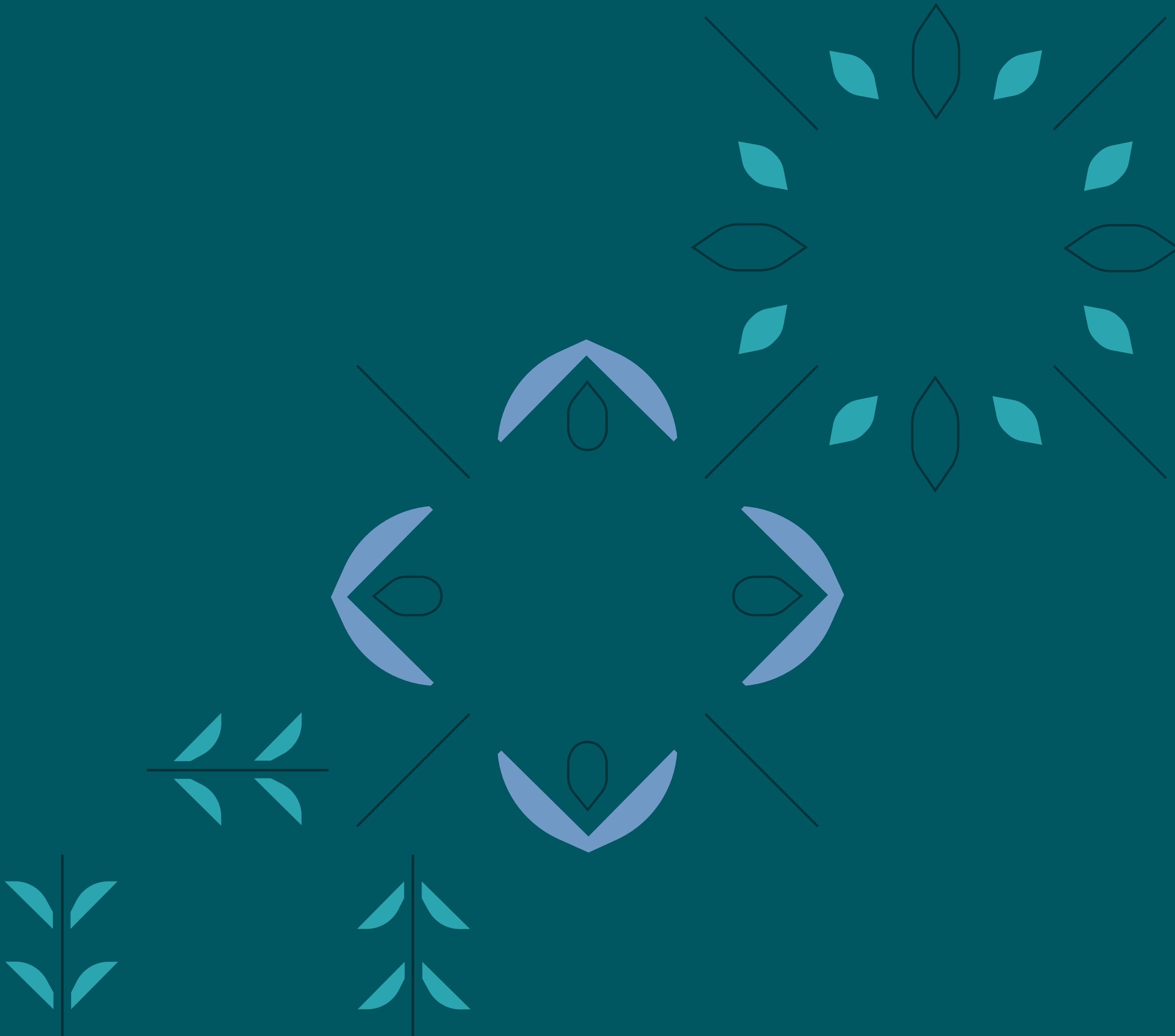




Introduction

This guideline defines essential standards for the Almajdouie Foundation’s identity. Adherence ensures maximum brand clarity, integrity, and impact across all touchpoints, directly supporting the strategic mission.

For guidance on logo selection and use, you may consult the Almajdouie Foundation’s Corporate Communications Office via the following contact :

Almajdouie Foundation		Designed By			
T	+966 13 819 8286	Bahrain	+973	17 421 441	hello@boxonvision.com
E	info@almajdouie.org	KSA	+966	55 740 4333	www.boxonvision.com

Brand Story

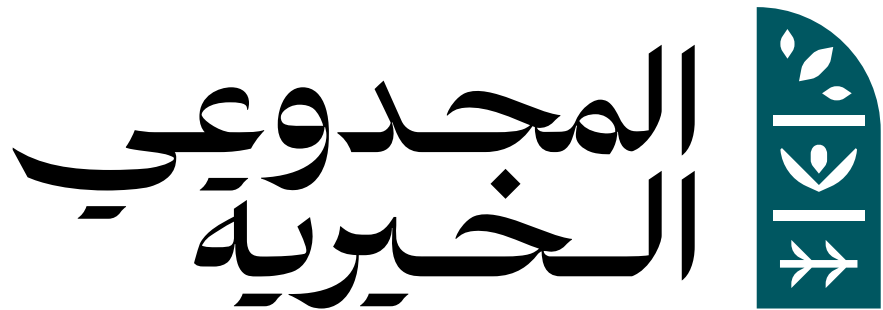
The Ali bin Ibrahim Al-Majdouie Foundation, established in 2014, focuses on sustainable support for the needy in Saudi Arabia. Its core mission is to enhance the quality of life across vulnerable communities through innovative social solutions and strategic partnerships. Operating with defined values of benevolence, compassion, and excellence, the Foundation is dedicated to developing Al-Majdouie mosques and, crucially, to empowering beneficiaries to improve their economic capacities towards self-sufficiency.

Our Logo

Primary & Secondary Logo

Almajdouie Foundation’s identity has been designed to reflect our brand values and personality.

In order to convey the strength and professionalism of the brand, it is essential that a consistent and confident brand representation be maintained across all applications. The brand mark should only be reproduced from master artwork and never redrawn or manipulated in any way, other than the approved formats mentioned in this document.



Primary



Secondary

Our Logo

Overview

We have a variety of logo versions to adapt to any setting to ensure the best visibility of our brand.

Master logo

Our master logo should always be the go-to asset to represent our brand.

Reverse Monochrome logo

A modified version of the primary logo designed for use on dark or visually busy backgrounds.

Special Use of logo

Silver Foiling of logo must be reserved for special cases only.

Monochrome logo

When only one color can be reproduced our Monochrome logo can be applied.

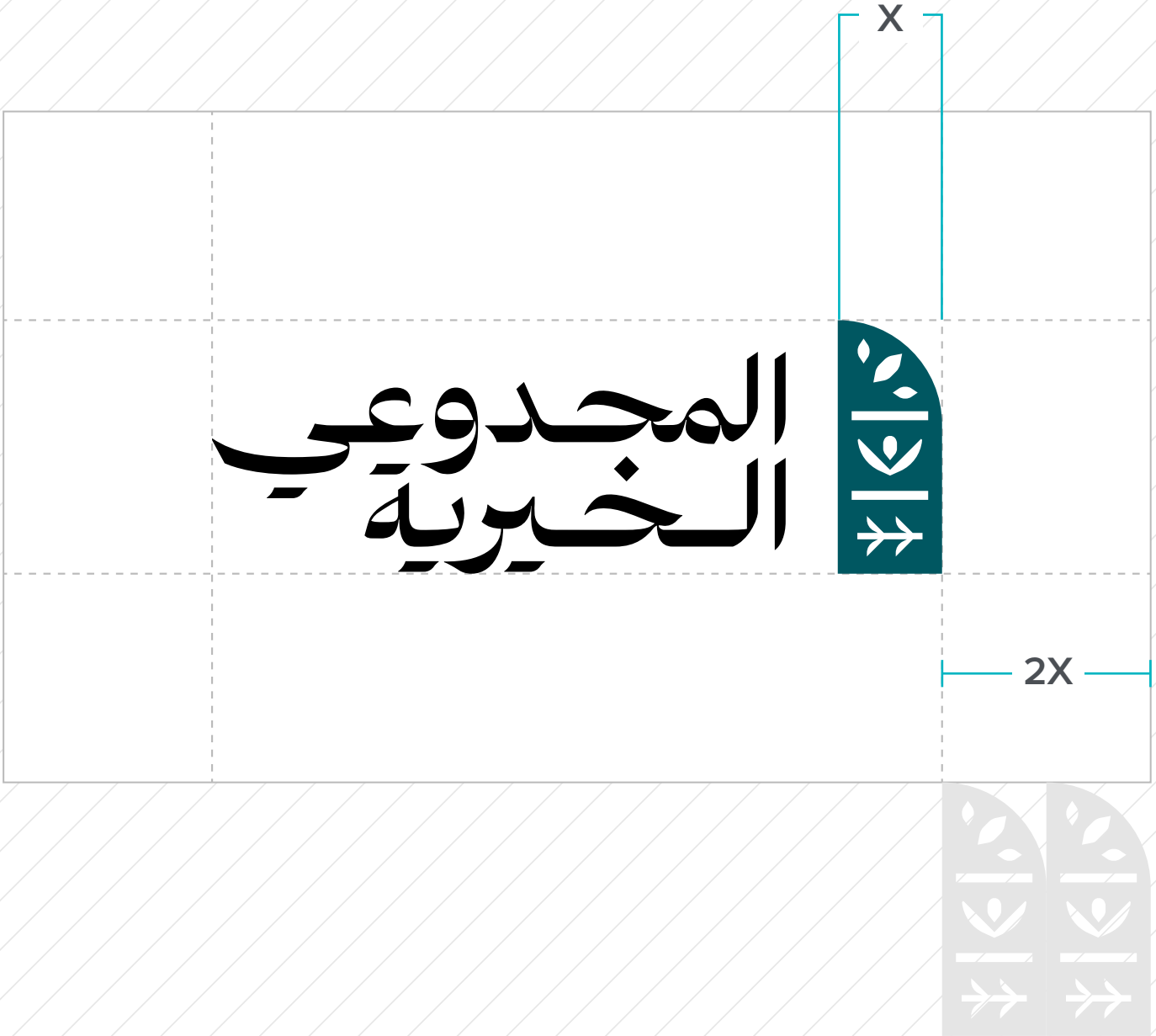


Our Logo

Exclusion Zone

Logo with full company name.

Exclusion Zone
Graphics/objects must not penetrate the clear area. This space is twice the width of the iconmark.



Our Logo

Usage Rules

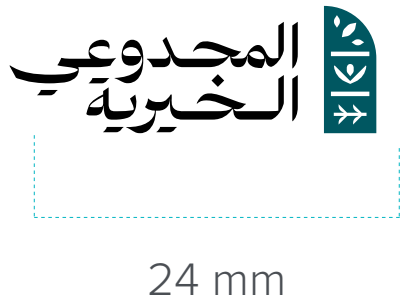
Minimum Size

The minimum size of our logo is an important consideration to maintain its legibility and visual impact across different applications. Adhering to these guidelines ensures that our brand is consistently represented in a clear and recognizable manner, regardless of the medium or platform.

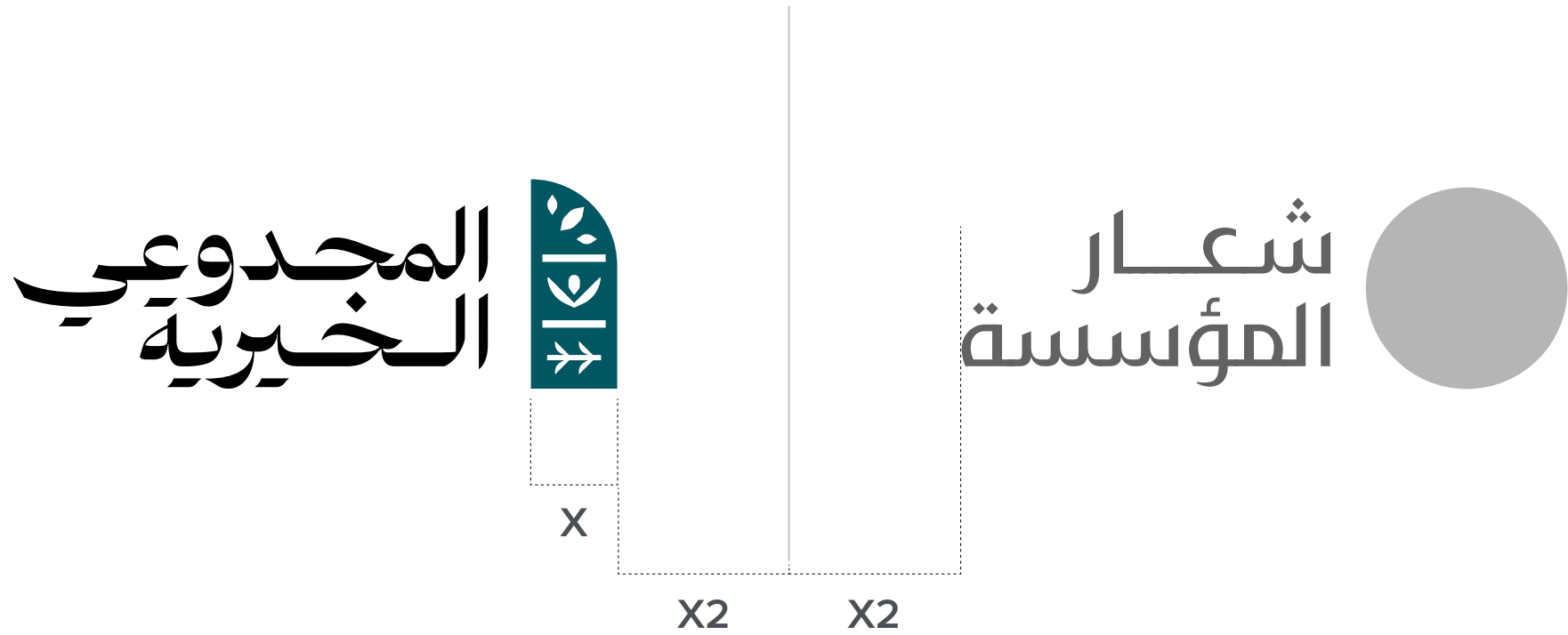
Co-branding

The space between the logos must be no less than the X-height. Make sure all logos are scaled proportionally to one another and visually aligned through the center.

