BRAND GUIDELINES
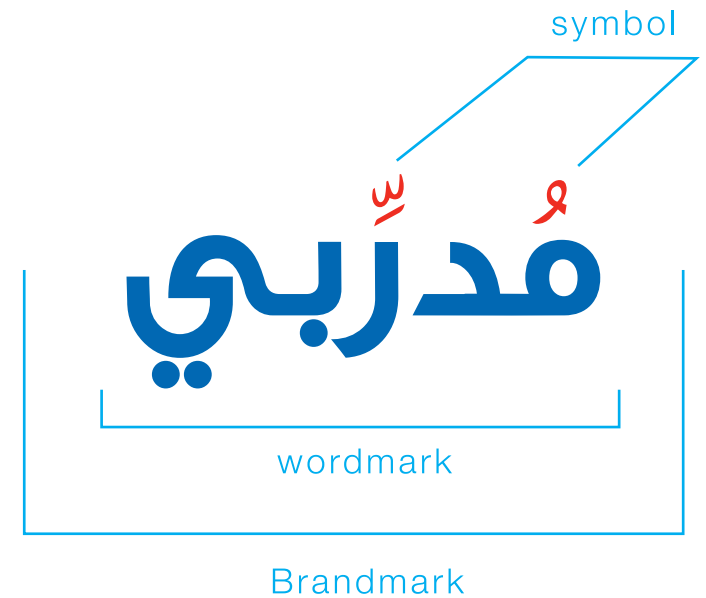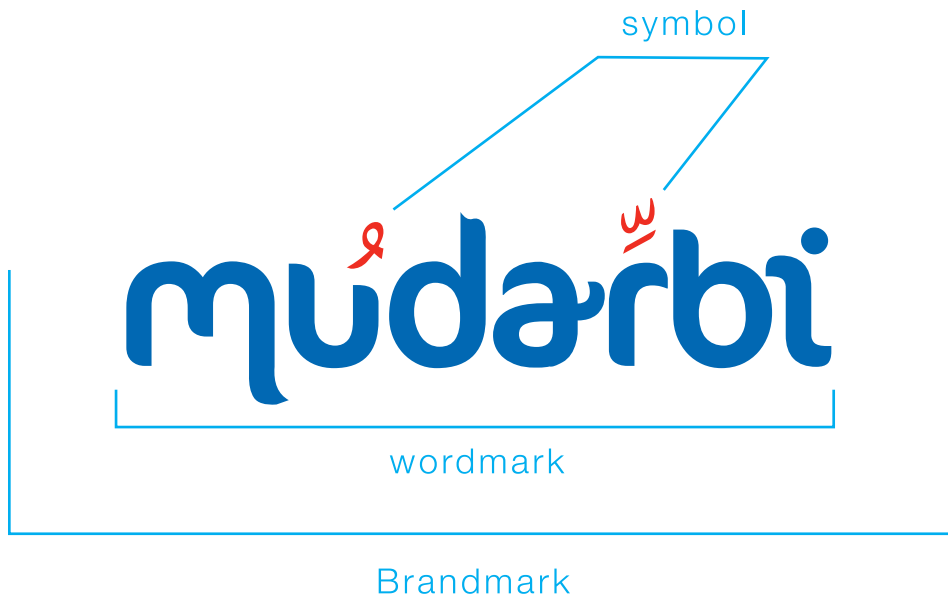
mudarbi

MUDARBI Identity is composed of two elements - the symbol and the wordmark. these two elements combined form the brandmark.

It is not allowed to use the wordmark without the symbol at any time.

symbol

mudarbi

wordmark

Brandmark

symbol

مُدَرِّبي

wordmark

Brandmark

To ensure prominence and legibility, the brandmark is always surrounded by an area of clear space which remains free of other components, such as type or graphic elements.
The minimum area of clear space is shown here by the letter U.
the minimum clear space is equal to the height of the letter U (as shown below).
The clear space around the brandmark is a minimum and can be increased whenver needed

ENGLISH logo
Clear Space

Minimum Size
The minimum size of mudarbi english identity is 3.5 cm in order for the symbol(red signs) to be visible at all times

1 cm

3.5 cm

To ensure prominence and legibility, the brandmark is always surrounded by an area of clear space which remains free of other components, such as type or graphic elements.
The minimum area of clear space is shown here by the Arabic letter D. د
the minimum clear space is equal to the height of the letter D د (as shown below).
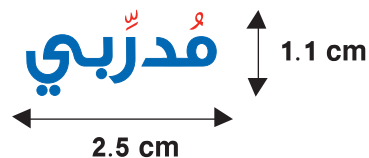The clear space around the brandmark is a minimum and can be increased whenver needed

