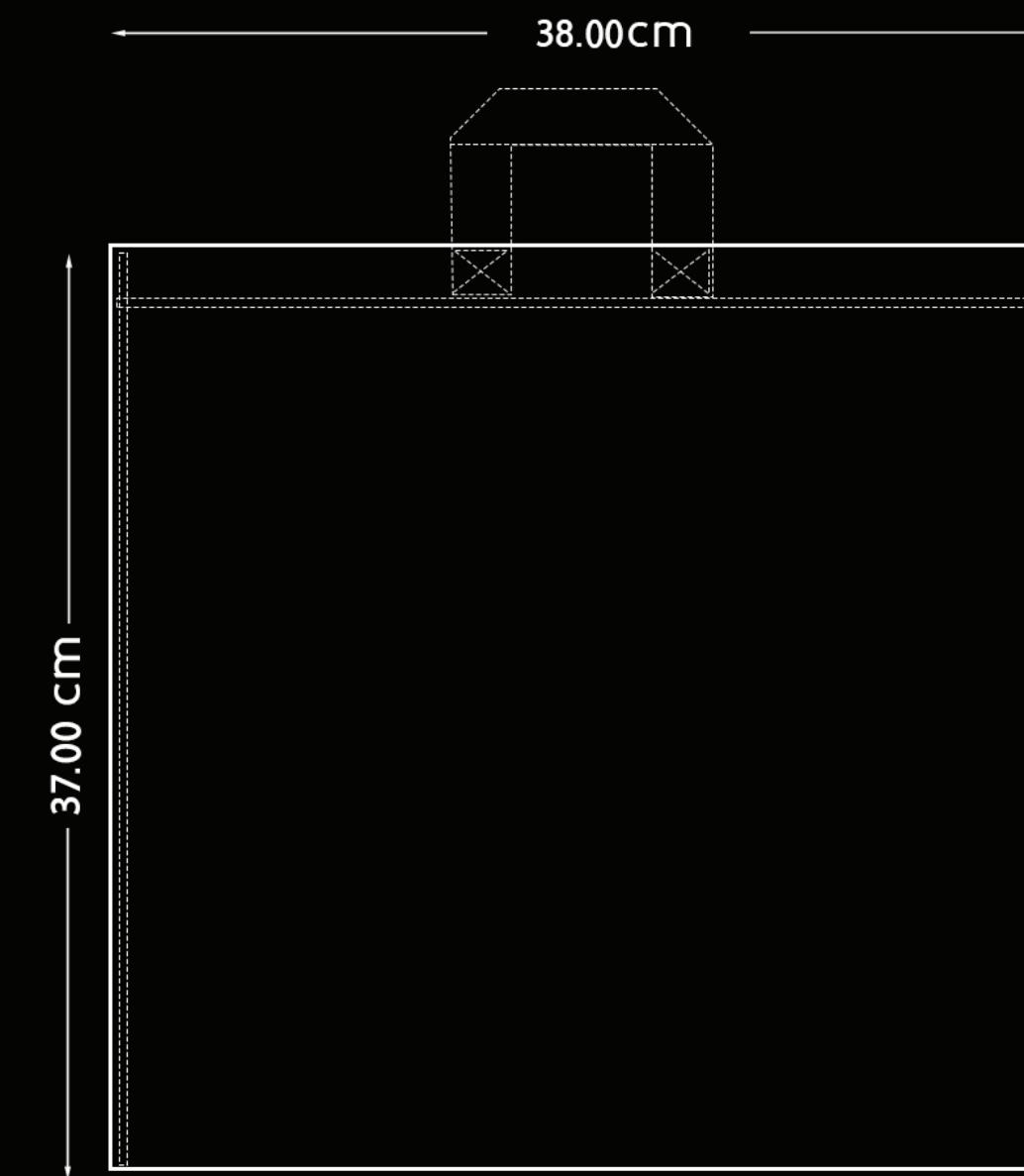
S01



S02







مخازن العناية®
Makhazen Alenayah







THANK
YOU