Minimum size



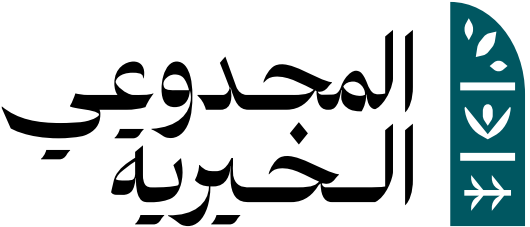
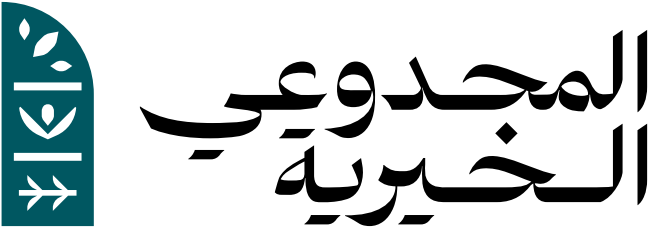
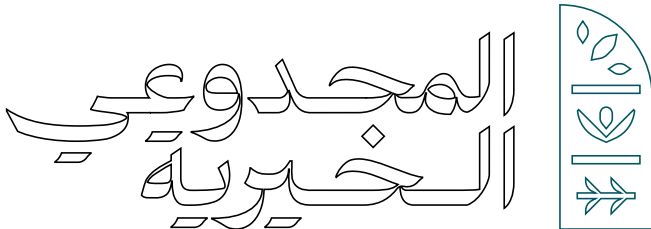
Co-branding



Our Logo

Incorrect Usage

The examples shown here demonstrate different ways of unacceptable logo alterations. They are here to show how the brand becomes undermined by any alteration to the logo. Always reproduce the logo from master artwork, do not attempt to recreate the logo.

Do not skew, tilt or distort the logo proportions. 	Do not distort, rearrange, or alter the elements within the logo. 	Don't use the logo on busy backgrounds or when there isn't enough contrast. 
Do not outline the logo. 	Do not swap the colors in the logo. 	Do not apply drop shadow, or any other effect that affects the clarity of the logo. 
Do not alter the brand name, or add descriptions to the logomark. 	Do not apply different brand colors. 	Do not attempt to recreate the logo. 

Composition

Margin and Layout

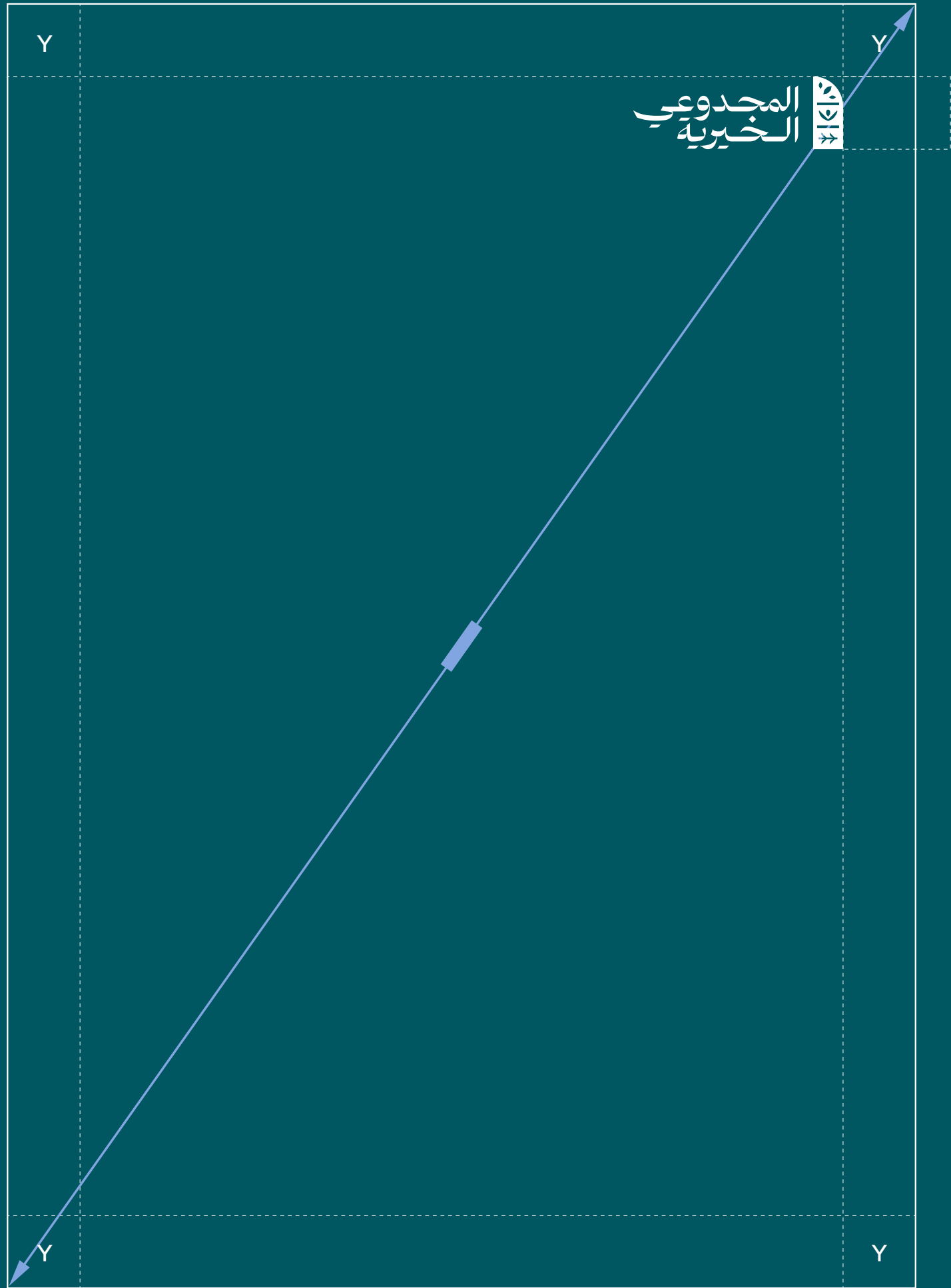
Our logo must always be applied in a way that best represents the brand in any layout and format. for the instance of an A4 size its the diagonal size (36cm/7.5) = 4.8 cm.

Margins

To optically position the logo in a balanced space, the margins are created accordingly. If space is limited follow the minimum safe area for the logo.

Logo proportion

The size and scale of our logo within a layout is according to the overall size of the layout. Indicated on this page are the accepted positions for the logo in relation to the layout format.



Brand Elements

Color Palette

The primary colors establish a foundation reliability: **Values Teal** – a deep, reassuring hue; signifies the unwavering commitment to core principles. **Generous Turquoise**, a cool, vibrant tone, represents compassion and the positive, far-reaching impact of sustainable support. Finally, **Expanding Sky** injects optimism, symbolizing limitless growth and the aspiration of self-sufficiency for beneficiaries.

Primary Colors

Values
Teal

PANTONE
2216 C

#005761

R - 0C - 86

G - 87M - 60

B - 97Y - 49

K - 32

Generous
Turquoise

PANTONE
7709 C

#00b5c2

R - 0C - 63

G - 181M - 13

B - 194Y - 24

K - 0

Expanding
Sky

PANTONE
2705 C

#80a5e0

R - 128C - 35

G - 165M - 33

B - 224Y - 0

K - 0

Deep
Black

PANTONE
Black 6C

#000000

R - 0C - 84

G - 0M - 71

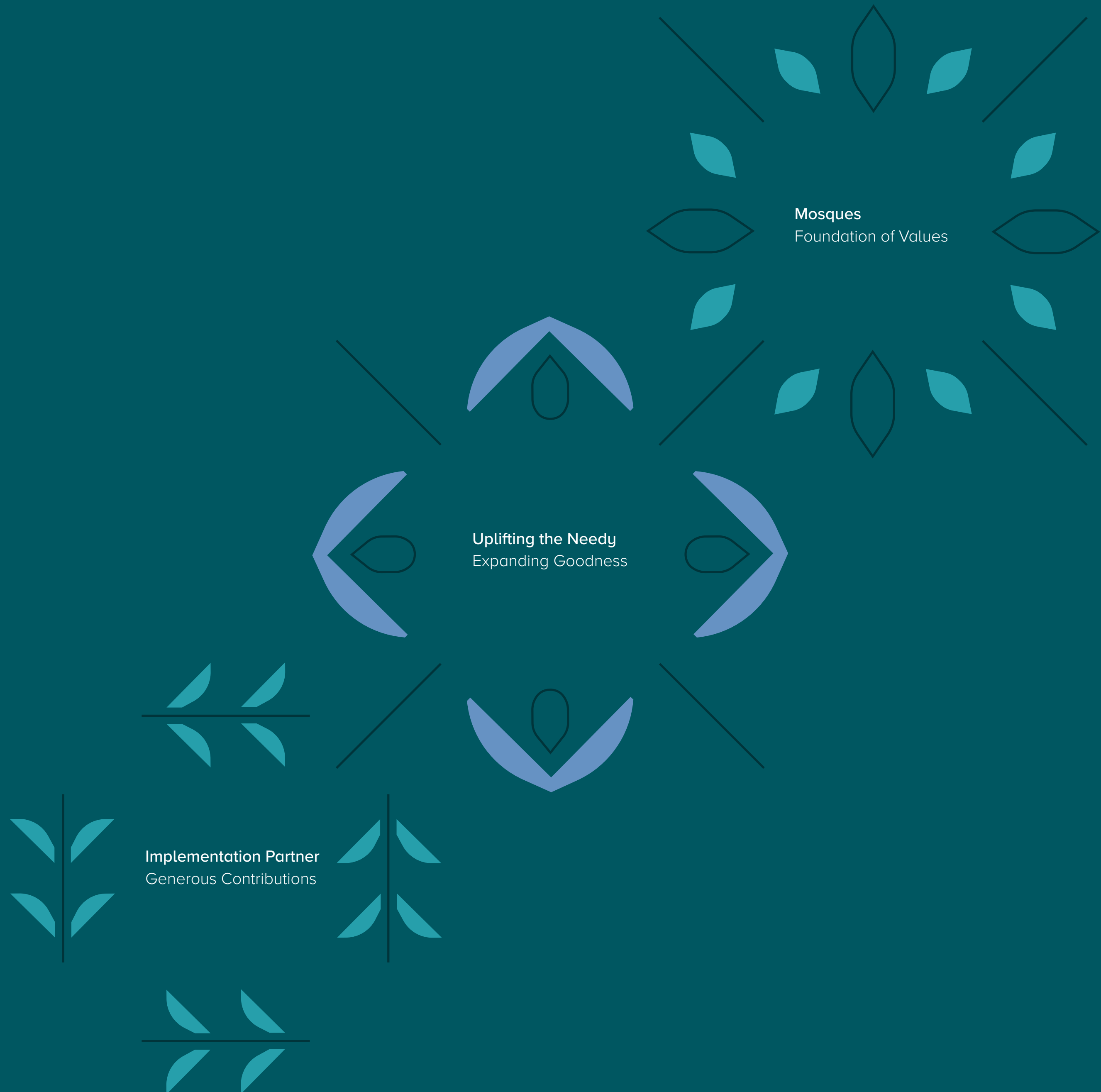
B - 0Y - 59

K - 74

Brand Elements

Brand Theme

The Theme Element has been derived from the Logomark, and implemented in a way that complement it, to become a cohesive brand identity.



Brand Elements

Theme Usage

The examples shown here demonstrate different acceptable usage of the theme. The theme is recommended to cover around 60% of the application.

Always refer to the applications, to understand the placement and size to be used for the theme.

Example : Back of Letter Head

Primary version of the theme.



Reference of an appication of the theme with the slogan.

Example : Back cover of Notebook



Secondary version of the theme.

