mada

ecommerce

merchant

Our logo is the centerpiece of our visual brand identity. It is the asset by which our brand is recognized, and the familiar sign of our presence in Saudi Arabia.

Our logo is made up of two elements: a symbol and wordmark.

Our logo is only available in dual language.

Logo

مدى

mada

Wordmark

Symbol

Please Note:
Always use approved master artwork.

Our logo proportion is:
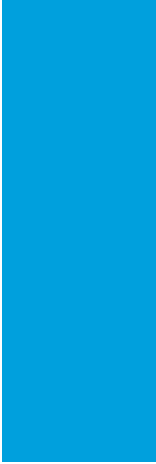Width equal three times the Height as
shown

1X3

Sometimes, we may need to use our symbol only, without the accompanying wordmark. It is important we only do this rarely and for well understood reasons.

We should only use the symbol alone when there is not sufficient space or a correctly proportioned area to use the full logo including the wordmark.

We should only use the symbol alone in contexts where the mada brand is already clear, ie the full logo including the wordmark is nearby.

Another situation where the symbol may be used alone might be an iPhone icon, or similar UI situation. This would be due to the size and proportion available.

Symbol

Important note:

These are the only color variations acceptable in all cases.

- mada emblem with black wordmark to be used on white/ transparant or light color background

- mada emblem with white wordmark to be used on black or dark color background

- In case of single color requirement both mada amblem and wordmark together should show in white on dark color background or black on light color background

01. Color with black wordmark

02. Color with white wordmark

03. Single color

Always use approved master artwork, never alter or recreate our logo.

Here are examples of things to avoid when using our logo.

DO NOT add any effects

DO NOT alter the proportions

DO NOT alter the spacial relationship

DO NOT alter the scale of individual elemen

DO NOT rotate (other than 90°)

DO NOT change the color

DO NOT distort the logo

Minimum size
mada logo must not appear under
any circumstances smaller than 60px

Logo Variations
There is only on logo for mada
universal for all formats and
languages

It is strictly not allowed to use Arabic
only or English only logo

It is srticly not allowed to flip mada
logo in case of vertical use

Minimum size

60 px

English

Arabic

Vertical

- mada wordmark always in small letters

- mada crad can be also referred to as mada debit card. It is strictly not allowed to referr it to mada account or mada credit

- It is NOT allowed to present mada logo in a white box

mada logo with white wordmark

mada logo with black wordmark

mada logo with white background

General rules for mada logo placement

The grey boxes represents the merchant webiste guidelines.

The blue boxes represents mada logo guidelines for clear space.

- In case of mada clear space smaller than merchant clear space mada logo should remain inside the grey zone

- In case of mada clear space bigger than merchant clear space mada logo should be resised to maintain the correct clear space from other logos

In case payment options are exposed in the login / landing pages of the merchant e-store, mada logo must appear as well.

mada clear space **<** merchant clear space

mada clear space **=** merchant clear space

mada clear space **>** merchant clear space

General rules for mada logo placement

mada logo must show first of the list on the merchant landling page
- First from right to left on Arabic page
-First from left to right on English page

mada logo must NOT appear in the center of two other check options

mada logo must NOT be placed in a white box in case of colored background (refer to mada brand guidelines)

It is NOT allowed in any circumstances to show mada logo smaller than the bank's logo or other checkout schemes logos.

Merchant/ Service Provider Checkout Page

There are two ways to present mada online as payment method on merchant's checkout page. The ways are the following:

1. In case of standalone format for each checkout method, mada should take the first place from top (on both English and Arabic merchant website pages)

2. In case of multiple card schemes showing together in one tab, mada should come first in the list.
- First from right to left on Arabic page
- First from left to right on English page

mada logo and all partnering scheme should be always exposed in the checkout page with the latest approved logos for E-commerce.

1. Standalone as payment method:

Payments method

☑ mada bank card

☐ SADAD Account

☐ Credit card

Once mada card number typed, it is mandatory to show mada logo in this field (as shown)

Card Number
* * * * * * * * * * * * * * 0 0 0 0
Enter mada card number wicth consists of 16 digit

Cardholder name
Enter the (CVV/CVC) witch consists of 3 digit

Expiration Date
Month ˅   Year ˅
Enter the expiration Dateas mentioned on the card

(CVV/CVC)
Enter the (CVV/CVC) witch consists of 3 digit

2. Combined card schemes as payment method:

Once mada card number typed, it is mandatory to show mada logo in this field (as shown)

Card Type

Card Number
* * * * * * * * * * * * * * 0 0 0 0
Enter mada card number wicth consists of 16 digit

Cardholder name
Enter cardholder name as mentioned on the card

Expiration Date
Month ˅   Year ˅
Enter the expiration Dateas mentioned on the card

(CVV/CVC)
Enter the (CVV/CVC) witch consists of 3 digit

Card Type

Card Number
Enter mada card number wicth consists of 16 digit

Cardholder name
Enter cardholder name as mentioned on the card

Expiration Date
Month ˅   Year ˅
Enter the expiration Dateas mentioned on the card

(CVV/CVC)
Enter the (CVV/CVC) witch consists of 3 digit

3D security page verified by Visa or MasterCard

Bank and mada logo must be placed on the top left side of the page would be approx. 50 pixel high, and no more than 190 pixels wide

3D Secure logo – Verified by VISA / MasterCard Secure Code

Bank
Logo

مدى
mada

Verified by
Secure logo

To continue with your transaction please enter one time passcode sent to your mobile number or email address and click submit

Transaction Details

Merchant Name : XXXXXXXXXXXXX

The amount : 0000000

Last four digit of mada card : *********0000

OTP : ****

Click here to receive another code

Submit

Exit

1 No mada in capitale letters.

2 mada crad (بطاقة مدى البنك) can be referred to as mada debit cards. It is strictly not allowed to referrd to it as the following:

- mada account   - mada credit
- الحساب المدينة   - البطاقة الخصم

3 mada logo and all partnering scheme should be exposed in the checkout page with the latest approved logos for ecommerce.

4 In case payment options are exposed in the login / landing pages of the merchant e-store , mada logos shall be there too.

5 mada logo must be bigger or eq than bank's logo.

6 mada logo must be the one with either black wordmark or white wordmark. Logo of white background is not allowed.