



Brand Book

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The
brand

Secure Bag

The Brand

In people's mind

A brand is more than just a logo or a slogan.

A brand is a promise with which values, messages, and emotions are conveyed.

A brand reflects the entire philosophy of a company, promotes identification, and is highly recognizable.

A brand should contribute to a unique, positive experience at each point of contact.

A brand is the visible soul of a company.

A brand is created in the minds of people and a brand becomes what the people feel it is. It is this added value that causes us to love and be loyal to a brand.



Secure Bag

Our foundation

Partners for creating value from the unused

Secure Bag was founded in 2004 and today is the biggest exporter of Scrap Metal in the Maldives.

"We began with the main focus of recycling and helping Maldives to be greener, cleaner and more environment friendly, that is the basis of Secure Bag as an idea. The idea of pioneering spirit and practical application for a better environment" says the Founder and Managing Director of Secure Bag, Mr. Ibrahim Shareef.

Secure Bag is the solution for a cleaner environment.

After that, the company rapidly went from strength to strength. Today, we provide multiple services that cover all key process steps in modern waste handling – "export", "recycle", "repair" and "reuse". This makes Secure Bag the leading expert partner for mechanical waste recycling, as well as treatment of the unused.

In parallel, the company has set up sales channels to supply solutions to reach and has served every corner of the Maldives as well as more than 400 customers in more than 80 islands and resorts nationwide.

And the trend is steadily upward.

Thus, Our Unique Selling Proposition

For customers having high volume waste and discardables, we buy and transfer those resources to the rightful place and create value through "export", "recycle", "repair" and "reuse", for the purpose of improving and sustaining our environment for our future generations.



Secure Bag

Our driving force

Where there is unused, there is opportunity

Since the mid-80s most of the Maldivian garbage was organic and would decompose when discarded. However, with the increase in production, consumption and the development this is no longer the case.

We therefore ask ourselves the question: What if we could use this waste, which most people deem worthless, as a resource and thus create new opportunities?

Our innovative solutions turn this idea into reality, using the waste in such a way that most of the material can be exported, recycled or used as secondary raw materials.

Hence today in addition to "export" we also actively engage in "recycle", "reuse", "repair" and "resell". Our service portfolio significantly increases the life cycle and ensures optimal use of the resources.

Through these measures, the currently mostly linear material economy is being transformed into a circular economy and our customers can make even better and more sustainable use of waste recycling. That is not just good for us, but also for the environment.



Secure Bag

Our development

"Providing stress-free, trusted, reliable solutions, while committed to sustaining Clean-Life."

For 18 years, we have been offering our services and products for processing all kinds of waste – for many of them under the motto "Solutions for a clean environment".

Our solutions and products will remain the core focus of the company; however, we have become much more than just a solution provider.

With our expertise, we can offer our customers complete solutions consisting of reliable services and show how they can turn waste into value. We thus help you not only to grow stronger but also to provide a sustainable contribution to protecting the environment.

In order to convey the solution provider approach in language as well, the slogan "Solutions for a clean environment" will take a front seat.

This repositioning is also visually expressed in the design. In the color palette, Secure Bag - Green (Ao English) – which continues to stand for being grounded, acting sustainably, and having a long tradition – has been supplemented by Navy Blue, which represents our inspiring, visionary, and practical actions.

The logo has also gone through some changes. Whereas the prominence of the leaf and the combination of a water droplet signifies sustenance. The logo design has become more and more reduced, simple. In the process, it has not only been optimized for digital applications, but now also looks noticeably more modern.



Secure Bag

Our idea

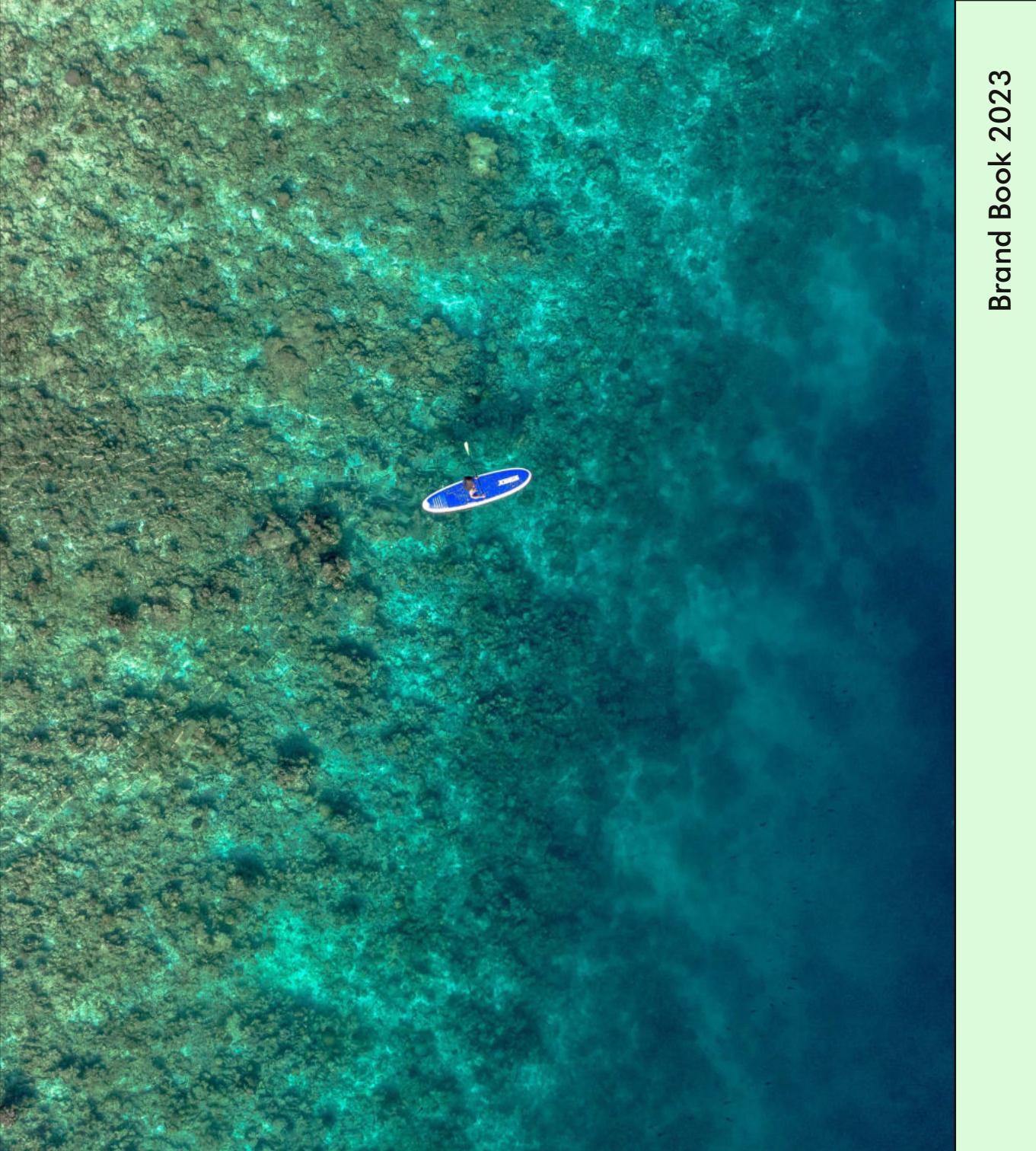
Helping you make the most of a huge opportunity.