Brand Elements

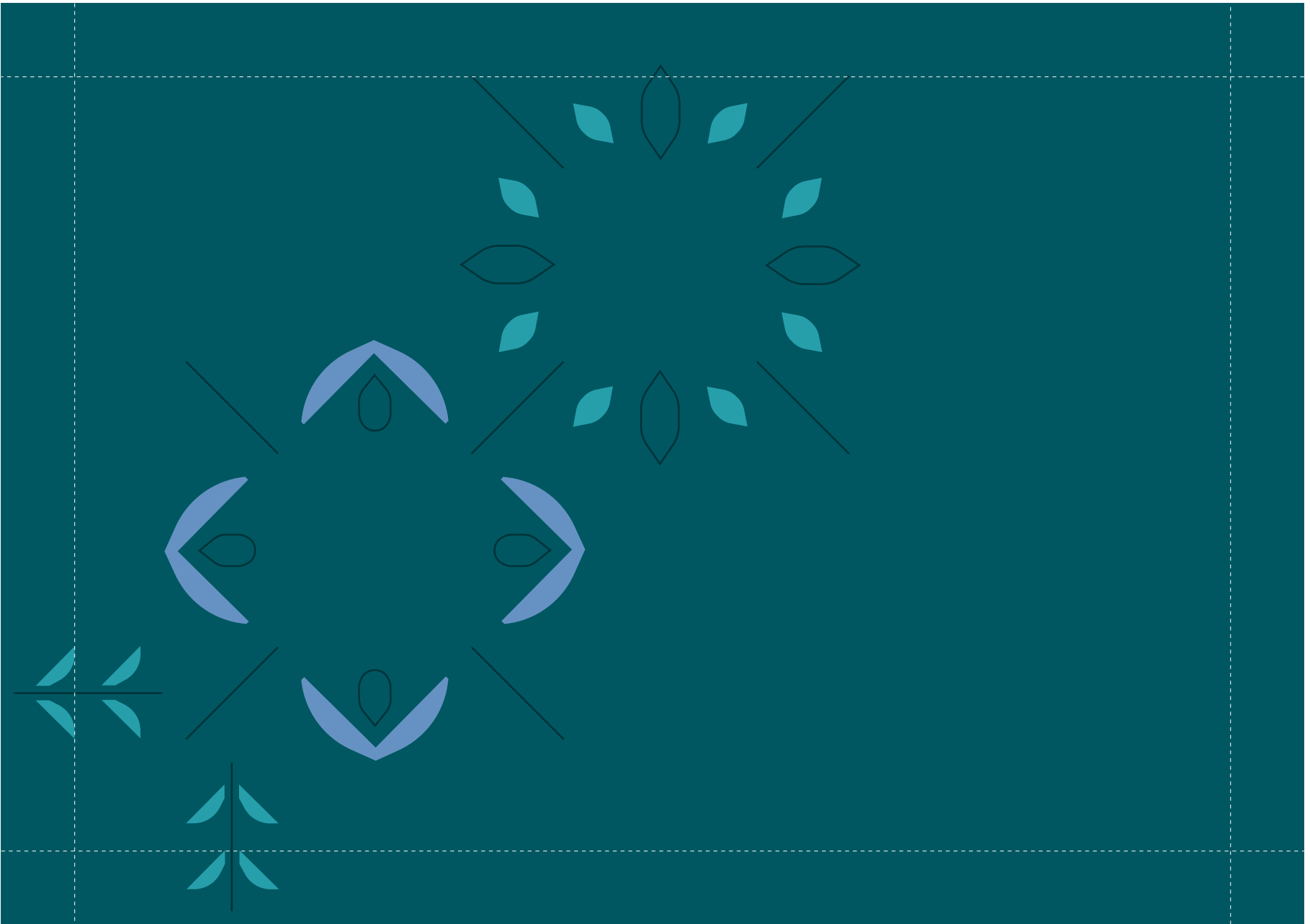
Theme Usage

The examples shown here demonstrate different acceptable usage of the theme. The theme is recommended to be positioned to cover 60% of the application from either corner.

Always refer to the applications, to understand the placement and size to be used for the theme.



Right aligned when used with slogan.



Can have it Left aligned when used without the slogan.

Brand Slogan

The Slogan is added to provide further definition to the brand's service.

A slogan provide a way of furthering the value of our company. It can be used as an integral part of the logo or as a separate element.

Our slogan should always be sentenced case and in single line as shown here.

The english slogan is primarily used across the applications.

تمكين
لأنّهم مستدام

Typography

The brand typography guidelines provide a clear and concise framework for the effective use of fonts and typefaces within the brand’s visual identity. The typography plays a crucial role in conveying the brand’s personality and values while ensuring consistency across various communication materials.

The use of primary typeface, is the cornerstone of the brand’s voice. This typeface serves as a visual anchor, capturing attention and establishing a distinct brand presence.

To enhance visual hierarchy and emphasis, the chosen typefaces should offer a range of font weights. These variations allow for effective differentiation and guide the reader’s attention to key information.

AaBbCcDdE

أ ب ج د ه و ز ح ط

Arabic

Rayat	Book Bold	أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي \$£€•١٢٣٤٥٦٧٨٩&%@?+-=
Proxima Nova Arabic	Light Regular	أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي 0123456789€£\$&%@?+-=

Latin

Rayat	Regular Bold	AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789€£\$&%@?+-=
Proxima Nova Arabic	Light Regular	AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789€£\$&%@?+-=

Arabic Typeface

(Brand Typeface)

Arabic typography used throughout all of our communications are as specified. This is to be used in all printed material for publishing and in the social media designs etc.

In order to ensure that presentations sent out to third parties are seen in the correct format, they should be distributed in PDF format. This also ensures security of information in that it cannot be edited post distribution.

(For Print/Publishing materials, Social Media etc)

To maintain visual consistency and typographic excellence for Arabic titles and subtitles, ensure the OpenType feature for 'Morsala' is activated.

This setting is essential for accurate glyph positioning and optimal rendering of Arabic script across all media, guaranteeing the integrity of the brand's typographic voice.

Title
ITF Rayan - Medium
At least 5X the body size
125% Leading
0 Tracking
Subtitle
ITF Rayan - Regular
At least 2.5X the body size
140% Leading
0 Tracking
Body
IBM Plex Sans Arabic - Regular
120% Leading
0 Tracking
Caption
IBM Plex Sans Arabic - Light
77% body size
135% Leading
0 Tracking

التمكين المستدام لتأثير مجتمعي تركيز على رفع جودة الحياة عبر الحلول المبتكرة والشراكات الاستراتيجية.

أسست مؤسسة علي بن إبراهيم المجدوعي في عام ٢٠١٤ لتقديم الدعم المستدام للمحتاجين في المملكة العربية السعودية. تركز رسالتها على تعزيز جودة الحياة عبر الحلول المبتكرة والشراكات الاستراتيجية. كما تعمل المؤسسة على تطوير مساجد المجدوعي، وتهدف لتمكين المجتمعات المستضعفة وتحسين قدراتها الاقتصادية نحو الاكتفاء الذاتي.

مسترشدة بقيم الإحسان والرحمة والتميز، تسعى المؤسسة لتمكين الفئات المستفيدة وتحسين قدراتها الاقتصادية نحو الاكتفاء الذاتي.

Latin Typeface

(Brand Typeface)

Latin typography used throughout all of our communications are as specified. This is to be used in all printed material for publishing and in the social media designs etc.

In order to ensure that presentations sent out to third parties are seen in the correct format, they should be distributed in PDF format. This also ensures security of information in that it cannot be edited post distribution.

(For Print/Publishing materials, Social Media etc)

Title

ITF Rayan - Medium
At least 5X the body size
125% Leading
40 Tracking

Subtitle

ITF Rayan - Regular
At least 2.5X the body size
140% Leading
40 Tracking

Body

Proxima Nova Arabic - Light
120% Leading
20 Tracking

Caption

Proxima Nova Arabic - Light
77% body size
135% Leading
20 Tracking

Sustainable Em for Community

Focused on enhancing quality of
life through innovative solutions
and strategic partnerships.

The Ali bin Ibrahim Al-Majdouie Foundation, established in 2014, is dedicated providing sustainable support for the needy in Saudi Arabia. Its core mission is enhance quality of life through innovative solutions and strategic partnerships. The Foundation develops Al-Majdouie mosques and aims to empower vulnera communities to achieve long-term economic self-sufficiency.

Guided by core values of benevolence, compassion, and excellence, the Foundation aims to empower vulnerable communities and improve their economic capacities towards self-sufficiency.

Fallback Typeface

(System Typeface)

أ ب ت ث ج ح خ د ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
\$£€٠١٢٣٤٥٦٧٨٩&%@?+-=

When the brand typeface is not available to be used, such as in emails, Microsoft word or Google Slides, etc., The specified fonts should be used.

Arabic

Arial

أ ب ت ث ج ح خ د ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
\$£€٠١٢٣٤٥٦٧٨٩&%@?+-=

