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Brand guidelines

Visual identity Content

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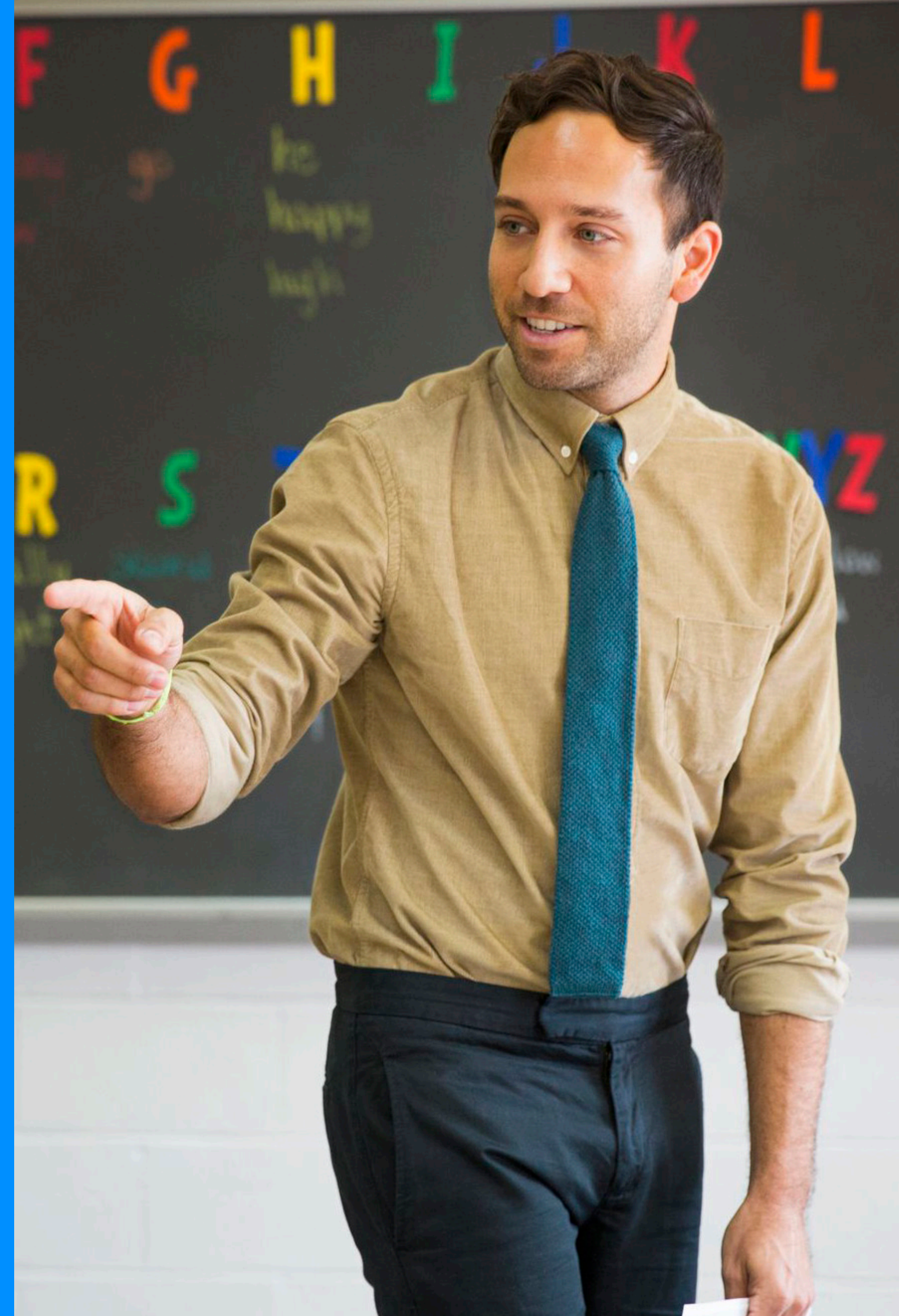
Visual elements

- Colour palette
- Typography

Please note this is an interactive
(so clickable) guideline.

Visual identity

Logo
Visual elements



Visual identity

Logo

The logo is the core of a brand's identity.

Find out about the logo's elements, variations and how to apply it in a consistent way.

Architecture

The logo is a graphic comprised of the **wordmark (logotype)** and **figurative mark (symbol)**.

Use the complete logo. The only time you should use the symbol alone is on the website or app or social media channels where there are other elements to help the user recognise the brand.



Vertical version

The horizontal version of the logo is the official version, and should be used in all media.

However, in exceptional cases where there is not enough space for the usual logo, you can use the vertical version of the logo.

You should avoid using this version unless it is strictly necessary.



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Legibility

An **exclusion zone** around the logo has been created to protect its integrity and make sure the logo is easy to read.