We are convinced that now more than ever, against the backdrop of globalization and its consequences, the pandemic, and the climate crisis, the time has come to use every opportunity to make the world a better place.

With this idea in mind, we want to encourage others to look beyond the home garden and the wide open ocean, to take a step back and look at the big picture, and to keep their eyes open for new opportunities.

We want to strongly promote seizing the opportunities for a better future by taking action now, and we want to motivate others to do the same.

Whether in cooperation with our customers or through our daily work, we believe each opportunity could be the one that brings about the necessary change – the one that helps to make the world a little cleaner, greener and that lets us grow together.



Secure Bag

Our promise

"We see waste as an opportunity because it is just resources that need to be moved to the right place. With our solutions, we support our country in making the most of these opportunities while cleaning the environment," says Mr. Ibrahim Shareef, Managing Director, Secure Bag.

On the one hand, we as a solution provider offer our customers many options for managing their waste.

Additionally, with our support, the customer is able to make better and more sustainable use of business opportunities. We want to show them how they can flexibly prepare for change, minimize their risks, and promote growth. We want to kindle the business spirit of our customers and encourage them to use the opportunities to their own benefit.

On the other hand, there is a bigger picture, namely our commitment to together make a positive contribution to our environment, for a better future.

This is part of our DNA, because, as Ibrahim Shareef said: "Someday our grandchildren will ask us, what did you do for us. We're working on smart answers."

Our Values

Quality, Hard Work, Integrity, Customer Care, Persistent, Giving Back.

Our Voice

Grounded, Attentive, Inspiring, Visionary, Open-minded, Supportive and Long-term.





Design manual

Secure Bag

Company design

The company design is the harmonious interplay of design elements to create a uniform visual appearance. It encompasses the rules of conduct regarding the brand and defines how the graphical elements are to be used.

Consistent application of the company design creates brand recognition and continuity across all internal and external communication of Secure Bag.

The company design is the visual expression of our positioning.

All design elements were selected with the goal of representing this positioning externally, both in the details and in the overall look.

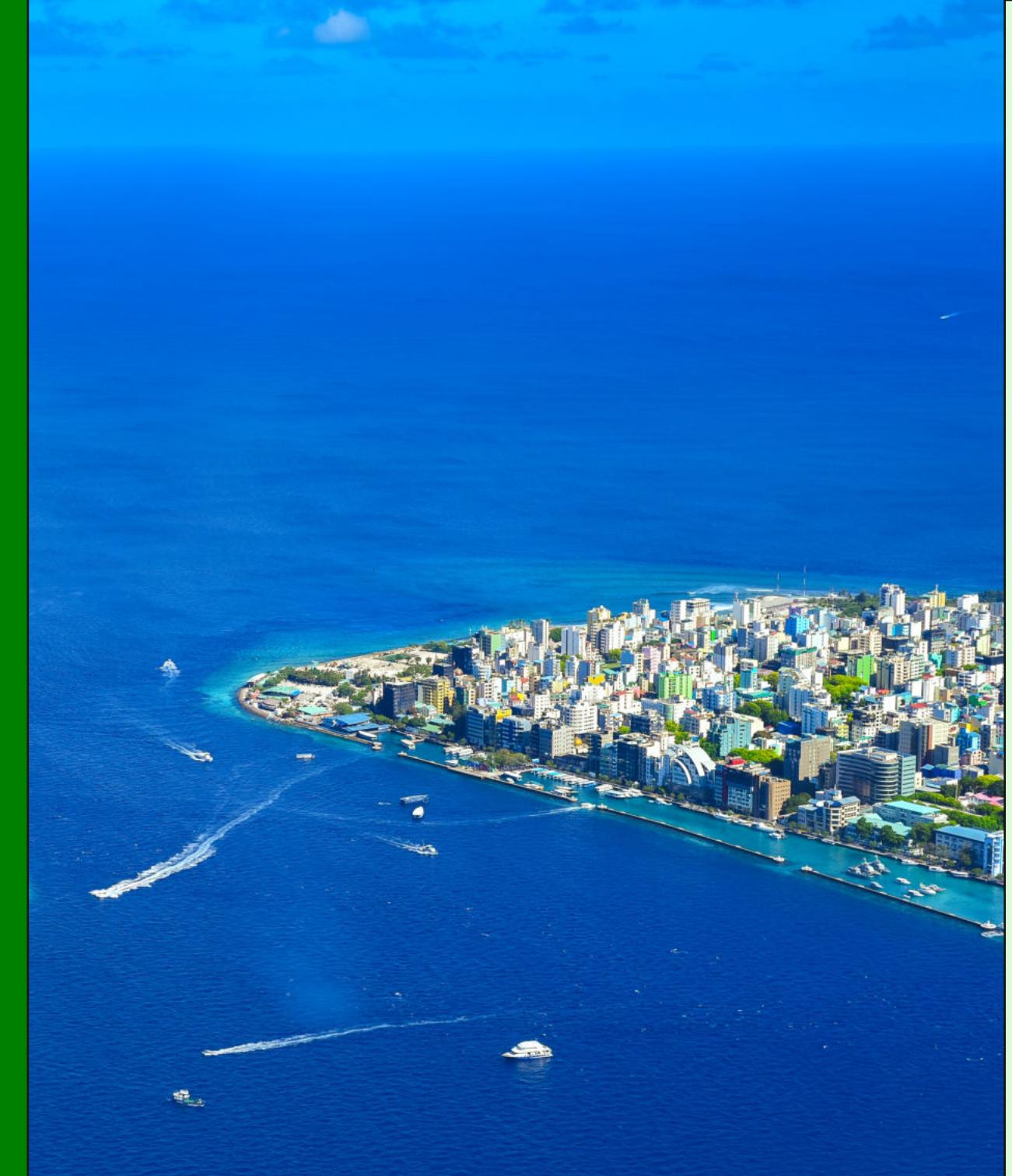
This brand book presents the most important design parameters and elements, as well as selected application examples of the company design.

The specifications are binding for all Secure Bag design applications.

By consistently implementing these design guidelines, you help to make Secure Bag's positioning strong and uniform.

This additionally ensures recognizability of the Secure Bag brand across all areas of application.

If you have questions about Secure Bag's company design, please contact the marketing department.





The
logo

Secure Bag

The logo

The elements

The Secure Bag brand logo consists of three components: the pictorial marks and the word mark.

As a combined unit, with a defined size ratio, it represents the brand.

Whenever Secure Bag communicates with external parties, the logo introduces the Secure Bag message.

Depending on the area of application, various versions of the logo are available.

The logo background should make the logo clearly visible.



The "leaf" and the "droplet" as design elements may be used both with the lettering and on its own, depending on the available space.

The "Secure Bag" word mark should be below the pictorial mark, centered, and may only be used in combination with it.

The word mark is only available as a vector graphic, not as a font.