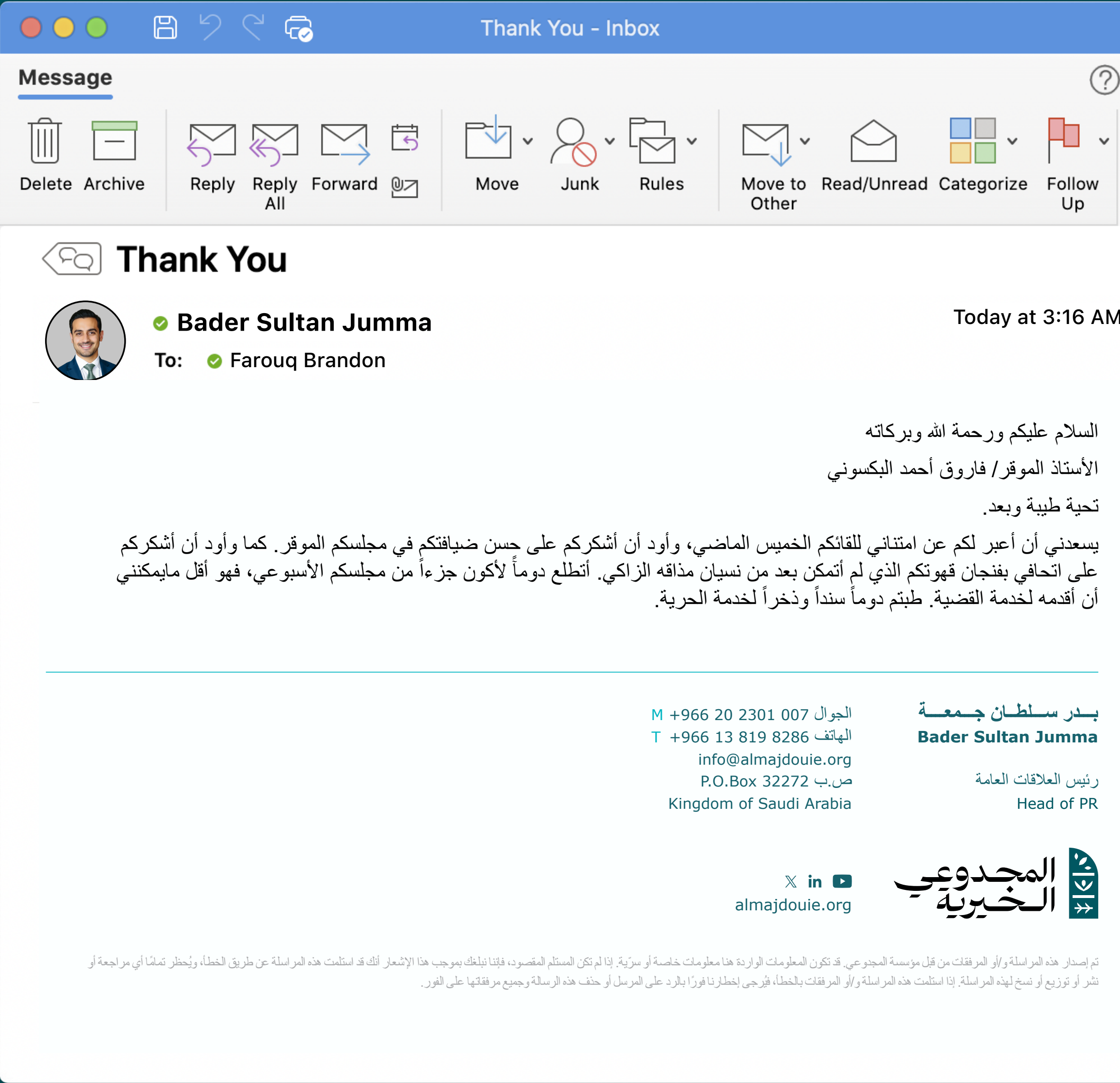
Latin

Verdana

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789€£\$&%@?+-=



Stationary

Stationary

Business Card

Production Specifications

Size

90 X 50 mm

Colors

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6 C

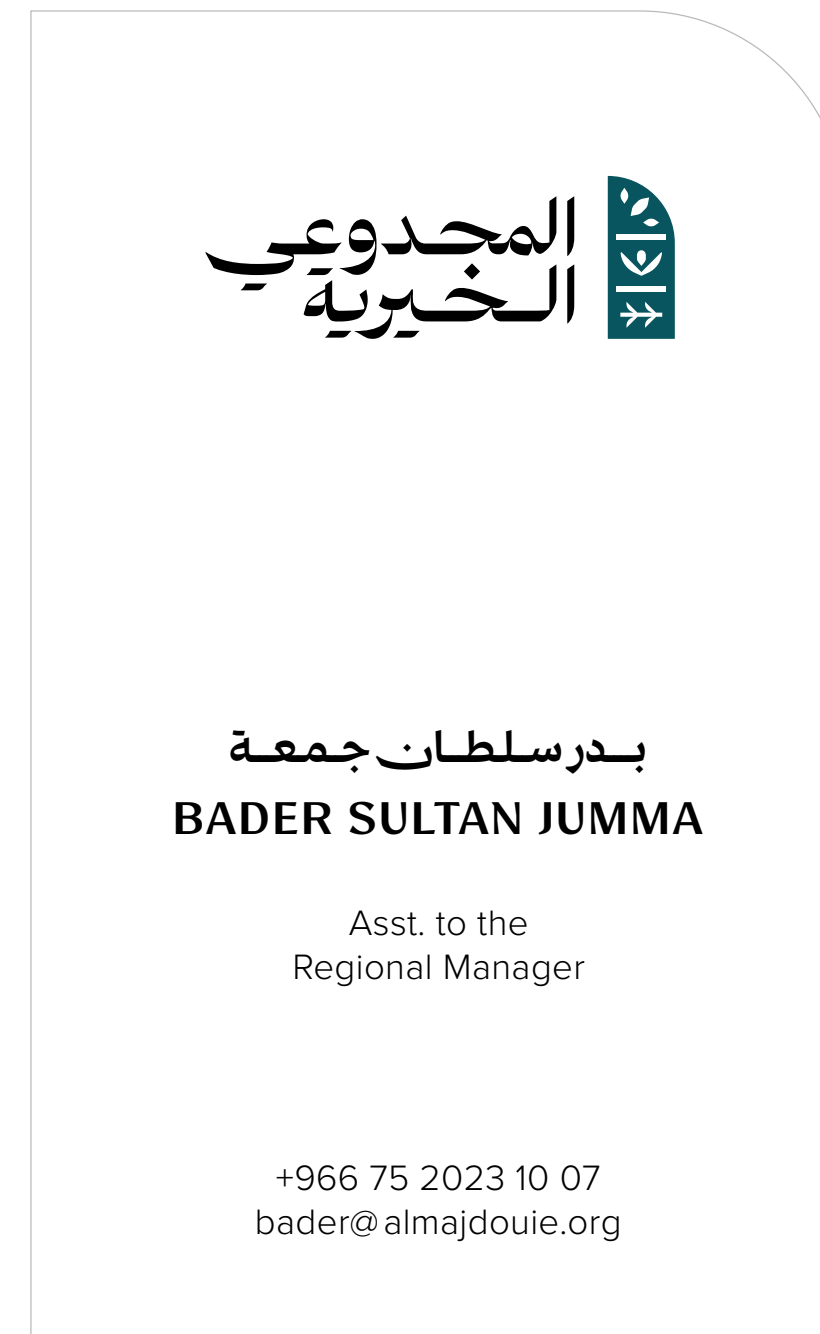
Material

Conqueror Wove - Brilliant White - 300 gsm

Special

Both side printing
Diecut.

Front



Back



Stationary

Letterhead

Production Specifications

Size

A4 210 X 297 mm

Colors

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6 C

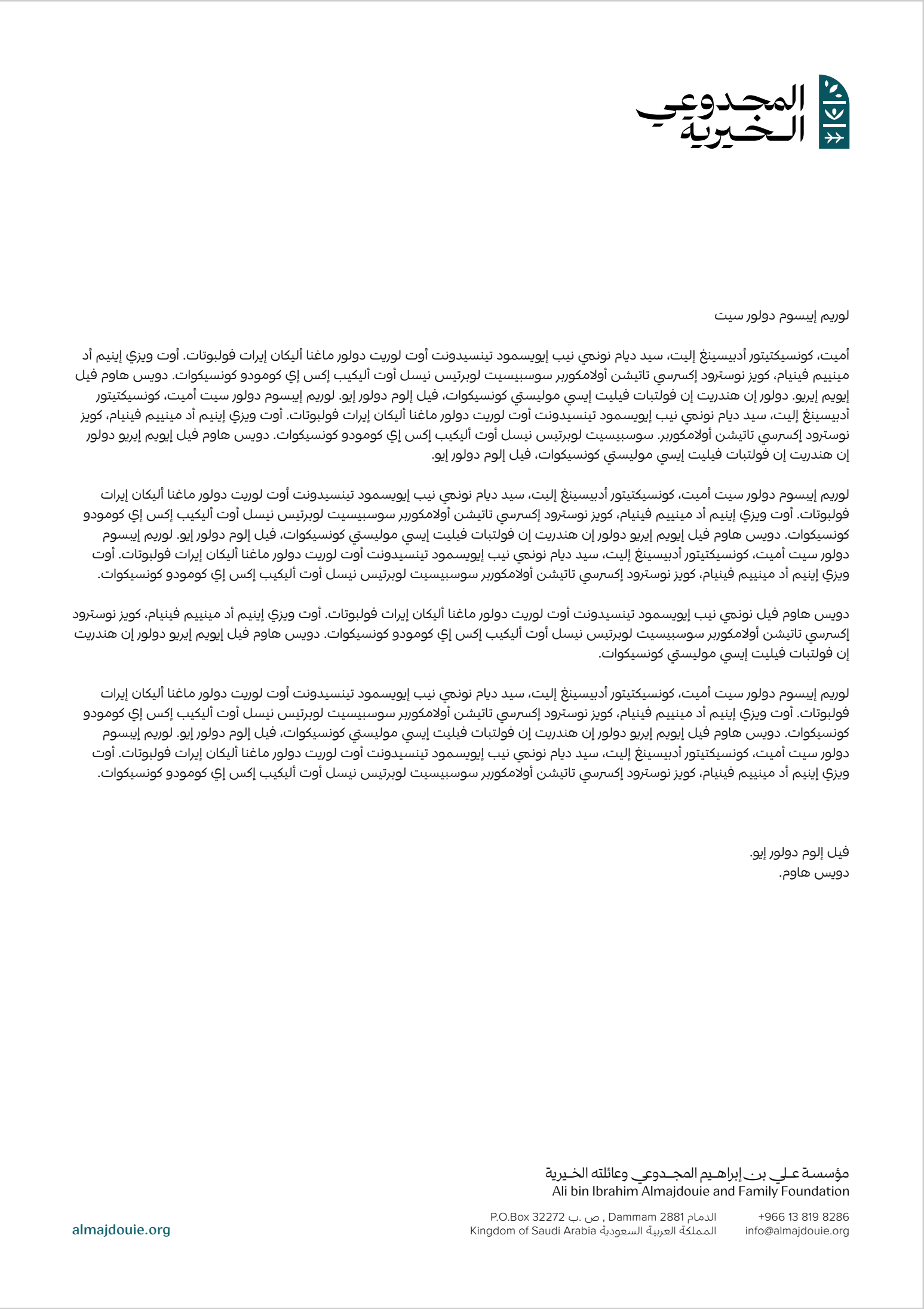
Material

Conqueror Wove - Brilliant White - 120 gsm

Special

Both side printing.

Front



Company Full Name & Info

Back



Slogan & Domain Name

Stationary

Envelope

DL Size - Custom Made

Production Specifications

Size

220 X 110 mm
Flap 40 mm

Colors

4 PMS

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6 C

Material

For Custom made:

Conqueror Wove - Brilliant White - 160 gsm

Special

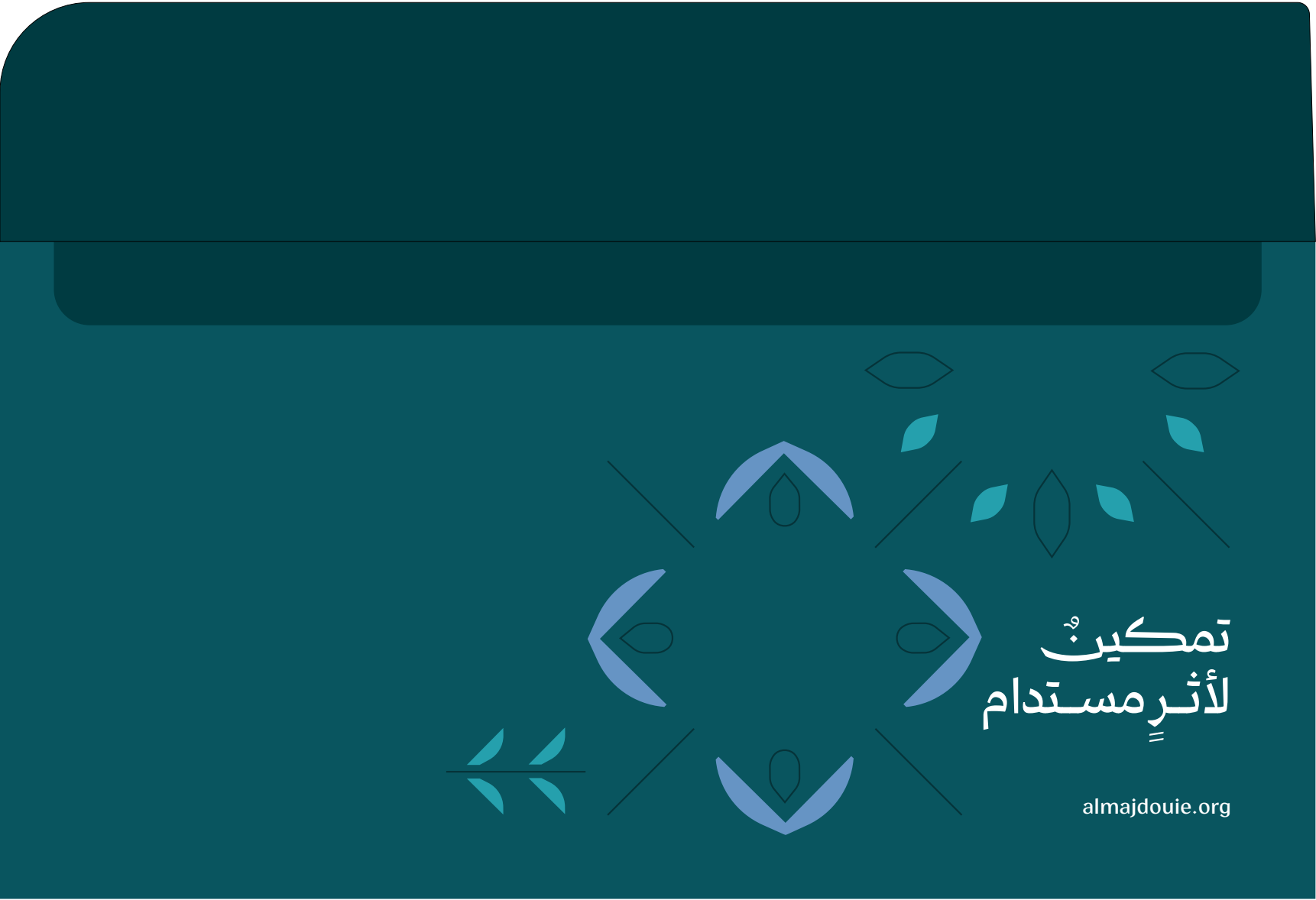
For Custom Made :

Die-cut, Pasting, Flap - Double tape pasted

Front



Back



Stationary

Envelope

C5 Size - Custom Made

Production Specifications

Size

Custom Made
229 X 162 mm
Flap 4 mm

Colors

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6 C

Material

Conqueror Wove - Brilliant White - 160 gsm

Special

Die-cut, Pasting, Flap - Double tape pasted

Front



Back



Stationary

Envelope

C4 Size - Custom Made

Production Specifications

Size

Custom Made
229 X 324 mm
Flap 40 mm

Colors

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6 C

Material

Conqueror Wove - Brilliant White - 160 gsm

Special

Die-cut, Pasting, Flap - Double tape pasted

Front



Back



Stationary

Envelope

C3 Size - Custom Made

Production Specifications

Size

Custom Made
458 X 324 mm
Flap 56 mm

Colors

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6 C

Material

Conqueror Wove - Brilliant White - 160 gsm

Special

Die-cut, Pasting, Flap - Double tape pasted

Front



Back



Stationary

Notepad

A5 Side Spiral

Opt. 1

Production Specifications

Size

A5 210 X 148 mm

Colors

4 PMS

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6 C

Material

Cover Laminated Matt paper - 170 gsm and
pasted on 800 gsm greyboard

Inside pages Wood free paper - 80 gsm

Special

- One side print only
- 75 sheets/pad
- Spiral binding on sides (White wires)