The 0.25 of height of the “Symbol” of the logo is taken as a guide to define the exclusion zone.

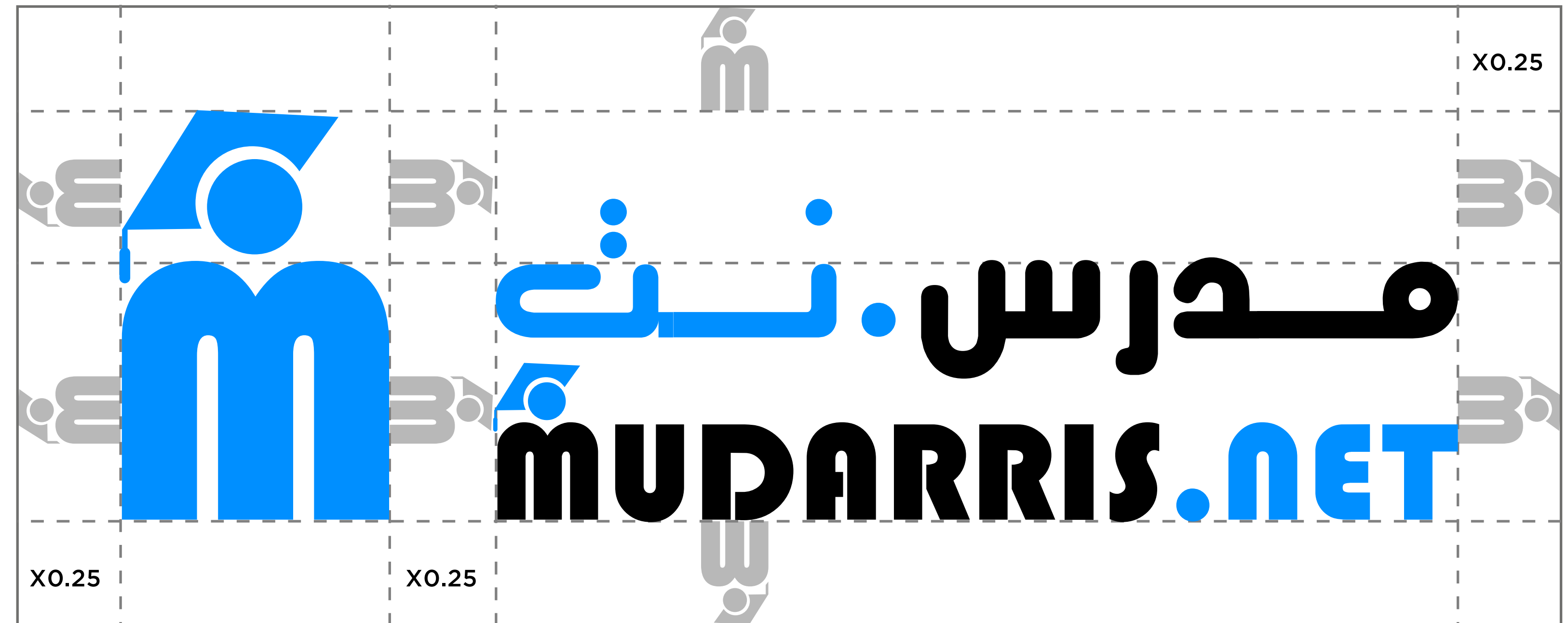


Legibility of Vertical version

An **exclusion zone** around the logo has been created to protect its integrity and make sure the logo is easy to read.

The 0.25 of height of the “Symbol” of the logo is taken as a guide to define the exclusion zone.

Exclusion zone



Don'ts

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

✗ Move elements



✗ Remove elements



✗ Stretch or transform



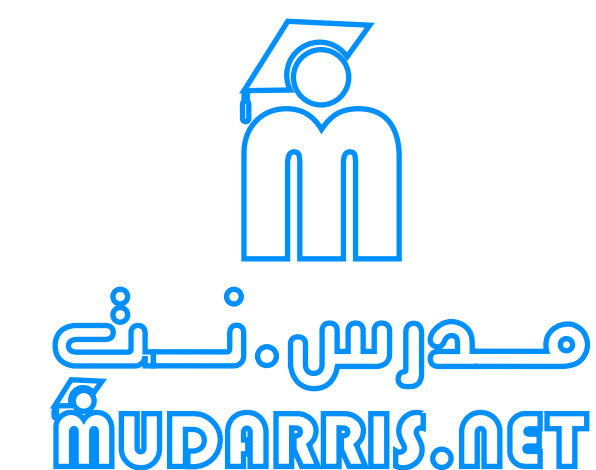
✗ Add elements



✗ Change colors Outline



✗ Outline



✗ Adding shadows



✗ Change the font



Background colours

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

Application over Brand colours

White background



Blue background



Black background



Video mark

The vertical version of the logo is applied to the top left-hand corner of all videos. It can be applied in colour or in negative, depending on the video requirements.