Secure Bag

The logo

The clear space

Around the Secure Bag logo, there is a minimum distance that no other elements are permitted to invade – the so-called clear space.

The base value for the size of the clear space is the width of the logo. All proportions and spacing are derived from this value.

The distance corresponds to the width of the letters "BAG", when it is placed on its side.

Within this area, no other elements are permitted.

It also applies as minimum distance between the logo and the edges of the page.

For each format, there is a correct size.

A3 70 mm 175 %

A4 40 mm 100 %

A5 35 mm 87.5 %

A6 30 mm 75 %

long 30 mm 75 %

Spacing



Minimum Sizes

Logo should never be used smaller than 7mm in width excluding clear space.

LOGO minimum width: 7mm



Secure Bag

The logo

Application

The color of the logo depends on the background on which it is placed.

The logo should always be used in such a way that it has a clear and confident presence in the layout.

The gradient or color version of the logo is used on bright backgrounds and the white version on dark backgrounds. The black version is reserved for stamps.

It is permitted to place the logo on pictures, as long as the imagery is not too busy. On pictures, the gradient/color or white logo version may be used, depending on the image brightness.

In exceptional cases, when the color combination with green or blue is not harmonious, the black logo may also be used on images.

The logo is to be used only in the defined ways and it is not permitted to distort it, use colors other than the defined color combinations, or place it within body text or headlines.

The examples shown illustrate how the logo may be applied.

Special application

In some areas of application, such as promotional items and printed documents of Secure Bag, it is necessary to use the logo in black or white. Here the logo may be used in black on white.



The gradient fill should be at these directions
 - Navy Blue to Aqua
 - Aqua to Navy Blue
 - Yellow to Ao English



Special application

In places and surfaces where the gradient logo is NOT applicable use the following variations





on paper bag



on flag



on tote bag



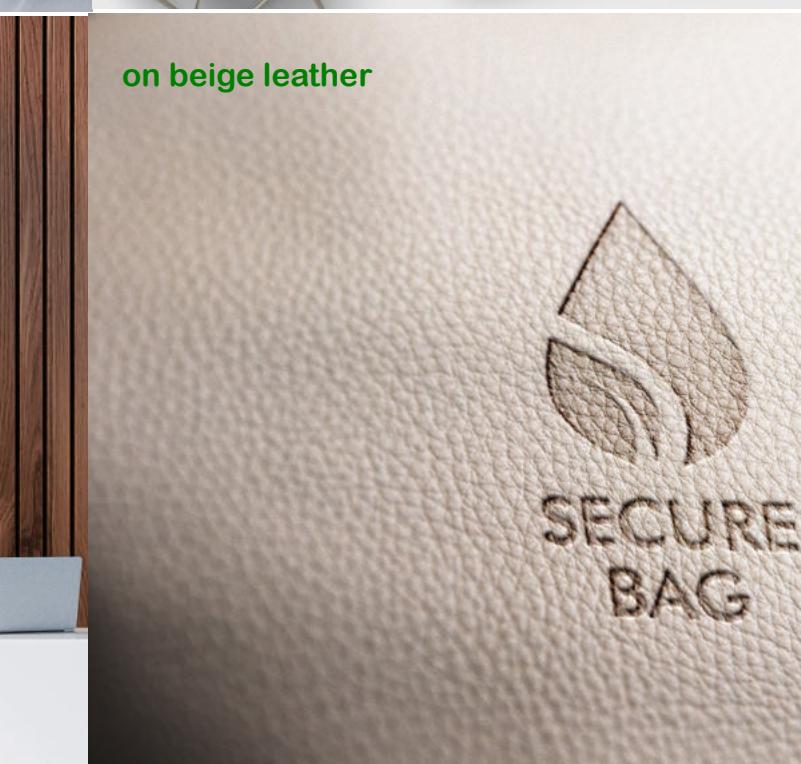
on black fabric



on paper (emboss)



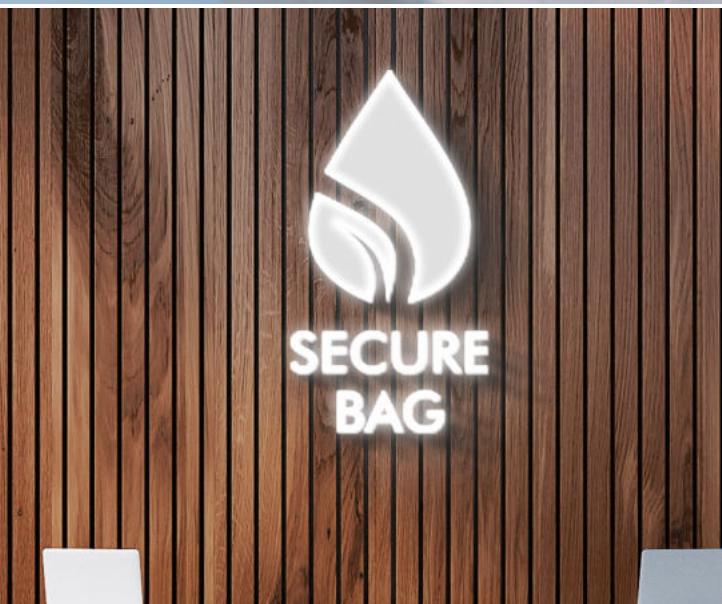
on beige leather



on black paper



3D on white neon (reception)