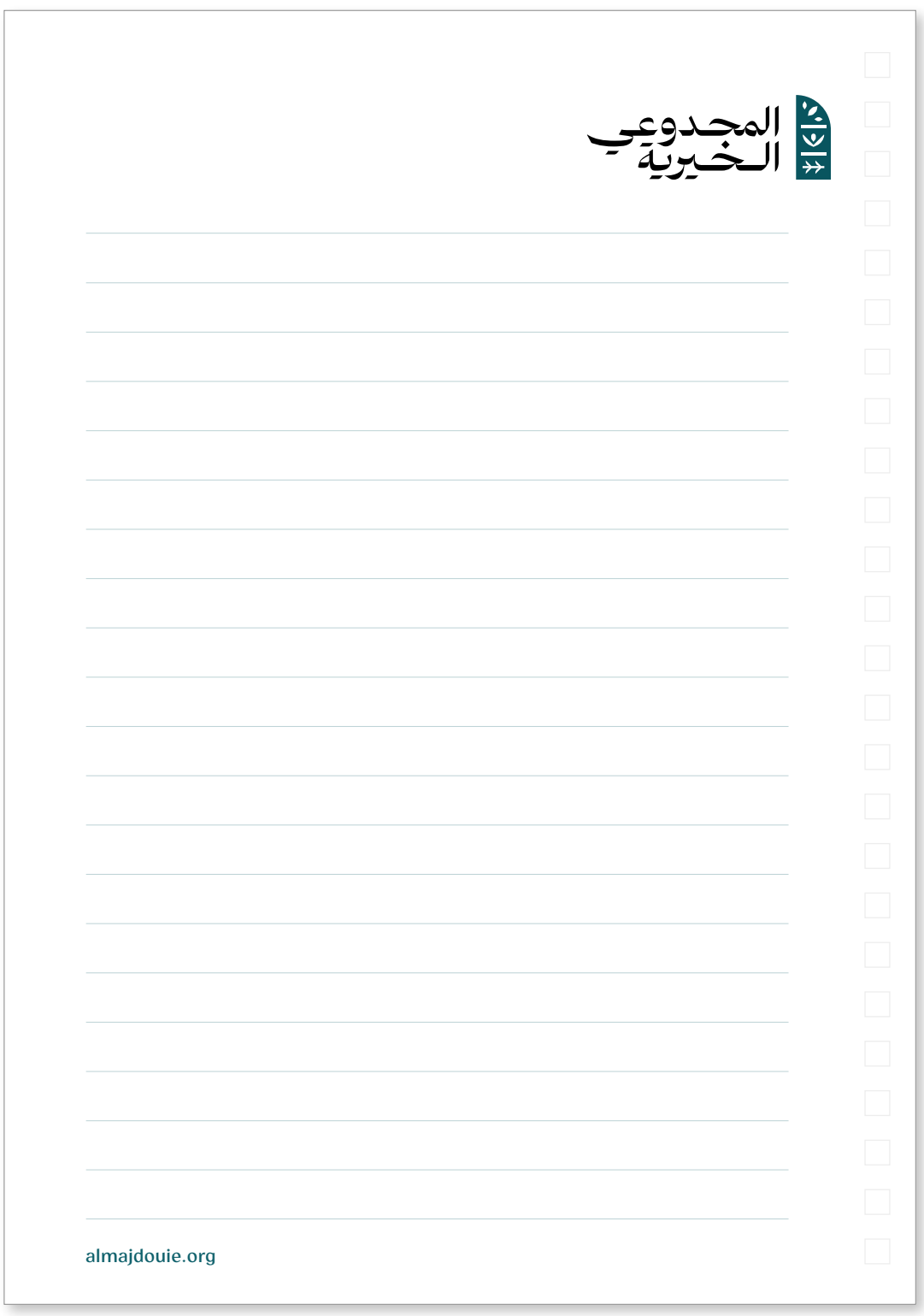
Back



Front



Inside pages



Stationary

Notepad

A5 Side Spiral
Opt. 2

Production
Specifications

Size
A5 210 X 148 mm

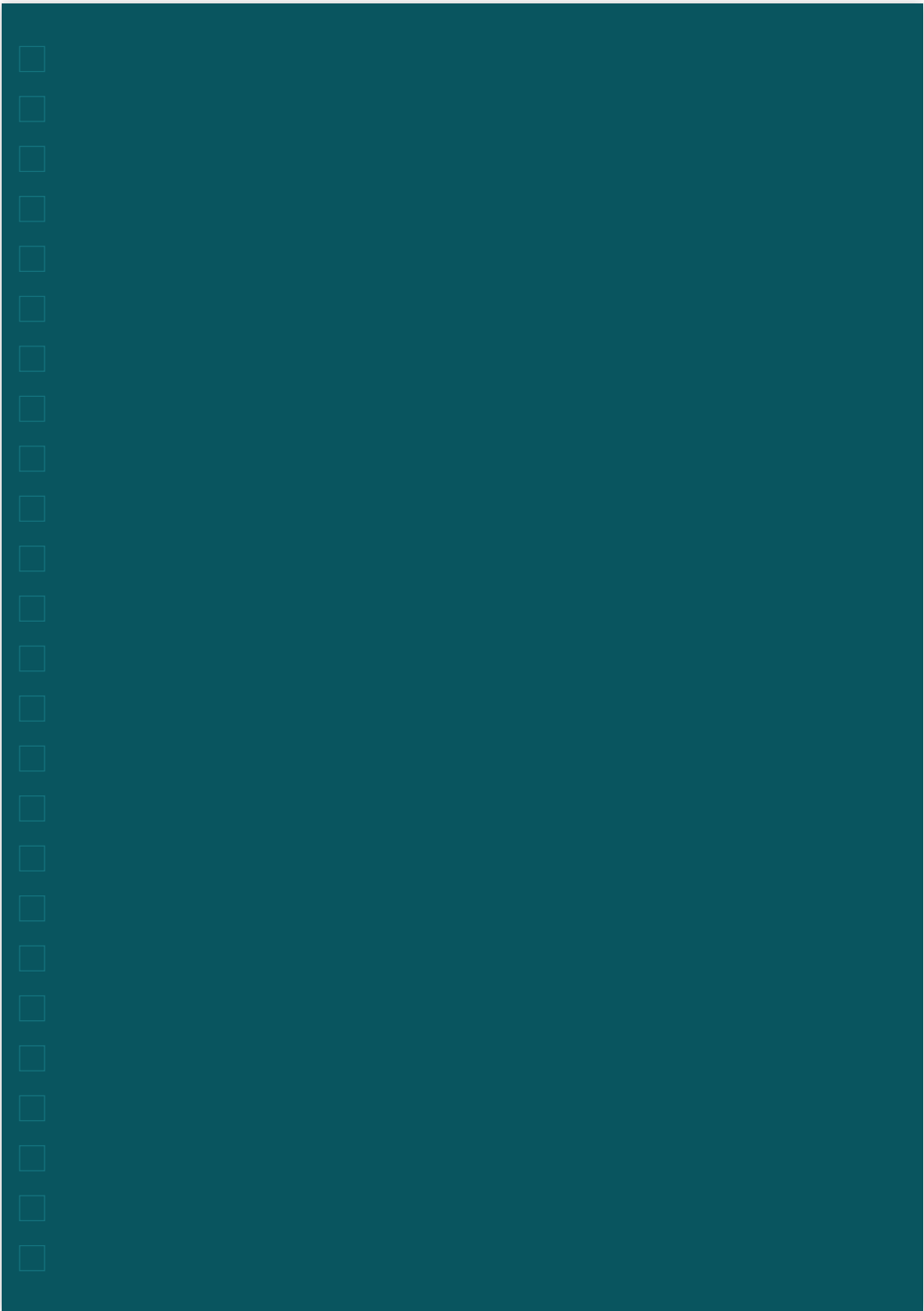
Colors
4 PMS

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6 C

Material
Cover Laminated Matt paper - 170 gsm and
pasted on 800 gsm greyboard

Special
One side print only
75 sheets/pad
Spiral binding on sides (White wires)