**Arabic logo
Clear Space**

Minimum Size
The minimum size of mudarbi arabic identity is 2.5 cm in order for the symbol(red signs) to be visible at all times
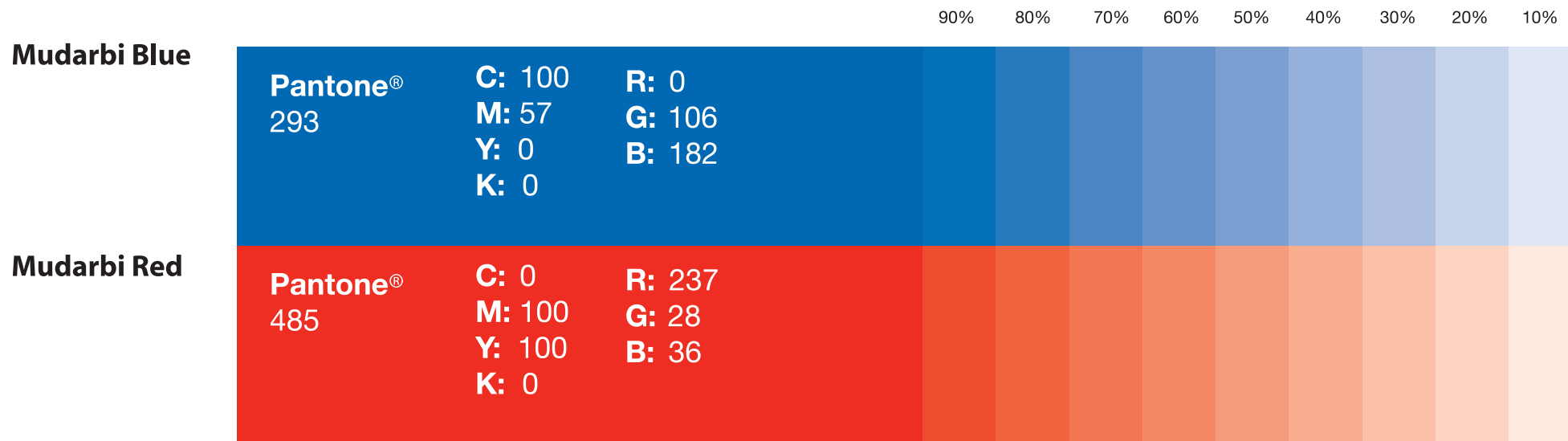
1.1 cm

2.5 cm

COLOUR PALETTE

When applying the colour palette, please use the spectrum below as a guide to the coverage of each colour.Gradients of these colours can be used in 10% to 90% tints on graphics and tables when more than one colour variation is required.

The following values should be used with the following applications:
Pantone® offset printing
CMYK   offset & digital printing
RGB   screen previews only

Pantone® standards are shown in the current editions of the Pantone Colour Publications. The colours shown here are not intended to match the Pantone® colour standards exactly and are an indication only. Pantone is a registered trademark of Pantone® Inc.

	90%	80%	70%	60%	50%	40%	30%	20%	10%

Mudarbi Blue

Pantone® 293
C: 100	**R:** 0
M: 57	**G:** 106
Y: 0	**B:** 182
K: 0	

Mudarbi Red

Pantone® 485
C: 0	**R:** 237
M: 100	**G:** 28
Y: 100	**B:** 36
K: 0	

Never alter the special relationship of any of the brand identity element

Never change the colour of the brand identity

Never change the proportions of the brand Identity

Never put a stroke line around the brand idenity

Never Place the Brand Identity on an image or colour which compromises legibility

Never set the brand identity at an angle

INCORRECT
USAGE

Never alter the special relationship of any of the brand identity element

مُدَرِّبِي

Never change the colour of the brand identity

مُدَرِّبِي

Never change the proportions of the brand Identity

مُدَرِّبِي

Never put a stroke line around the brand idenity

مُدَرِّبِي

Never Place the Brand Identity on an image or colour which compromises legibility

مُدَرِّبِي

Never set the brand identity at an angle

مُدَرِّبِي

Full colour
at all times when no restrictions of use of 1 colour exists

mudarbi   **مُدَرِّبِي**

Solid coloured background
when placed on either blue or red background

mudarbi   **مُدَرِّبِي**

Black & White
when printing restrictions limit the use of the full-colour brand identity. ex: a fax header
it is also used when making cliché for embossing and debossing stamping.

mudarbi   **مُدَرِّبِي**

TYPOGRAPHY

The english typeface to use for all design applications of mudarbi english is
Helvetica Neue (light, regular and bold)

Helvetic Neue Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

light for Body text

Helvetic Neue Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Regular for Subtitles

Helvetic Neue Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

Bold for Titles and Heading

The arabic typeface to use for all design applications of mudarbi Arabic is
AXT Manal (Regular, Bold and Black)

AXT Manal 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 و ه ي
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Regular for Body text

AXT Manal 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 و ه ي
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Bold for Titles & Subtitles

AXT Manal Black

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 و ه ي
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Black for Heading

mudarbi

Business Consultancy
We believe that business success is best achieved with an in-depth understanding of people's core passion, motivation and talents.
By understanding people insights and applying active engagement and effective communication, we help organizations and people achieve their full potential

استشارات الأعمال

مُدَرِّبي

ونحن نعتقد أن نجاح العمل هو أفضل طريقة لتحقيق مع فهم متعمق لجوهر العاطفة والدافع الناس و المواهب. من خلال فهم الناس رؤى وتطبيق الانخراط النشط والتواصل الفعال ، ونحن نساعد المنظمات والأفراد على تحقيق كامل إمكاناتهم