on dark gray texture



on paper



on gray texture



on textured paper



on black business card



on black box



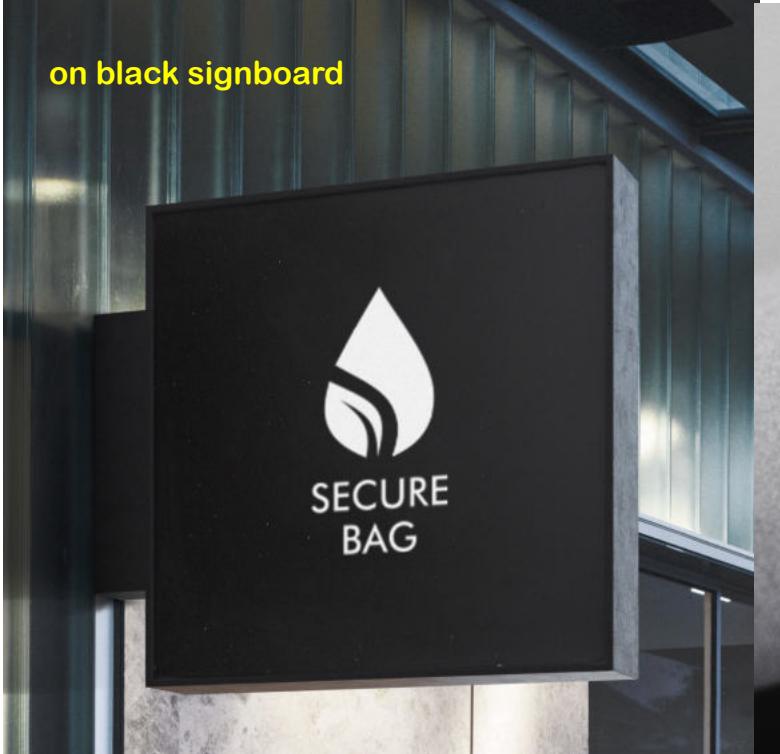
on brown texture



on sports jersey



on black signboard



on business card



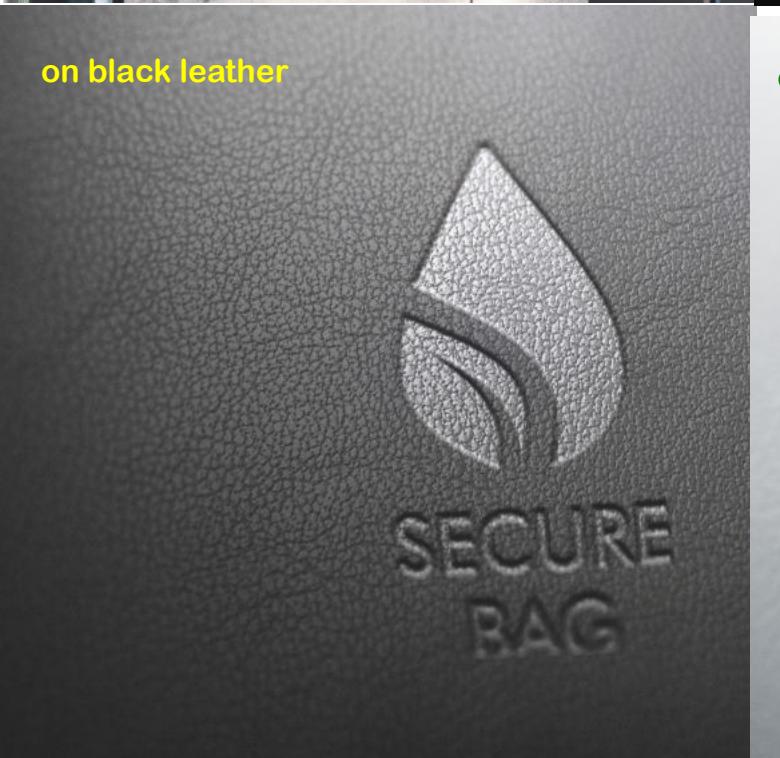
on paper



on gray leather



on black leather



on 3D glass on suede fabric

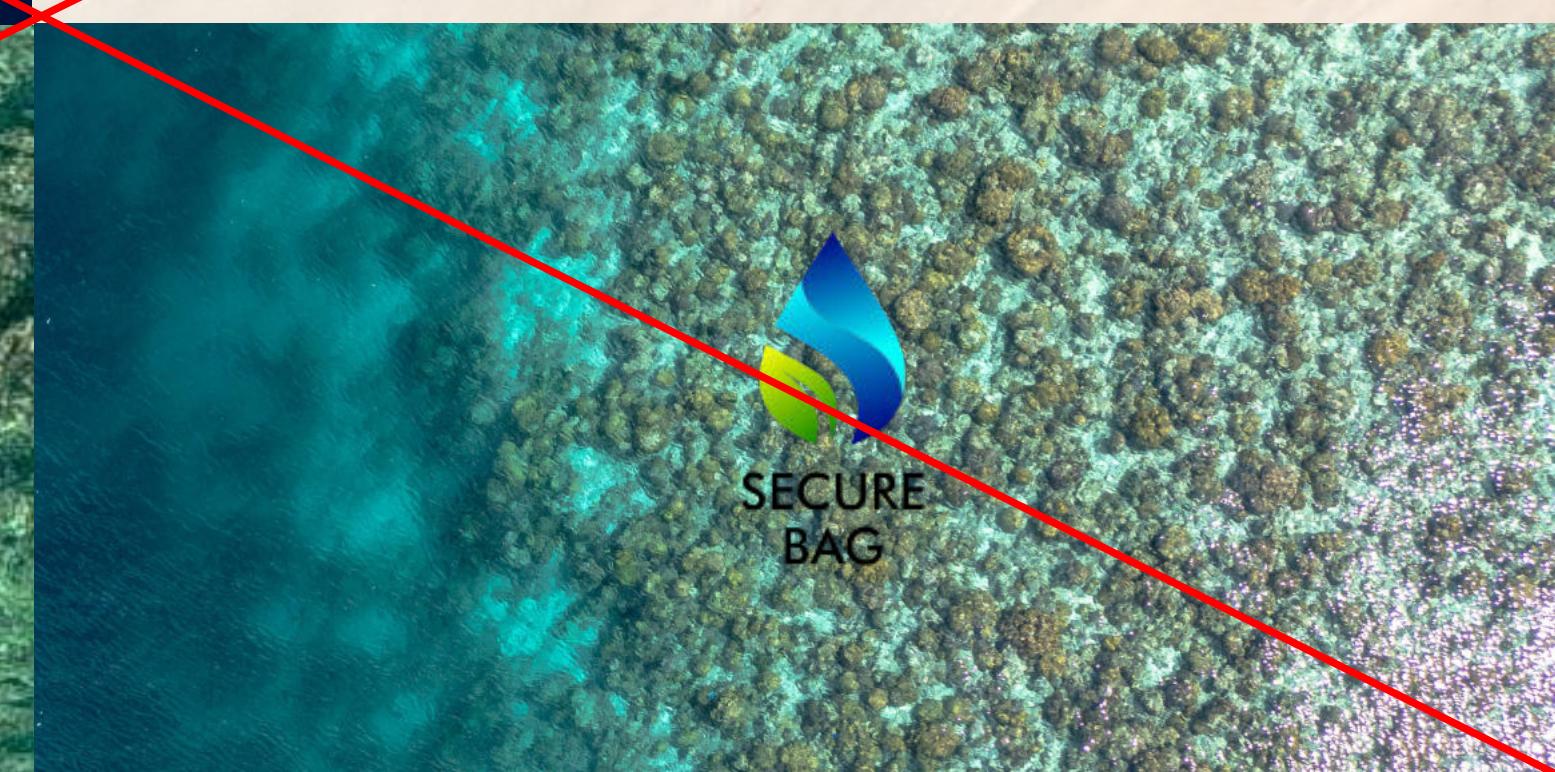
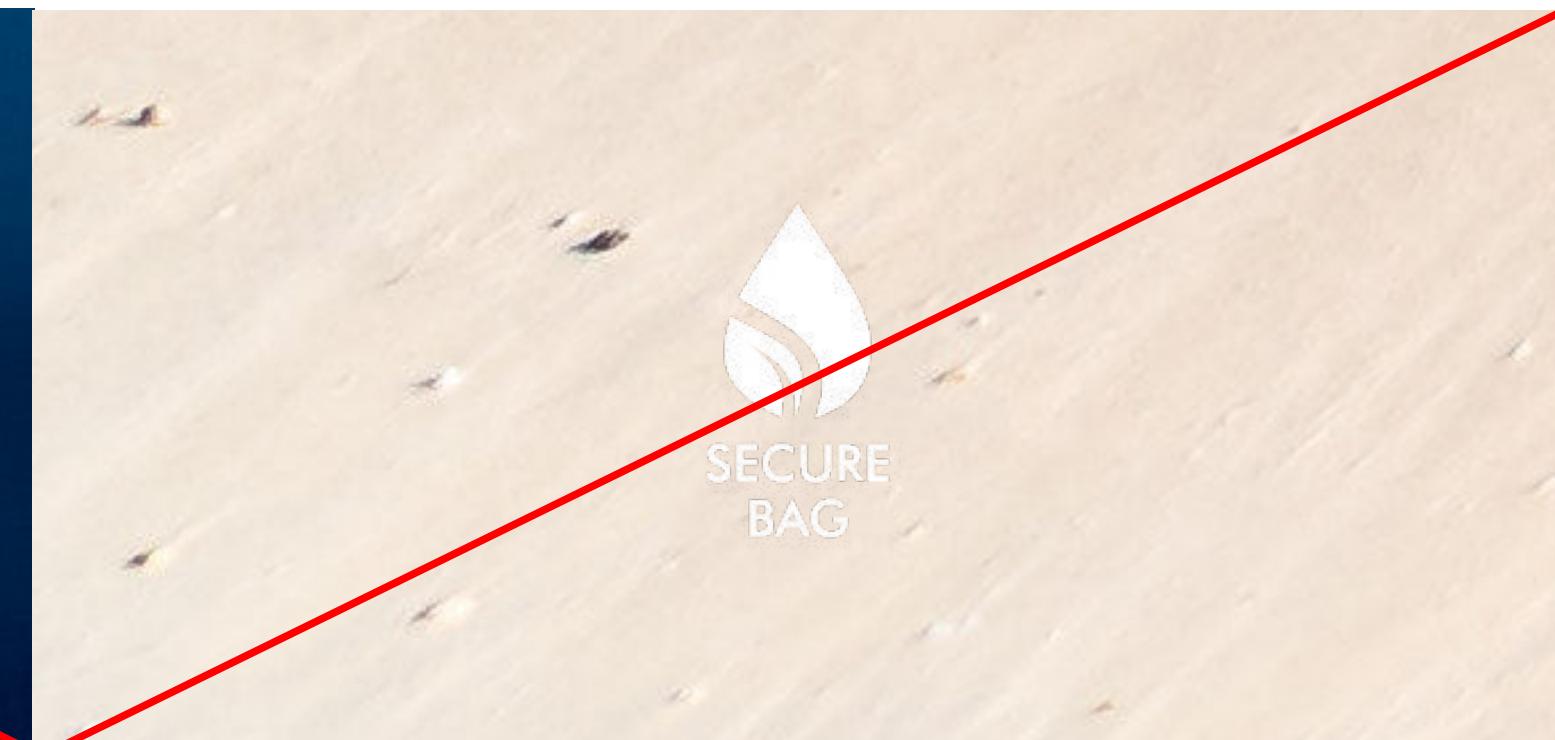
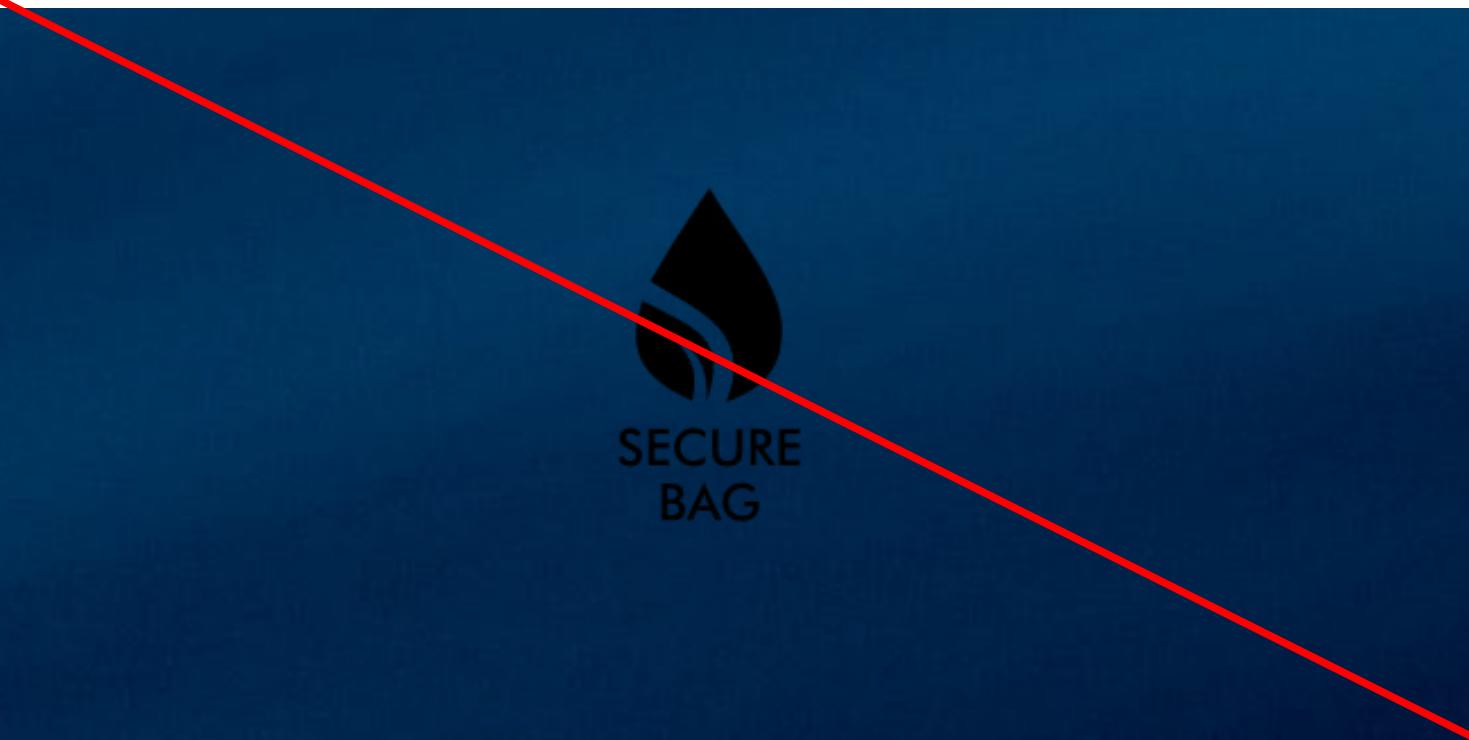


on wood



on cardboard box







The
colors

Secure Bag

The colors

Application

Blue | Light Blue | Yellow | Green | Light Green

Our colors are as important to us as our logo. It is part of the personality of our brand.

Green & Light Green are the key colors of our look.

It is not only the color of our products, but also appears in all design elements of Secure Bag.

Blue and Light Blue are used as an accent colors.

Yellow is only used in gradient fill of the logo and is to be avoided unless a fifth color is required.

These brand colors are mainly used in the design of communication media and its purpose is to reflect the liveliness and visionary character of Secure Bag.

Black and White are used mainly for text and as background color.