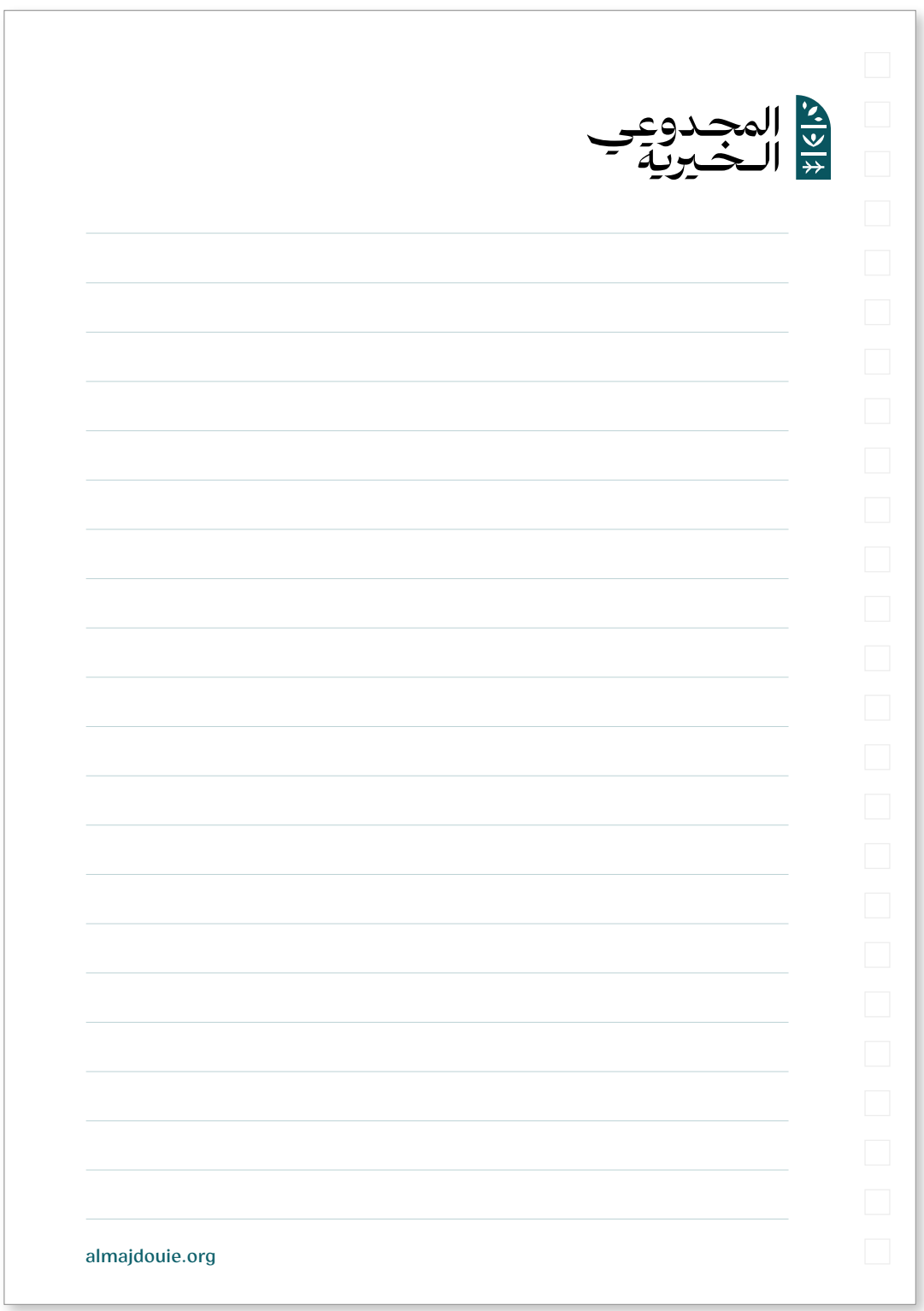
Back



Front



Inside pages



Stationary

Notepad

A5 Side Spiral
Opt. 3

Production Specifications

Size
A5 210 X 148 mm

Colors
4 PMS

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6 C

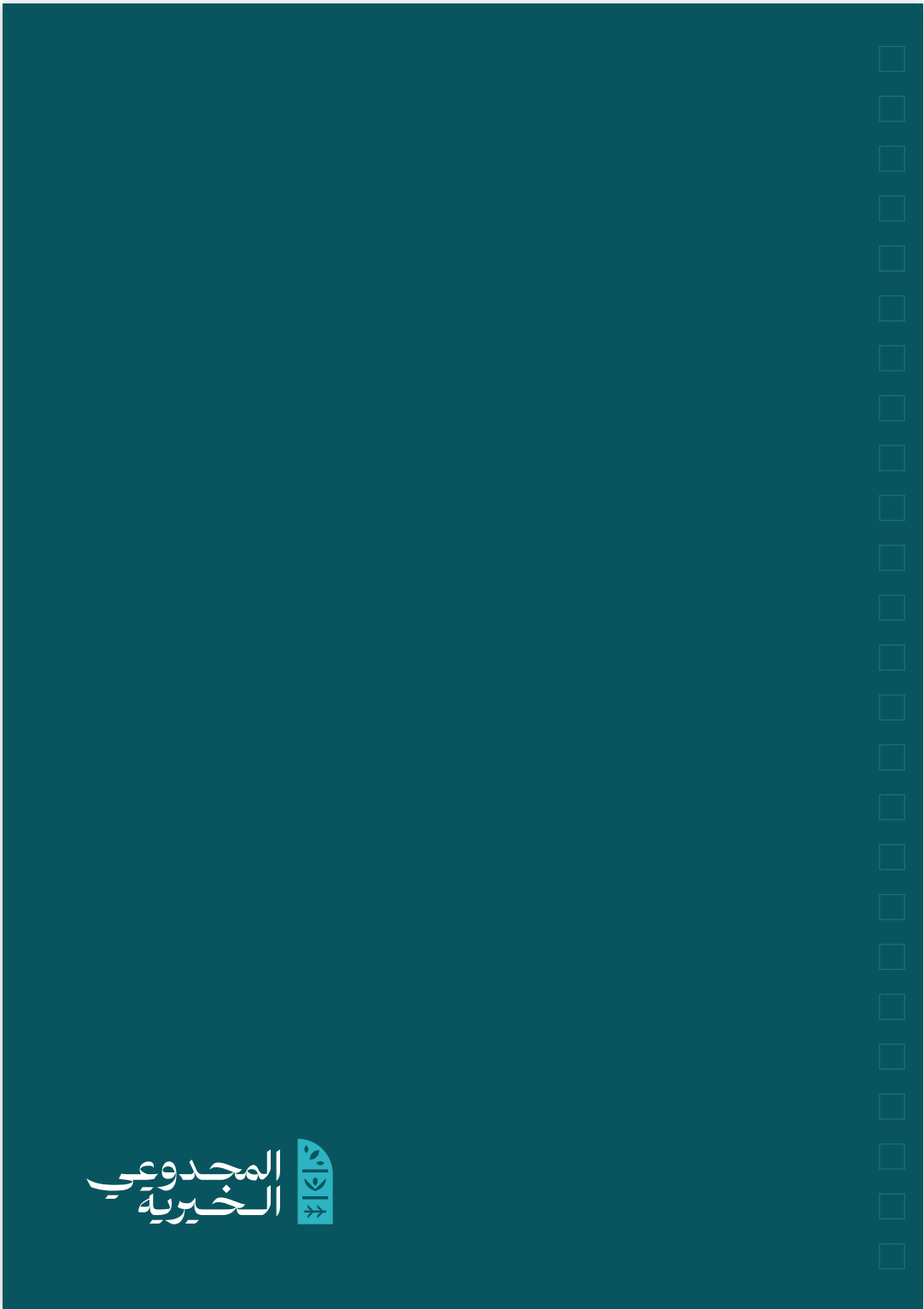
Material
Cover Laminated Matt paper - 170 gsm and
pasted on 800 gsm greyboard

Special
One side print only
75 sheets/pad
Spiral binding on sides (White wires)

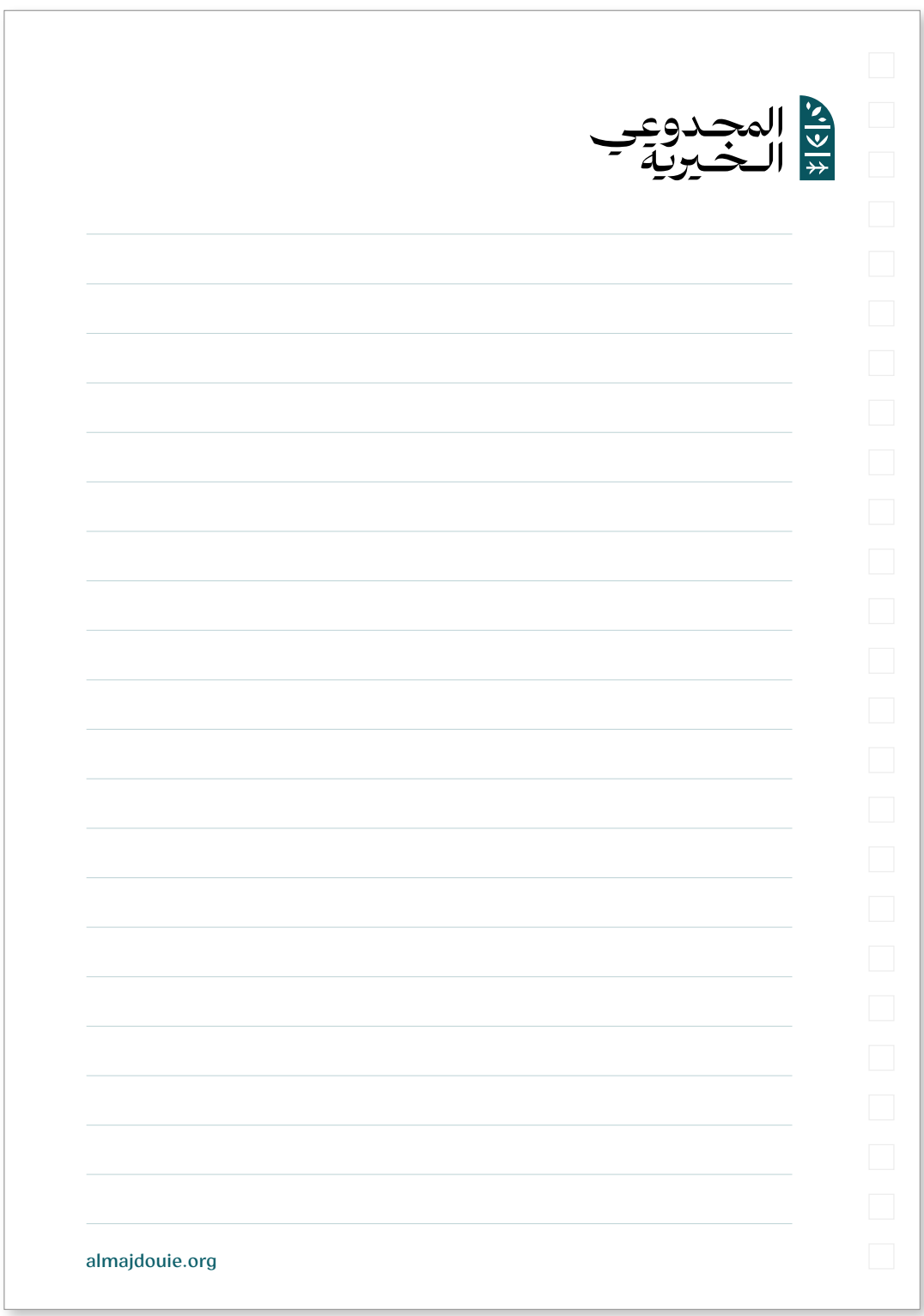
Back



Front



Inside pages



Stationary

Notebook

A4 Top Glued

Production Specifications

Size

A4 210 X 297 mm

Colors

4 PMS

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6 C

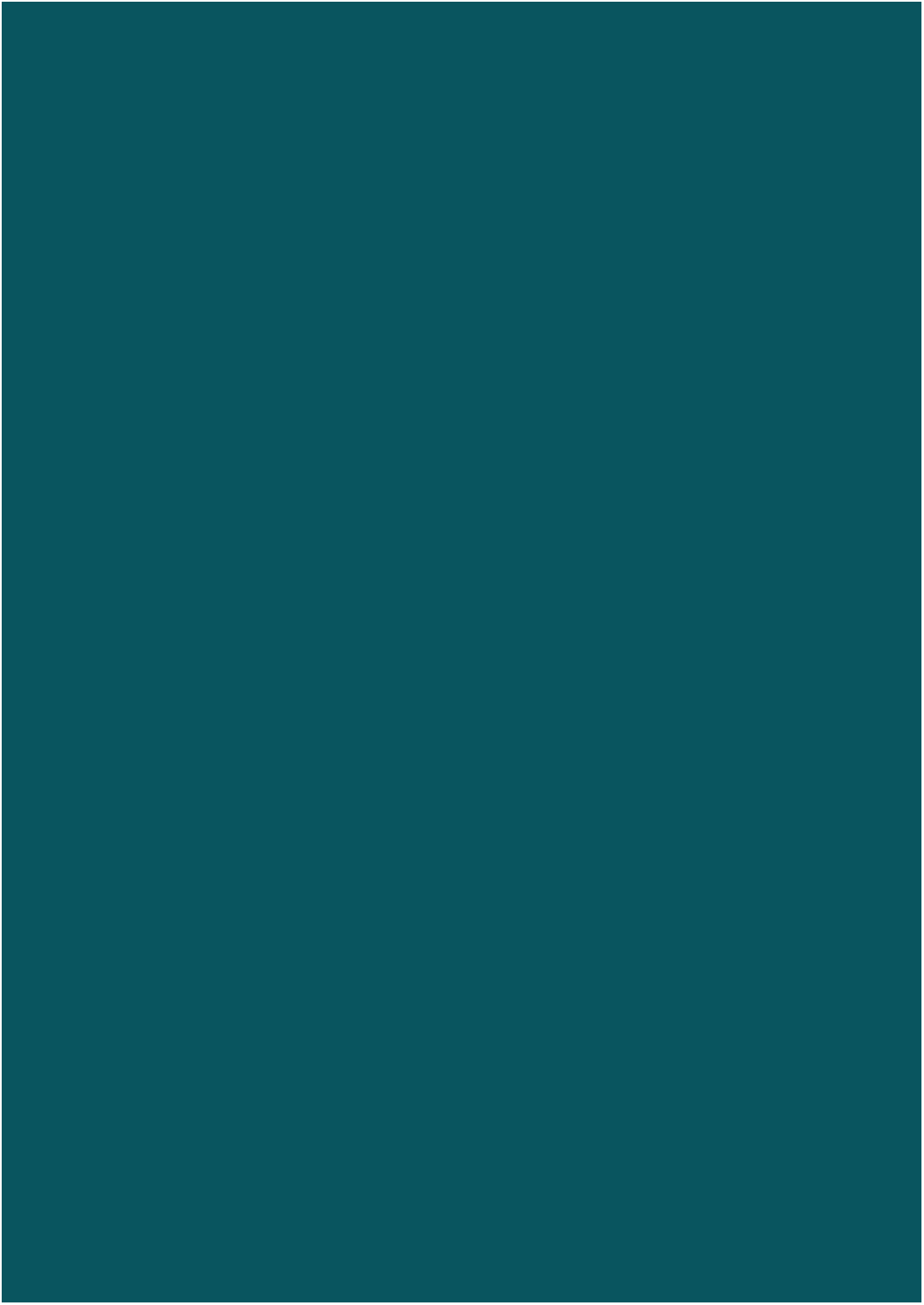
Material

Cover	Laminated Matt paper - 350 gsm
Inside pages	Wood free paper - 80 gsm

Special

One side print only.
75 sheets/pad.

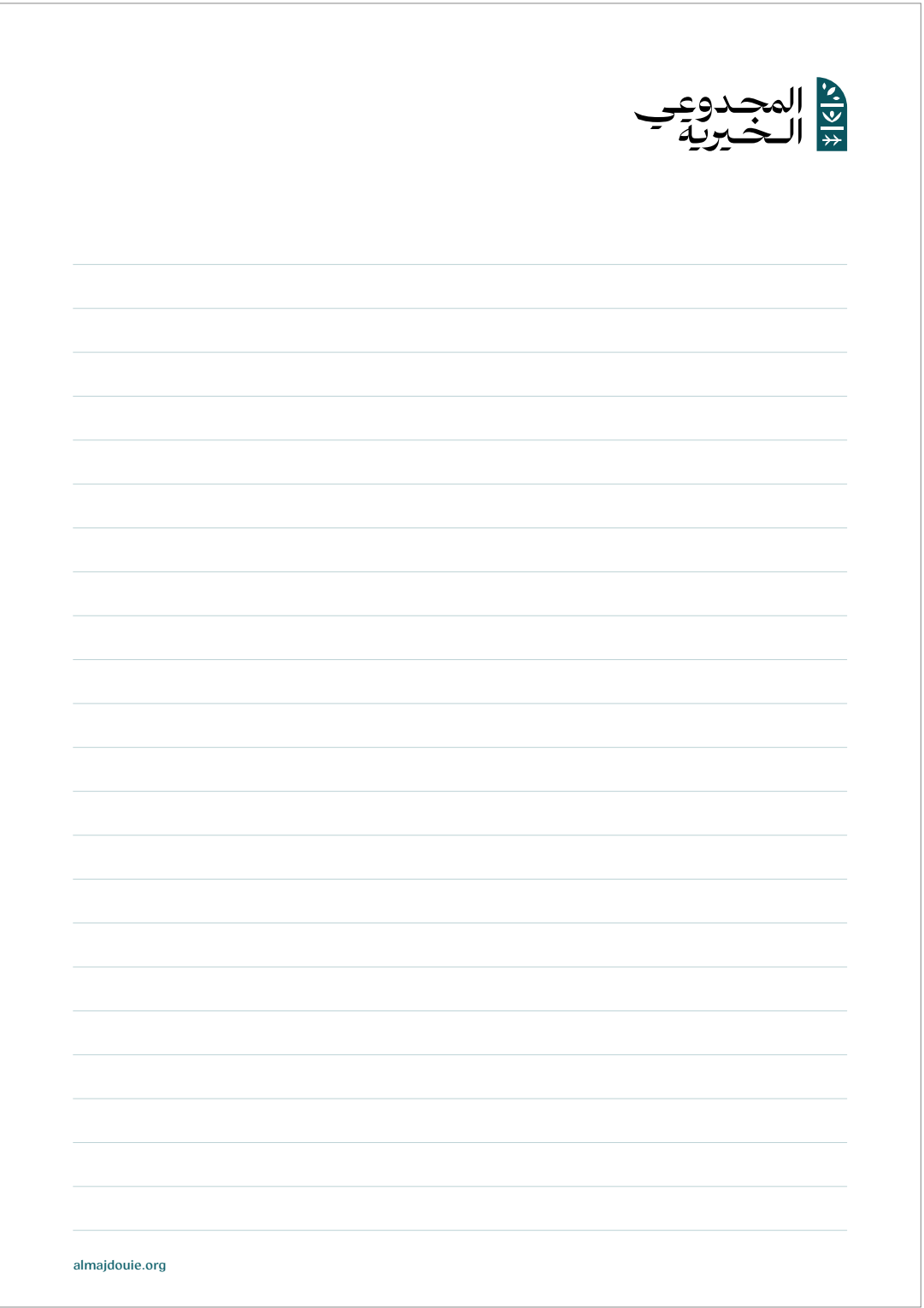
Back



Front



Inside pages



Production Specifications

Size

Custom Made

72 mm (width)

