بحثي
bahthi
مستقبلك الأكاديمي بين يديك

These guidelines have been created to reflect the evolution of Bahthi brand, the direction and to work as a baseline for any design materials.

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ABOUT THE COMPAMY
We provide integrated support to academic researchers with thier master's and doctoral theses by guiding them in defining the research topic, formulating the problem and objectives, choosing the appropriate research methodology and analyzing the results with high quality.

THE LOGO DESIGN

CONCEPT BEHIND

The icon concept is merging bahthi word in arabic "بحثي" with search magnifier glass that refers to academic researches and mix them all to create a new & unique icon which represent the powerfull of the new brand.
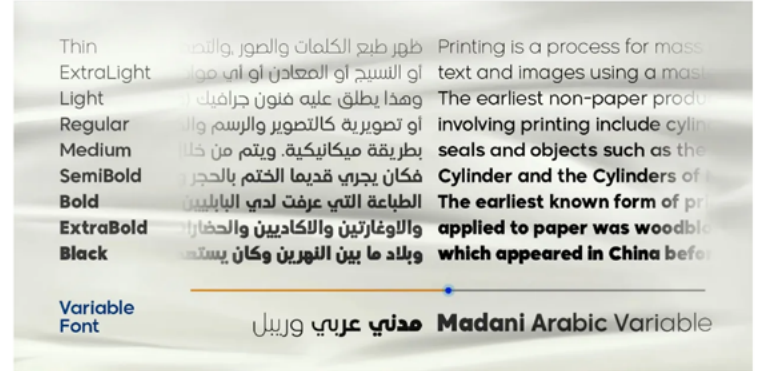

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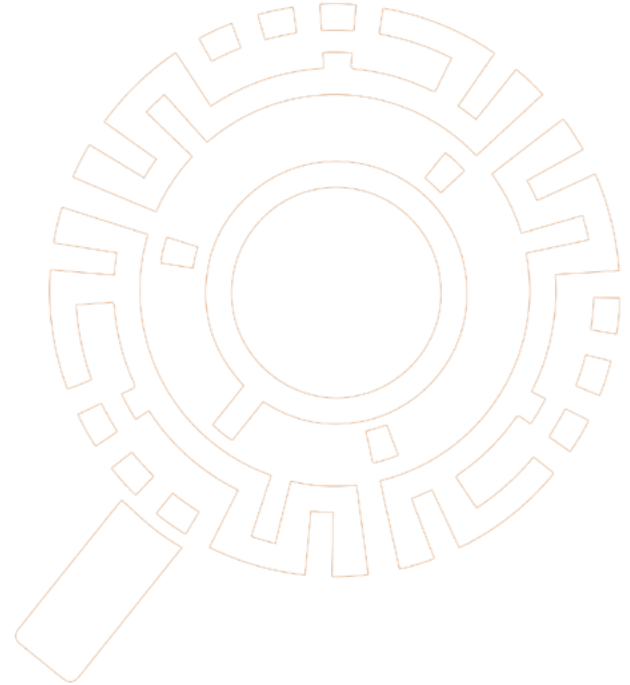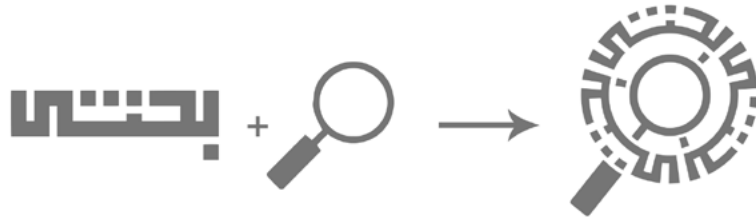
TYPOGRAPHIC STYLE

Bahthi arabic word uses customized typface but of course we recommend Madani arabic font as Bahthi's branding primary font for both arabic and english langauage. It should be used in all materials to maintain consistency in the brand messaging.

The font is modern, powerful and can be used and adopted easily for both print materials and digital materials.

Thin	ظهر طبع الكلمات والصور والنص	Printing is a process for mass
ExtraLight	أو النسيج او المعادن او اي موا	text and images using a mas
Light	وهذا يطلق عليه فنون جرافيك	The earliest non-paper produ
Regular	أو تصويرية كالتصوير والرسم وا	involving printing include cylin
Medium	بطريقة ميكانيكية. ويتم من خلا	seals and objects such as the
SemiBold	فكان يجري قديما الختم بالحجر	Cylinder and the Cylinders of
Bold	الطباعة التي عرفت لدي البابليين	The earliest known form of pr
ExtraBold	والاوغارتين والاكاديين والحضار	applied to paper was woodbl
Black	وبلاد ما بين النهرين وكان يست	which appeared in China bef

Variable Font

مدني عربي وريبل   **Madani Arabic** Variable

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THE LOGO DESIGN

COLOR SYSTEM

Consistent use of Bahthi's brand colors will ensure consistency of the brand across all mediums.
The brand colors should be utilized across all messaging mediums.

Colours which are mainly linked to Bahthi :

C:69 | M:67 | Y:66 | K:74   R:36 | G:32| B:31   #24201f

C:17 | M:56 | Y:85 | K:3   R:204 | G:127| B:65   #cc7f41

C:0 | M:16 | Y:27 | K:0   R:254 | G:217| B:185   #fed9b9

BLACK-WHITE

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THE LOGO DESIGN

LOGO POSITIONING

You should leave a space around the logo as much as you can as the X is 5mm.

Try to not decrease the width more than 15 mm to be readable, if you don't want it to be readable within a more small area, try use the icon only.

THE LOGO DESIGN

THE DON'Ts

Stretch the logo

Change any color in any part of the logo

Change in the size of any part

Use outline in the logo

Rotating the logo

Hide the logo

THE LOGO DESIGN

LOGO APPLICATIONS

THANK YOU

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