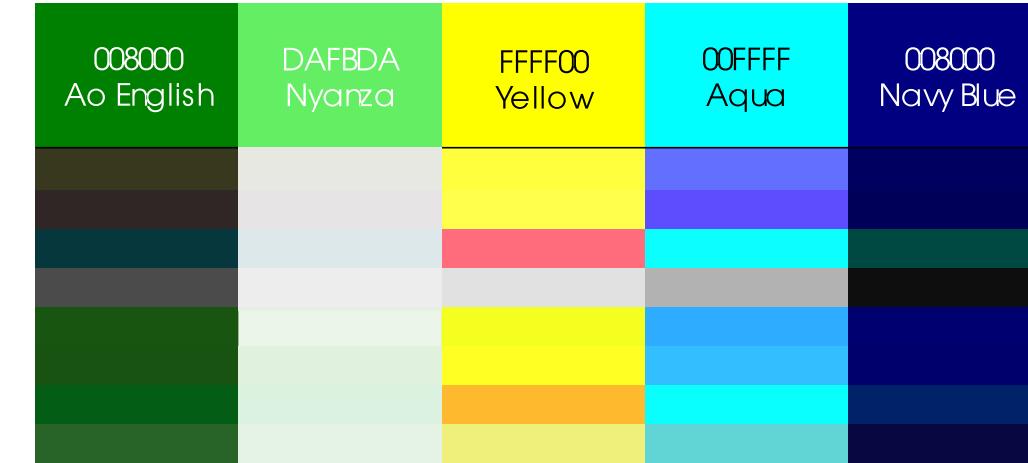
Secure Bag's look utilizes a clear color distribution.

Generous use of whitespace is a central element of our look.



HEX 008000	HEX DAFBDA	HEX FFFF00	HEX 00FFFF	HEX 000080
HSB 120, 100, 50	HSB 120, 13, 98	HSB 60, 100, 100	HSB 180, 100, 100	HSB 240, 100, 50
HSL 120, 100, 25	HSL 120, 80, 92	HSL 60, 100, 50	HSL 180, 100, 50	HSL 240, 100, 25
RGB 0, 128, 0	RGB 218, 251, 218	RGB 255, 255, 0	RGB 0, 255, 255	RGB 0, 0, 128
CMYK 100, 0, 100, 50	CMYK 13, 0, 13, 2	CMYK 0, 0, 100, 0	CMYK 100, 0, 0, 0	CMYK 100, 100, 0, 50
LAB 46, -52, 50	LAB 96, -17, 12	LAB 97, -22, 94	LAB 91, -48, -14	LAB 13, 48, -65
NAME Ao English	NAME ~ Nyanza	NAME ~ Yellow	NAME Aqua	NAME Navy Blue
RAL ~ 6017	RAL ~ 6019	RAL ~ 1026	RAL ~ 6027	RAL ~ 5002
HSK ~ HKS 63 K	HSK ~ HKS 91 N	HSK ~ HKS 3 N	HSK ~ HKS 50 N	HSK ~ HKS 35 K
COPIC ~ Olive G99	COPIC ~ Sea Green G12	COPIC ~ Acid Yellow Y08	COPIC ~ Aqua BG15	COPIC ~ Cool Gray C10
PRISMACOLOR ~ Dark Green PC 908	PRISMACOLOR ~ Celadon Green PC 1020	PRISMACOLOR ~ Canary Yellow PC 916	PRISMACOLOR ~ Electric Blue PC 1040	PRISMACOLOR ~ Violet PC 932

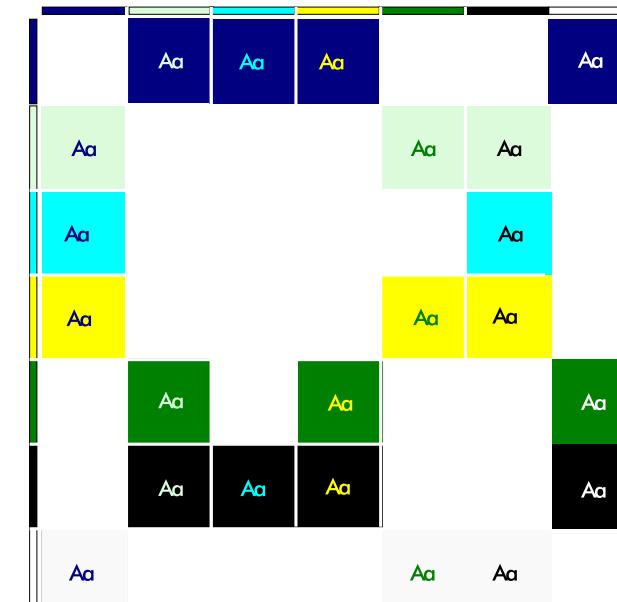
Colorblind Safe Color Palette



Colorblindness

Protanopia
Deutanopia
Tritanopia
Achromatopsia
Protanomaly
Deutanomaly
Tritanomaly
Achromatomaly

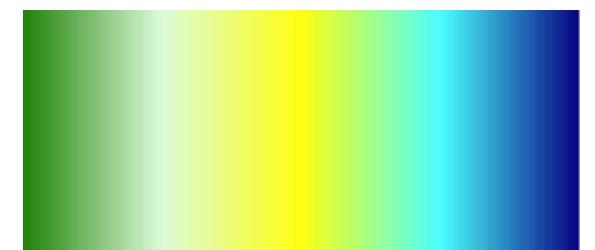
Color Contrast Usage Guideline



Palette Luminance



Palette Gradient





The
typography

Secure Bag

The typography

The brand typeface

Futura Md BT

This typeface is used to communicate Secure Bag as a brand.

It is important to correctly apply this typeface to achieve a consistent, uniform brand appearance.

Our brand typeface has to communicate the strength, competence, and modern character of the brand. While different size proportions are used to make the title lines the focus of attention and to motivate the reader to continue reading, the text is kept simple to make it easy to read.

Futura Md Bt is a Sans Serif typeface that is pleasant to the eye and ensures maximum readability.

Futura Md Bt is used as a brand typeface in all media.

The specified typefaces have to be used correctly.

For Office applications and in individual cases where this is not possible, Arial is used as a substitute.

Brand typeface



Futura Md BT Medium

Futura Md BT Medium Italic

Futura-Bold

Futura-Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!/?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!/?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!/?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!/?@

Substitute typeface - Office Applications



Arial Regular

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!/?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!/?@

Secure Bag

The typography

Application

The typography significantly affects the character of the design.

High-contrast typography is typical for Secure Bag's look:

Eye-catching large headings are combined with subtle type sizes.

Additionally, the bold and fine fonts can be used to create contrast.

Green (Ao English) is used as a contrast color to highlight key words in the headings. In the text, the semibold and bold fonts can be used to place special emphasis.

A well-defined type family needs well-defined hierarchies. It is critical to observe these in order to achieve a uniform look in the layout. The sizes can be adapted depending on the media and format, but the proportions in relation to each other have to be maintained.

OUR STORY

Founded in 2004 and is the biggest exporters of Scrap Metal in the Maldives. We began with the main focus of recycling and helping Maldives to be greener, cleaner and more environment friendly.

Why Manage Waste?

The "greenhouse effect" is a naturally occurring phenomenon which helps on regulating the global warmth, however due to human activities such as improper waste management creates additional greenhouse gases which upsets the natural balance by raising global temperatures.