Colors

1X1

Dark Blue Ink

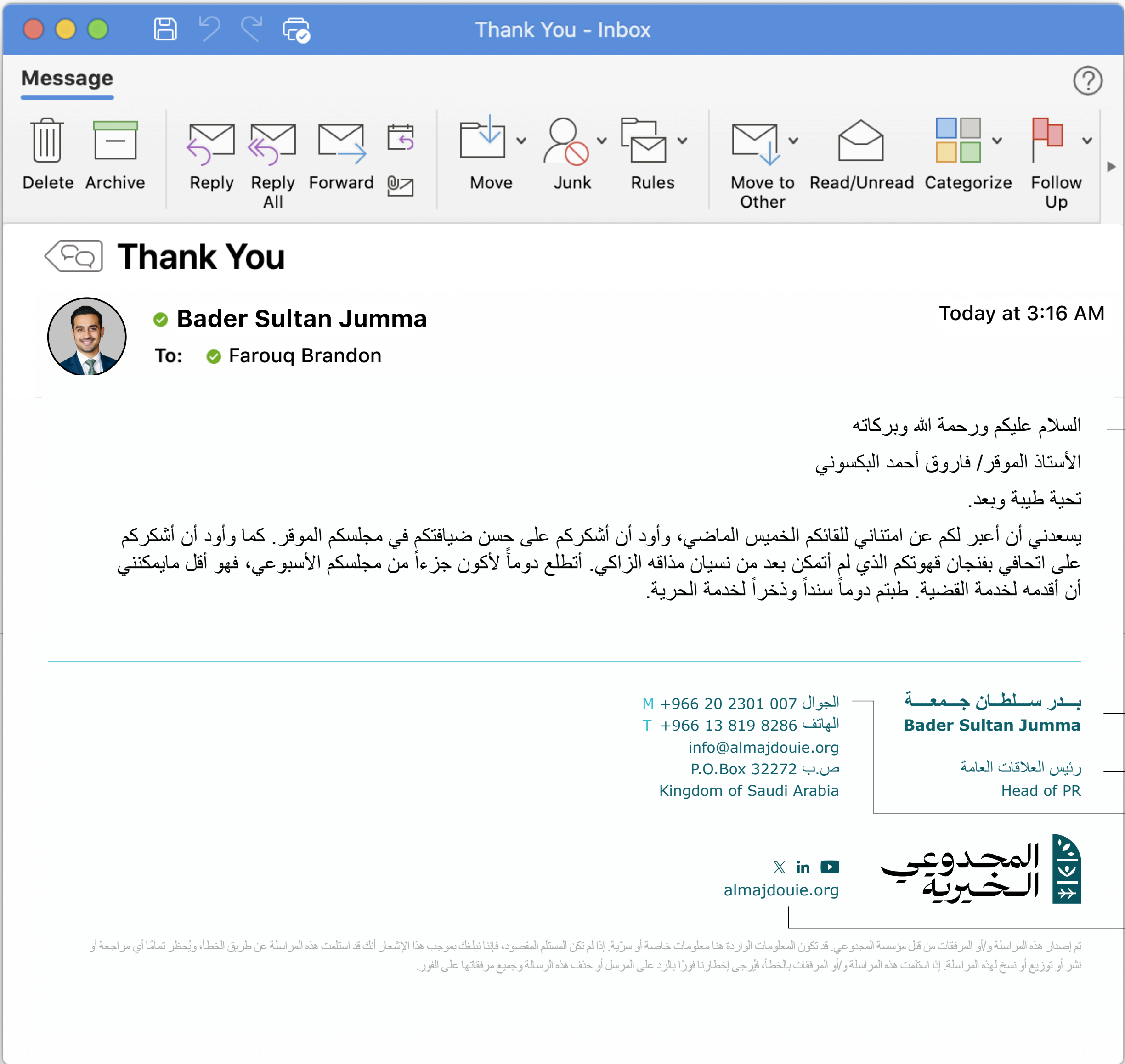


Multimedia

Multimedia

Email Signature

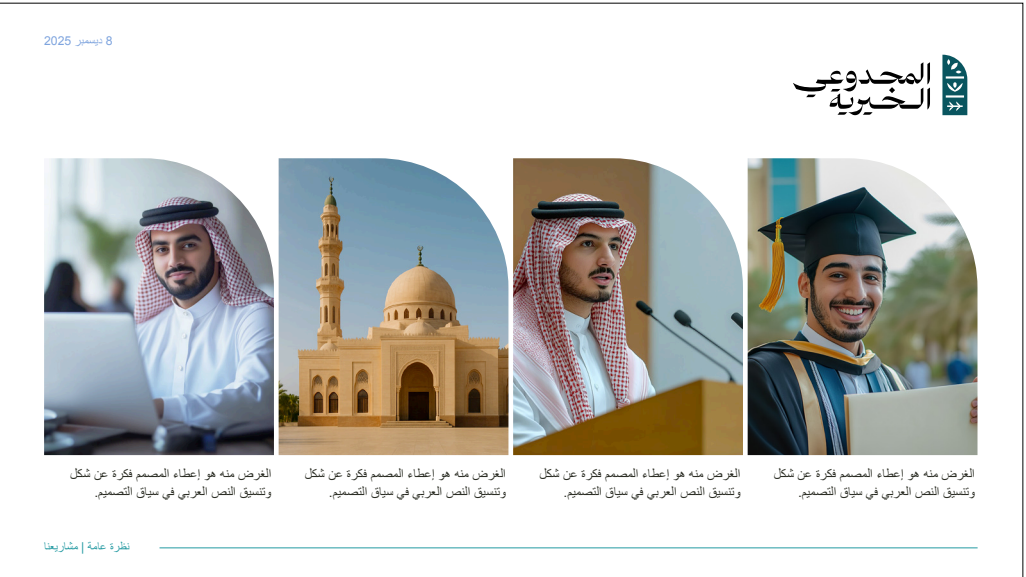
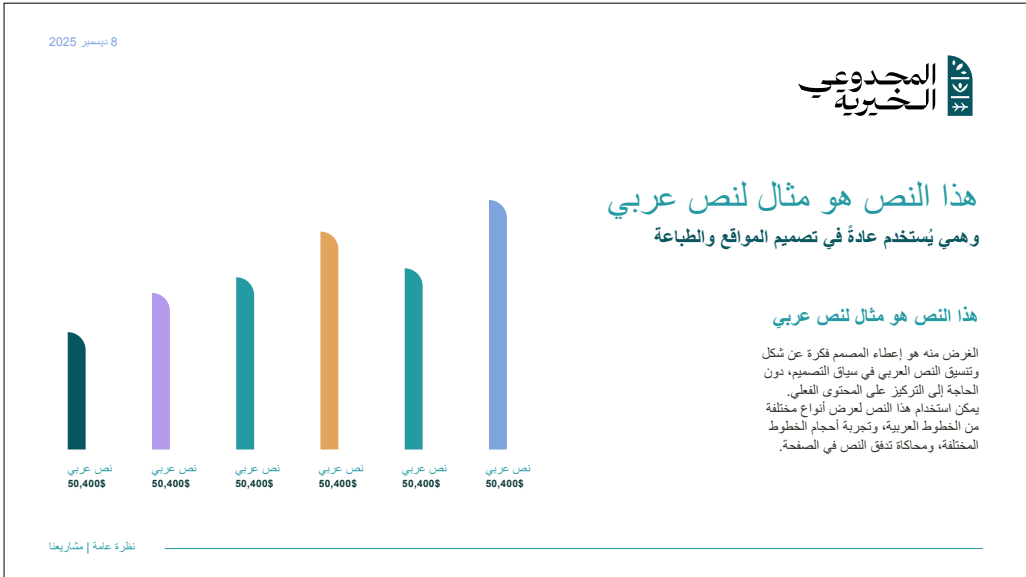
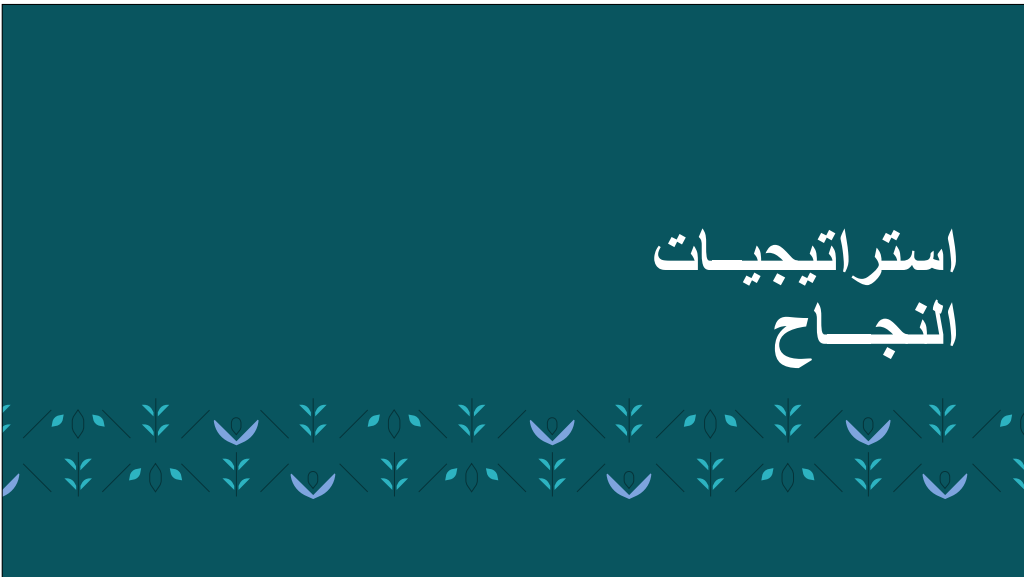
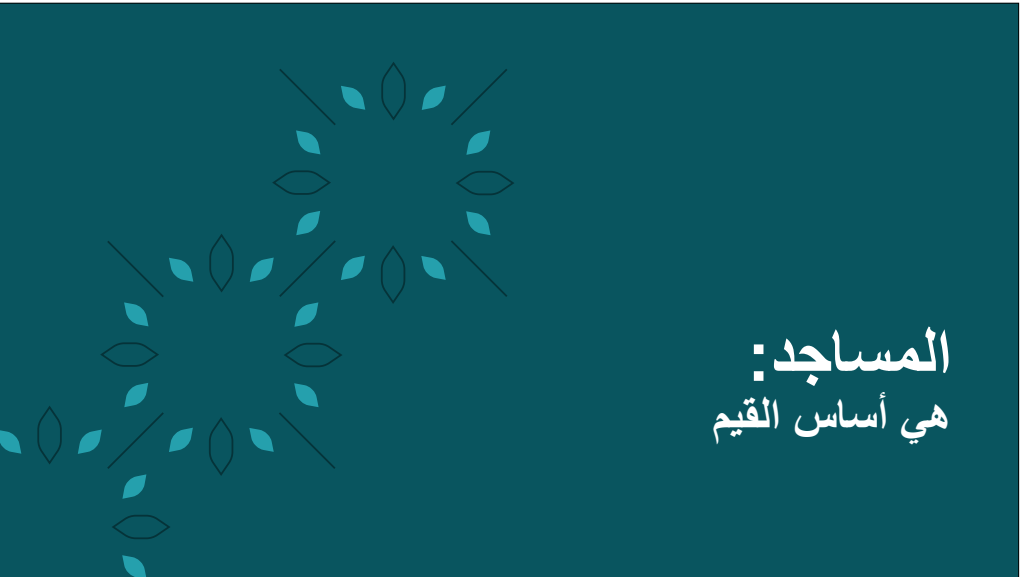
Using a fallback typeface in emails is essential for ensuring consistent and legible typography across different email clients, devices, and operating systems.



PowerPoint Template

Cover Example





Quote with Person's Image.



