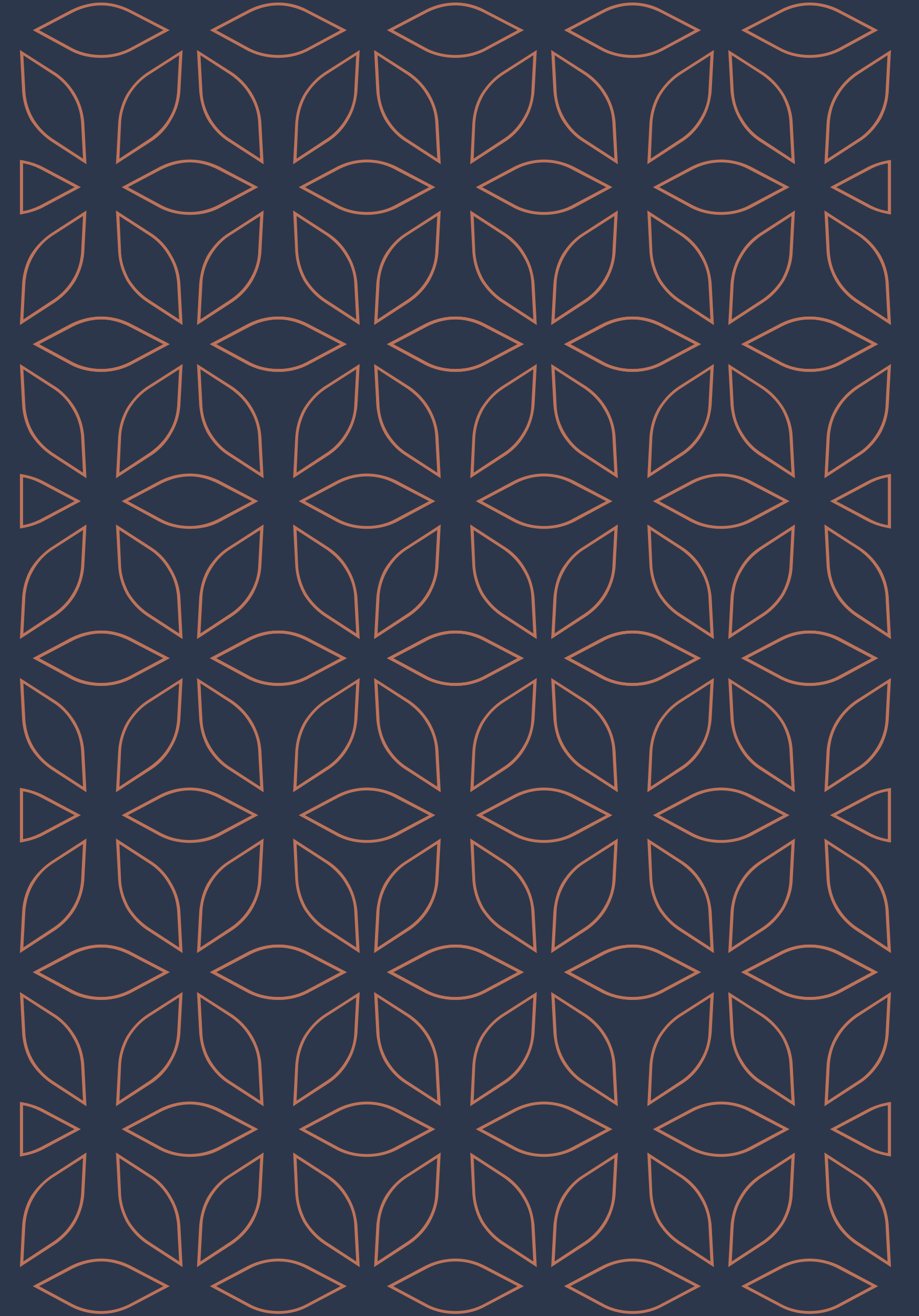




مجد  
Majd

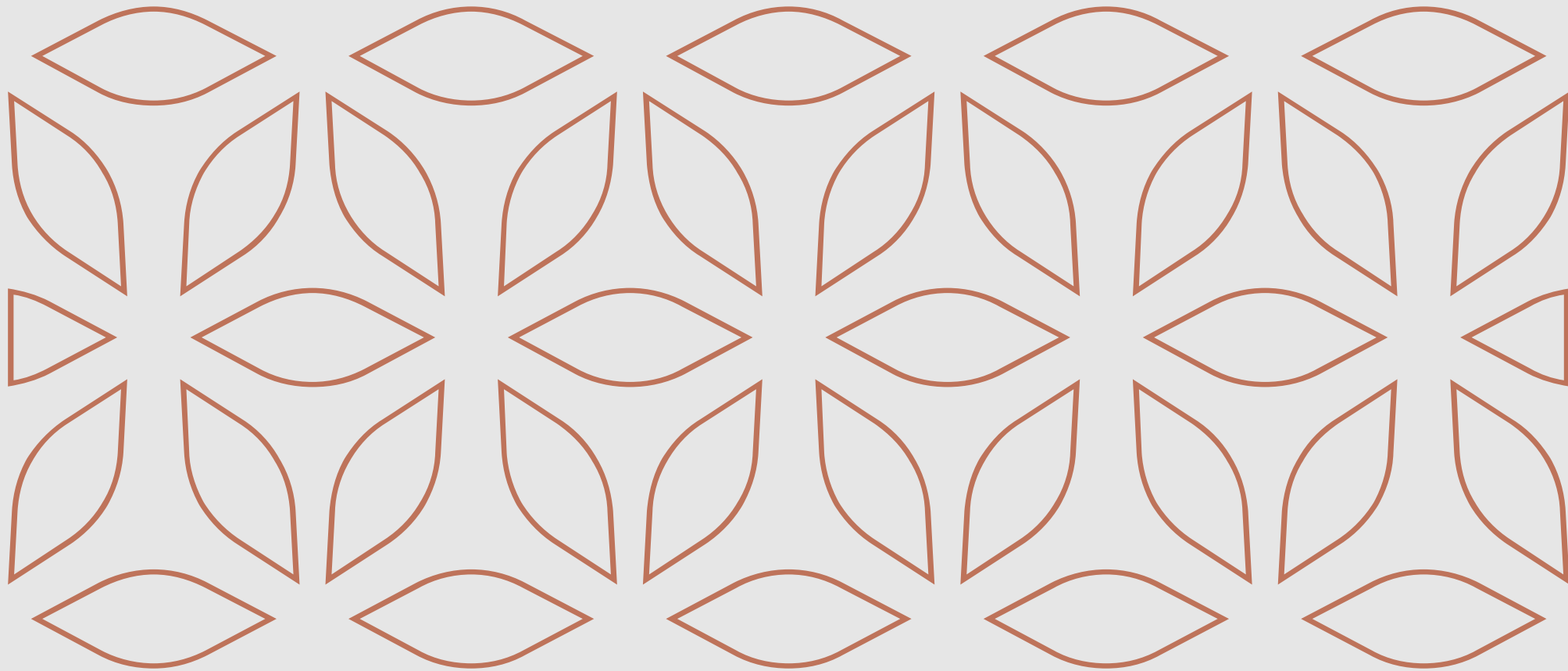
# Majd Investments Brand Guidelines



## Contents

<b>Brand Overview</b>	<b>03</b>	<b>Design Language</b>	<b>15</b>
Purpose	04	Color Palette	16
Brand values	05	Typography	17
Brand Personality	06	Majd’s Pattern	18
Brand Promise	07	Majd’s Pattern Usage	20
Positioning	08	Majd’s Pattern Usage	21
<b>Brand Mark</b>	<b>09</b>	Majd Pattern Font	22
Majd’s Logo	10	Majd’s Baseline	24
Reversed Logo	11	Photography	25
Logo Icons	12	Design Language Examples	26
Clear Space	13	<b>Brand Applications</b>	<b>28</b>
Logo Misuse	14		

# Brand Overview



## Purpose

Why we exist  
as a brand

# Generate Superior Returns to Investors

## Brand values

What matters most  
to us as a brand

Professionalism

Transparency

Growth

Trust

Integrity

## Brand Personality

How we come across as a brand to our customers

# Professional

Expert & Knowledgeable

# Confident

Competent & Ambitious

# Authentic

Honest & Responsible

## Brand Promise

What do we stand  
for as a brand

Reliable and  
professional partner  
in Sharia-Compliant  
investments.