Proper waste management, recycling and composting activities helps generate many environmental benefits

- ◎ Supply valuable raw materials to the industry
- ◎ Produce soil-enhancing compost for agriculture
- ◎ Reduce the need to site or build more landfills and combustors
- ◎ Which altogether helps in prevention of additional greenhouse emission

Secure Bag

The typography

The product designation

All product models, names, and designations belong to the Secure Bag brand (starting 2023).

On all products, the logo is to be placed in a position where it is well visible.

In brochures, advertisements, and other print media, the brand or company name always has to be used as a vector graphic.

For additional product names, model designations, or service designations, Futura Bold Medium has to be used.

The product designation on the machinery and promotional materials has to be in Futura Md Bt normal.

The product name has to be written in uppercase letters and the defined spacing has to be observed.

Spacing between logo and types





The layout

Secure Bag

The layout

Application

The layout system governs the interplay between the graphical elements within the layout area. It enables a flexible design that can be individually adapted to the medium, yet simultaneously ensures that all Secure Bag media have a similar look.

The subdivision into elements that get increasingly smaller is one of the key characteristics of our look.

The sizes of the text and images are based on the specified heights of the respective format.

It is used in all Secure Bag layouts and can be utilized to draw attention to important messages and functions.

The layouts have a clear structure, are never overcrowded, and have a clear visual hierarchy. The most important information or functions are always the center of attention.

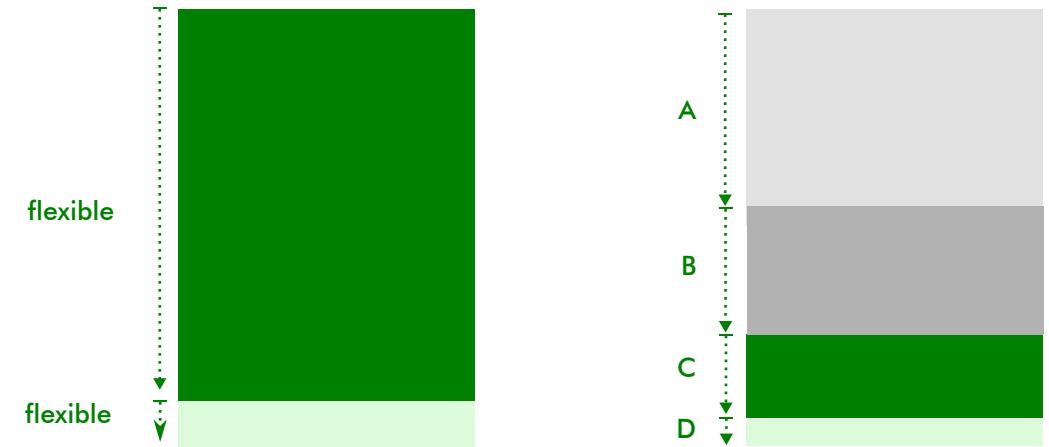
Regardless of whether the subdivisions are vertical or horizontal:

- All sections have to be rectangular, with straight-lined edges, and are filled up to the edge.
- The subdivisions get increasingly smaller from top to bottom or from left to right.
- Each section has a function that has to be clearly recognizable.

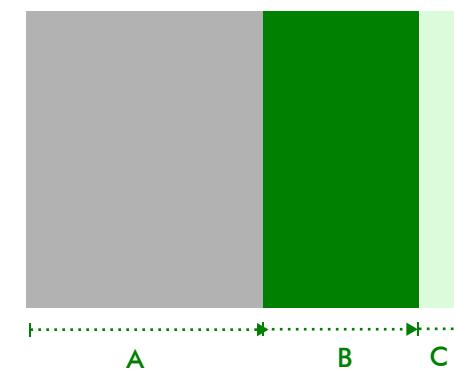
The layout system enables a wide range of design and illustration options, from typography only to photographs, cutouts, or 3D models.

Like the title pages, inner pages and other print media use the elements of the company design.

The contents can be placed within the layout flexibly, depending on the requirements.

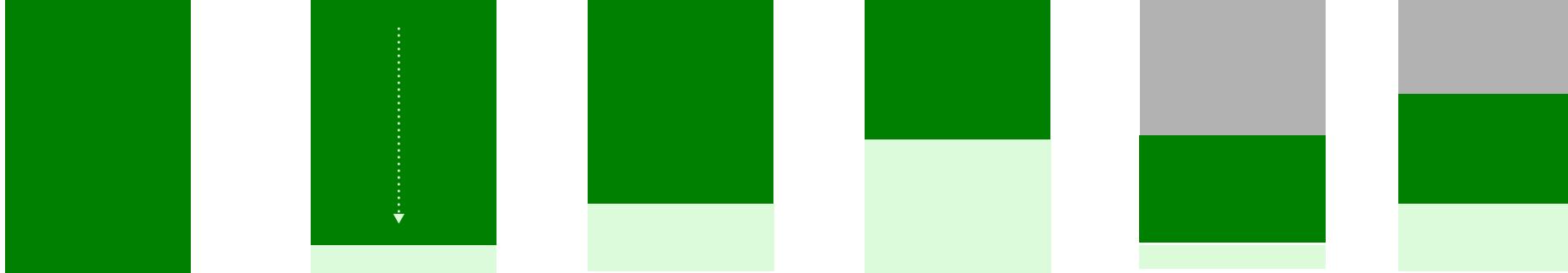


The size of the individual subdivisions can be flexibly adapted depending on the format – A > B > C > D: The sections get increasingly smaller from the top to bottom or from left to right