Visual identity

Visual elements

Elements such as the colour palette, typography and iconography help to build a consistent brand environment.

These elements help customers recognise our brand even if the logo is not present.

Colour palette

Primary colours:

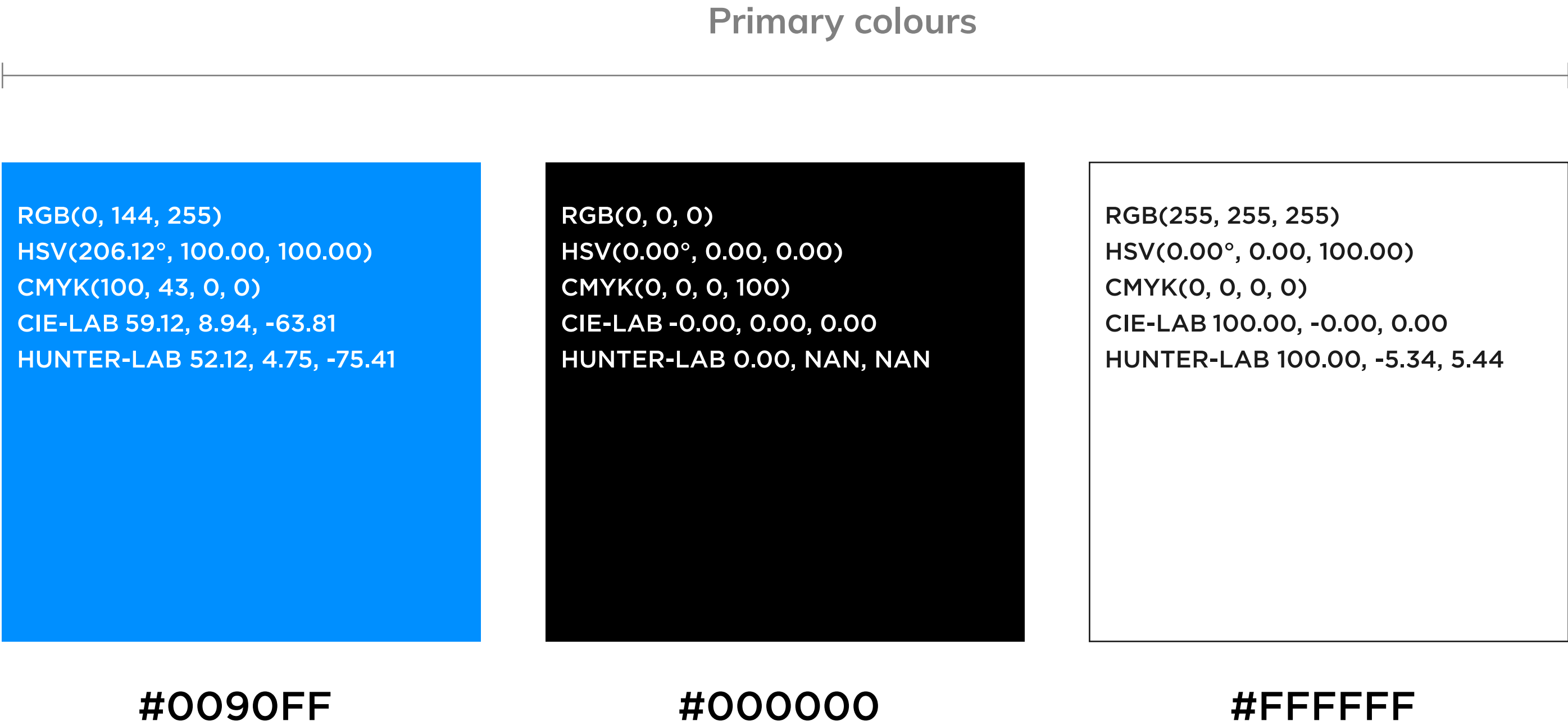
Green is the main colour of the Bab Rebh identity so it has the strongest presence on our brand.

Deep blue complements the Green colour, creating balance and making the palette more distinctive and sophisticated.

White balances the other colours and gives space to the elements.

Secondary colours:

These colours provide flexibility when you need to present a large variety of elements. They should be used to accent the primary palette, never dominate the piece.



Blippo

**A B C D E F G H I K L M N
O P Q R S T V 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

ae_AlMothnna

**ز ر ذ د خ ح ج ث ث ب أ
ف غ ع ظ ط ض ص ش س
ي و ه ن ؤ ل ك ق**

Typography

In English version we have Used «Braga Regular» font.

In Arabic Version We have Used «FF Dusha Arabic» font.



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Brand guidelines 2021
Thanks !!