Image-based Post 1

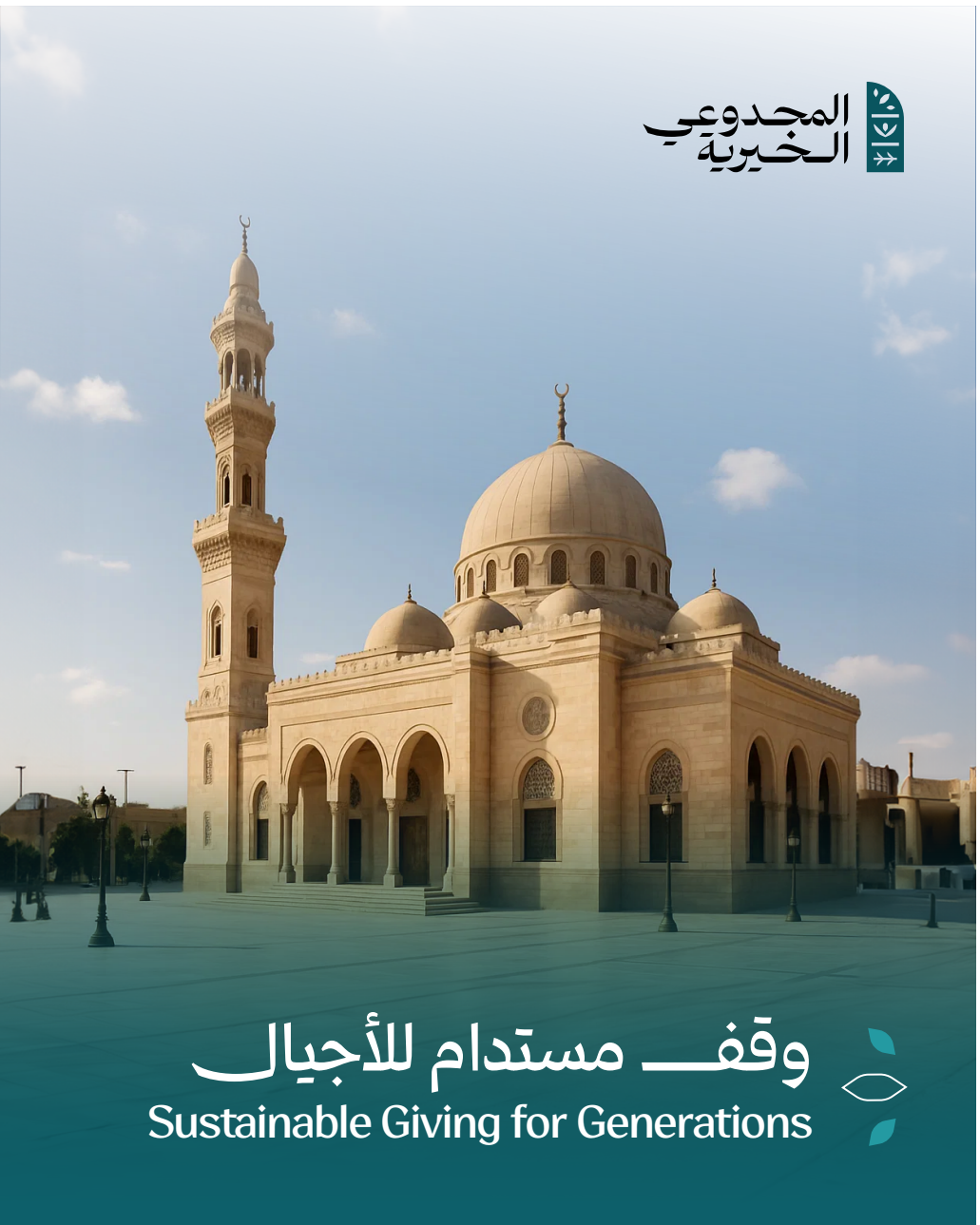


Image-based Post 2



Greetings Post



Print/Publications

Certificate

Opt. 1

Production Specifications

Size

A4 210 X 297 mm

Colors

4 PMS

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6C

Material

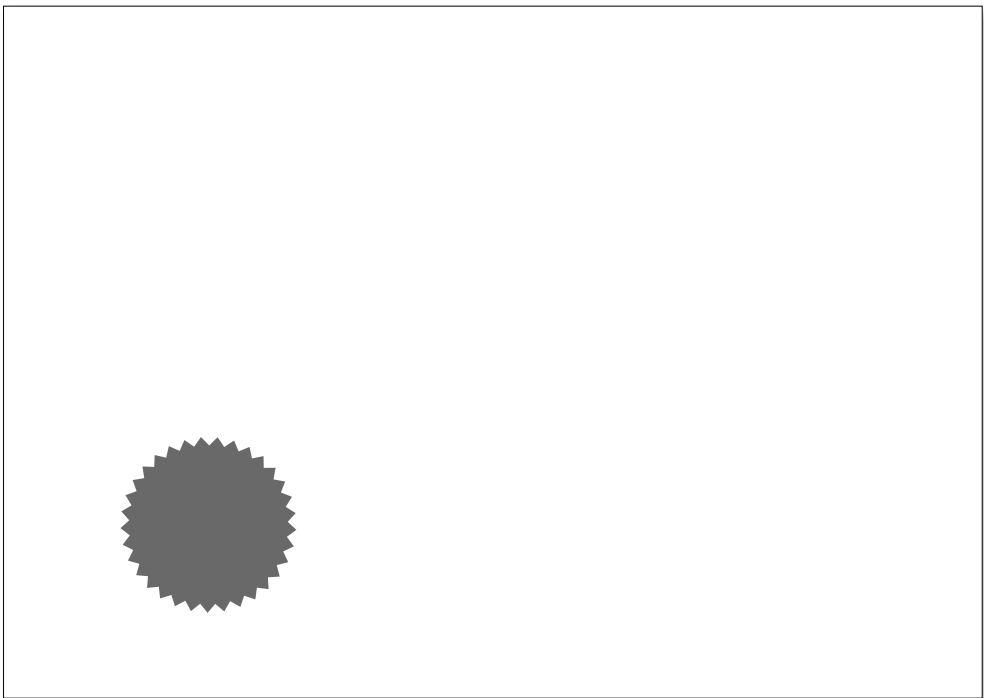
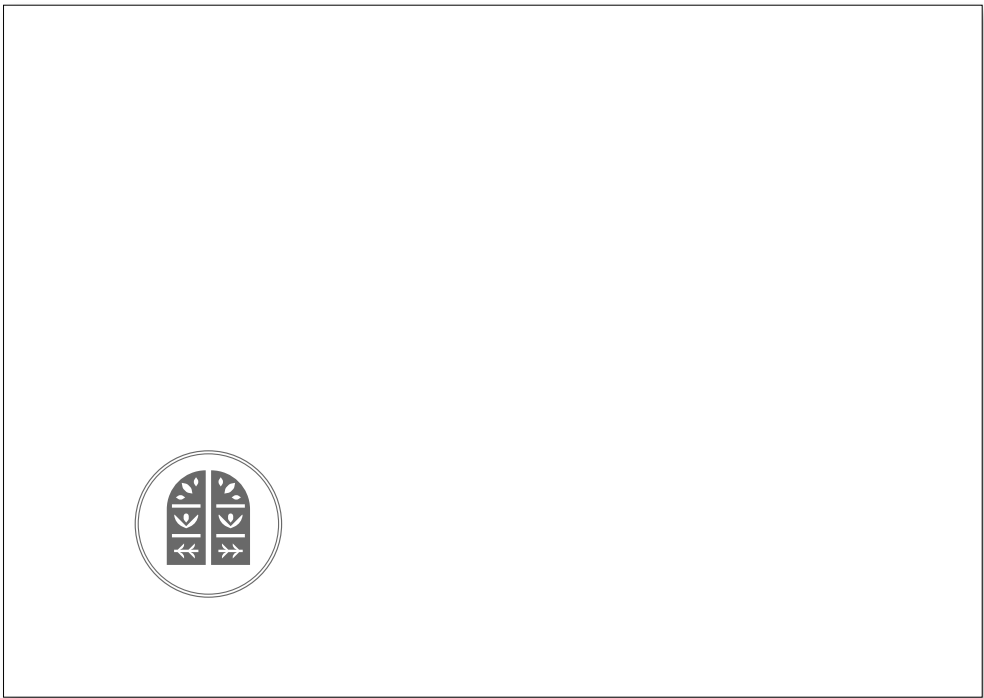
Conqueror Iridescent Silica Blue 250gsm or
Matt 350 gsm

Special

- Opt 1 - Element embossed
- Opt 1 - Seal in golden foil.



Embossed



Golden Foil

Certificate

Opt. 2

Production Specifications

Size

A4 210 X 297 mm

Colors

4 PMS

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6C

Material

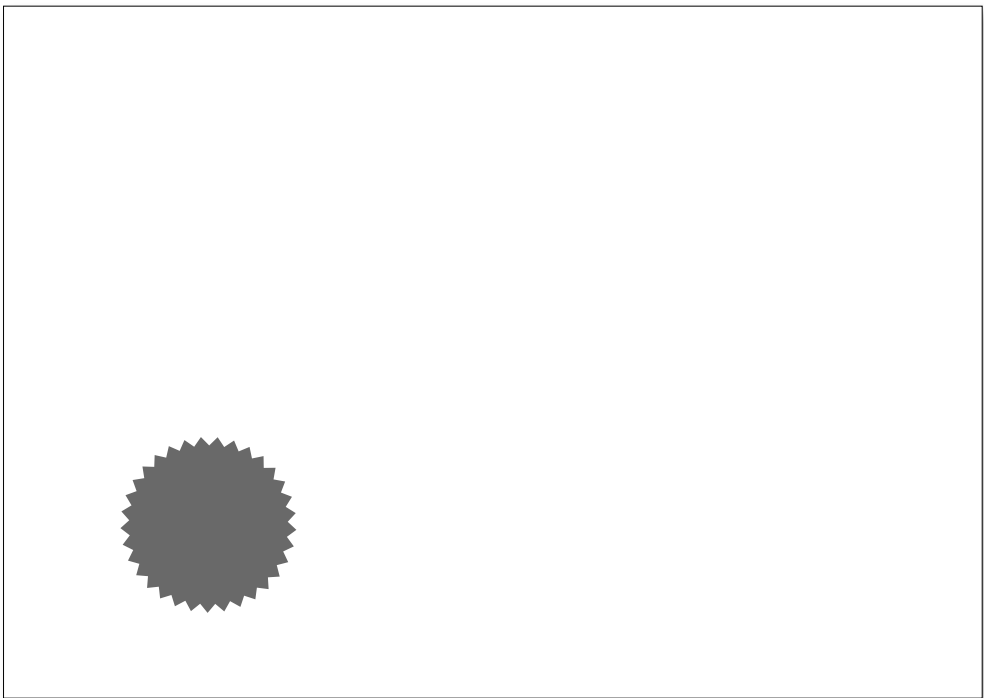
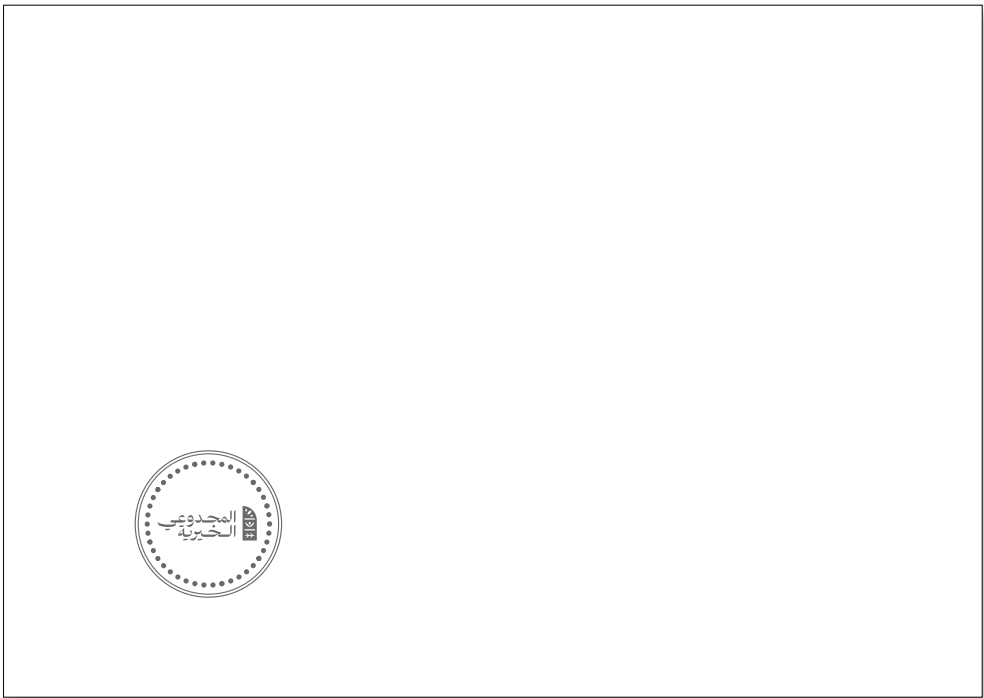
Conqueror Iridescent Silica Blue 250gsm or
Matt 350 gsm

Special

- Opt 2 - Element embossed
- Opt 2 - Seal in golden foil.



Embossed



Golden Foil



Production

Specifications

Size

A4 210 X 297 (Two folds)

Material

170gsm matt

Cover



Inside spread



Miscellaneous

Miscellaneous

ID Card

Production Specifications

Size

90x55mm

Colors

RGB/CMYK

Pantone Colors to refer.

Pantone® 2216 C	Pantone® 7709 C
Pantone® 2705 C	Pantone® Black 6C

Material

Plastic







Miscellaneous

Glass Pattern

Production Specifications

Material

Frosted sticker and cut out.



Seamless pattern cut out







Miscellaneous
Tote Bag



Miscellaneous

Ceramic Mug



Mugs may differ according to the availabilty with the vendors.

Opt 1



Opt 2



Thank you

Disclaimer

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Almajdouie Foundation

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