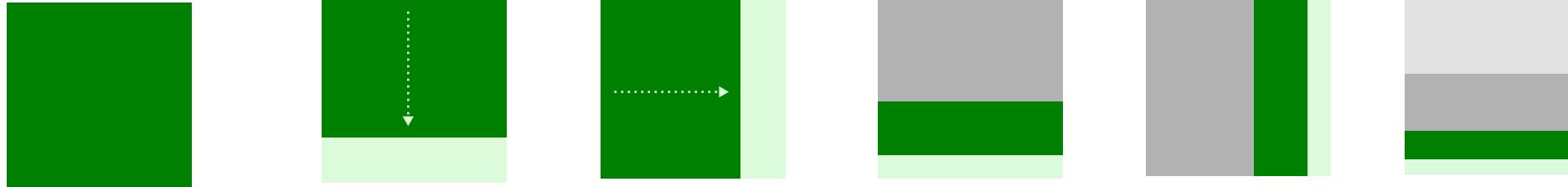


The Layout Variants

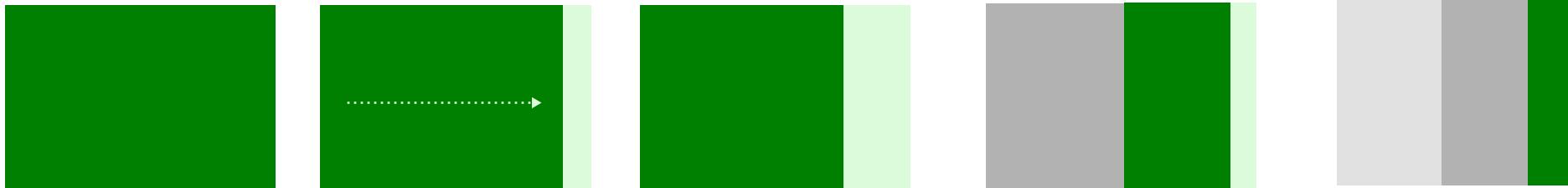
Portrait



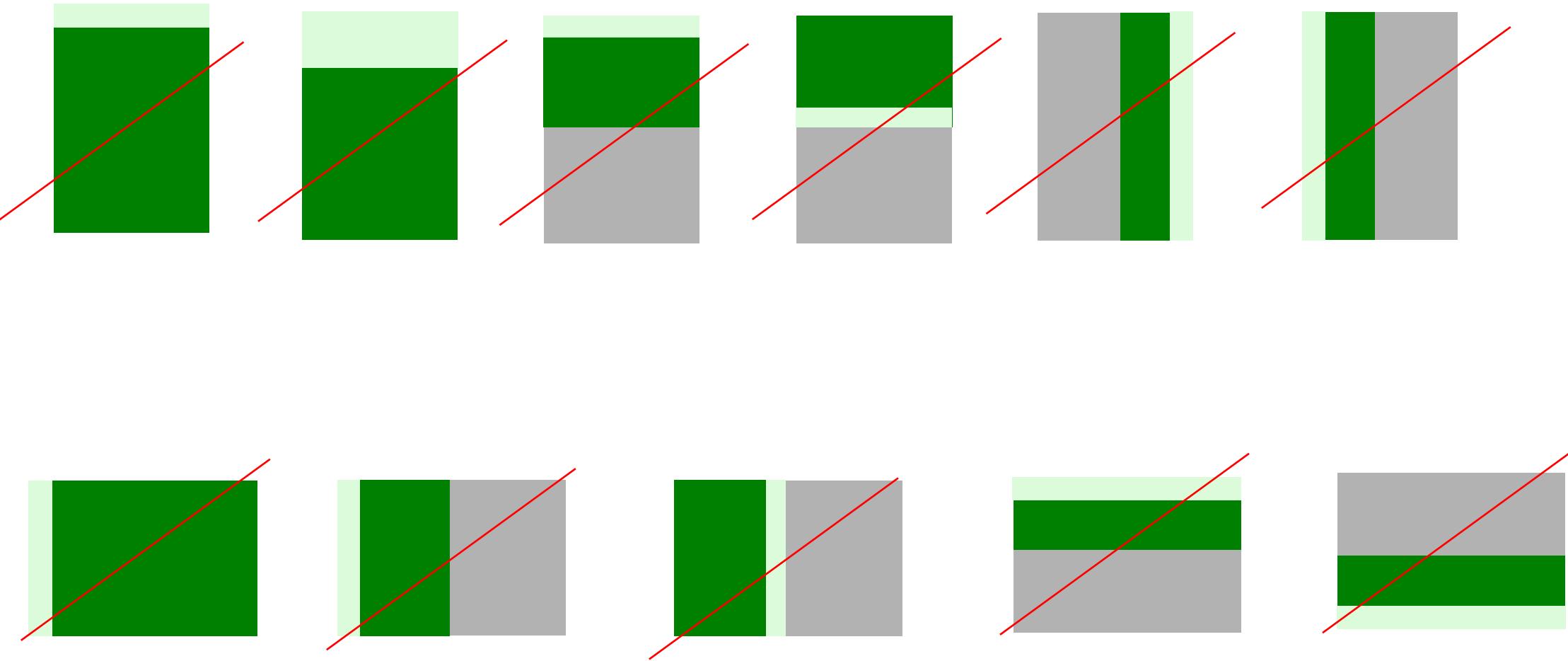
Square



Landscape



The Layouts Restricted





The visual language

Secure Bag

The visual language

Application

Our visual language is modern and clear, and embodies our personality, expertise, and vision.

The style of our imagery is characterized by intensive, saturated colors.

The relationship with nature is expressed with our strong green and blue brand colors.

Secure Bag's visual language is divided into three categories: Bigger pictures, products, and close-ups.

Bigger pictures

With bigger pictures, we want to symbolize the major benefits provided by Secure Bag, because all Secure Bag's services make a positive contribution to the environment.

Close-ups

Detail views of materials are used to place the focus on the core element, in other words our expertise.

Products

These images show our products and applications in the direct context of their area of application and our customers. They are used to ensure quick recognition and identification with the topic.

Alternatively, rendered images of products and machines are used to convey technical information.









The icons

Secure Bag

The icons

Application

Not all applications have a large enough design area to work with text descriptions.

To ensure that the look is also uniform in these applications, there is an icon set that has been specially developed for Secure Bag.

The icons describe, for example, the applications, our business fields, or product properties.

Like the logo, the icons are in the brand colors.

Attention should be paid to always maintaining adequate color contrast.

Icons can be used as standalone elements, or in combination with a headline or descriptive text.

The following design rules apply:

The icon is placed on a background measuring 1000 x 1000 px with 10 pt .

The icons are available in a solid and an outline variant.

The icons are available in the following formats:

Print *.svg, *.ai

Web *.svg

Office *.jpg, *.png





The
voice

Secure Bag

The voice

Tone of voice

The tone of voice of a brand is a way of conveying the consistent message of the brand to the public and partners.

It is part of the brand expression, which, together with more concrete images, define the brand identity.

The brand values describe the personality traits of Secure Bag as a brand. The terms affect the tonality of texts, as well as the design and conduct of the brand.

For us, the topic of "opportunity" takes center stage.

We concentrate mainly on the bigger picture by always having a visionary outlook of the future.

Our brand voice can be defined as positive and supportive.

These values are also reflected in our claims.

Their purpose is to create a natural association with the topic of Secure Bag and its services.

To this end, various claims have been formulated for different areas of application.

The claim must not be perceived to be a permanent component of the logo, but instead must play the role of a slogan only. For this reason, claims are physically separated from the logo.

Well-connected

Lively

Active motivating

Inviting

Competent

Long-term

Outdoor

Supportive

Inspiring

Resourceful

Confident

Inclusive thinking

Sustainable

Open-minded

Grounded

Likable

Attentive

Visionary

Uncomplicated

Expression

I'm Living it.
The Clean-Life.

Experience

The Clean-Life
Sustainer...

Mission Statement

Clean environment and Clean-Life through
sustenance and peace of mind...

Motivation

Where there is unused resources, there is opportunity...

Role

Partners for creating value from the unused resources...

Customer

Helping you make
the most of a huge
opportunity...

Story

"Providing stress-free, trusted, reliable solutions,
while committed to sustaining Clean-Life."

CSR

Opportunities
for a sustainable
world...

Staff Branding

Opportunity needs action.

Marketing Wording

Sustenance is not more stuff.

Sustenance is valuing opportunities.

When sustained, we are SECURE.

SECURE to live.

SECURE to live a healthy life.

SECURE to be happy with our life.

SECURE to give and to care.

When sustenance is BAGGED,
living can be more in a Clean-Life..





Brand Book 2023

Secure Bag Maldives Pvt Ltd

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Maldives Pvt Ltd Brand & Brand Book was created by
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