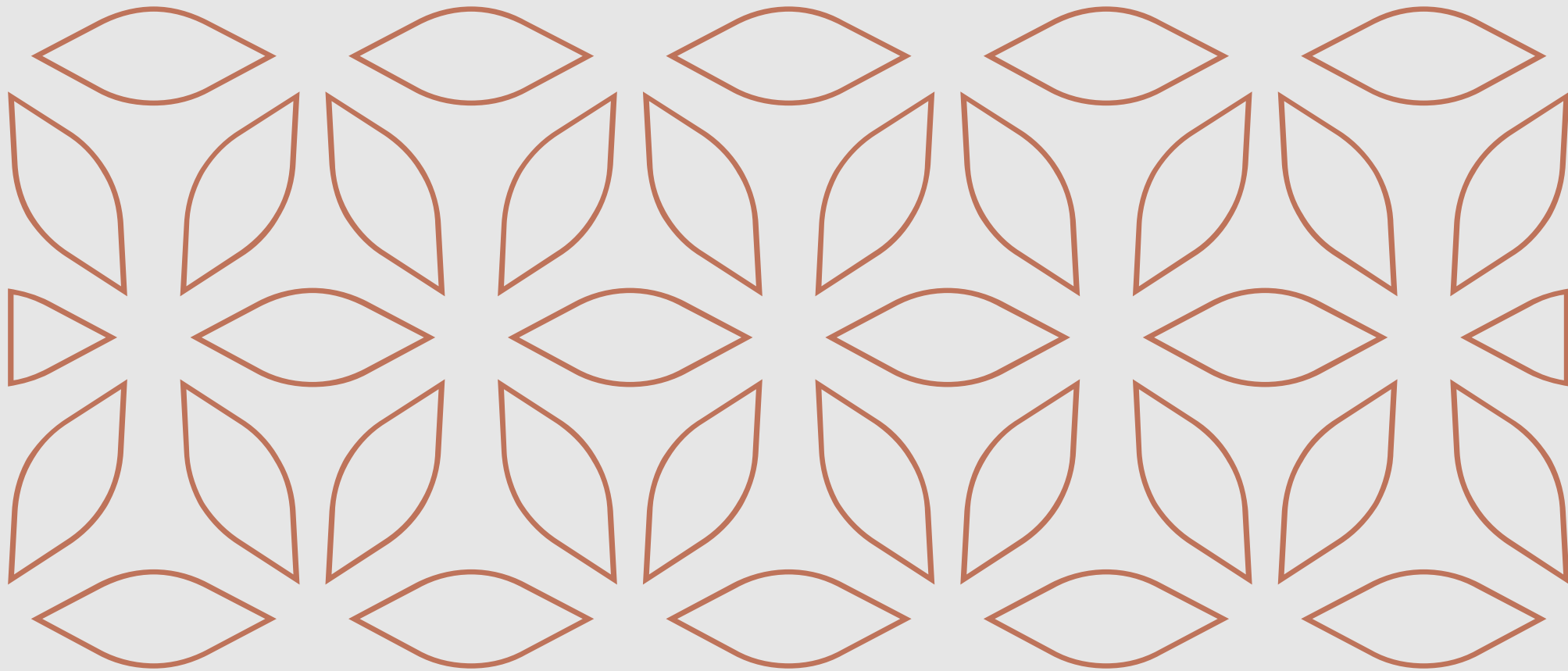
## Positioning

How different are we in  
the audience mindset

The most professional  
and structured family  
office in the region.



# Brand Mark



## Majd's Logo

Majd's logo is the key visual element of the brand identity and should be used consistently in all communications. The logo consists of the logo icon and the Arabic logotype.

The logo open file and PNG file are attached with these guidelines in the following directory:

 Brand Files/Logo



## Reversed Logo

The reversed logos can be used on dark backgrounds that wouldn't affect the logo clarity.

The reversed logo open files and PNG files are attached with these guidelines in the following directory:

 Brand Files/Logo



## Logo Icons

Majd's Icons are used in applications that require the use on an Icon.

The Default Icon is the main version and is the one in main use where the Square and Round icons are only used in selected applications like profile pictures in social media. Favicon is the icon that appears on browser tabs.

All Majd's Icons are attached with these guidelines in the following directory:

 Brand Files/Icons



Default Icon



Square Icon



Round Icon



Favicon 16x16 px

## Clear Space

The surrounding of brand mark is kept clear with significant space to ensure prominence and clarity. This clear space remains free of other elements, such as text, graphics and images.

The clear space measurement unit is X which represents the **height of Majd's Icon**. A space equal to 0.5X shall be preserved around the logo in all brand applications.



## Logo Misuse

To retain Majd's identity integrity and consistency it's advisable to not reproduce or recreate the logo and Instead use the official logo files provided. Should a new logo format be needed, please contact the marketing department.

The following are some examples of logo misuses.



Don't stretch/compress the logo



Don't alter logo proportions



Don't use different logotype



Don't change logo colors



Don't use gradients nor effects



Don't add/remove from the logo

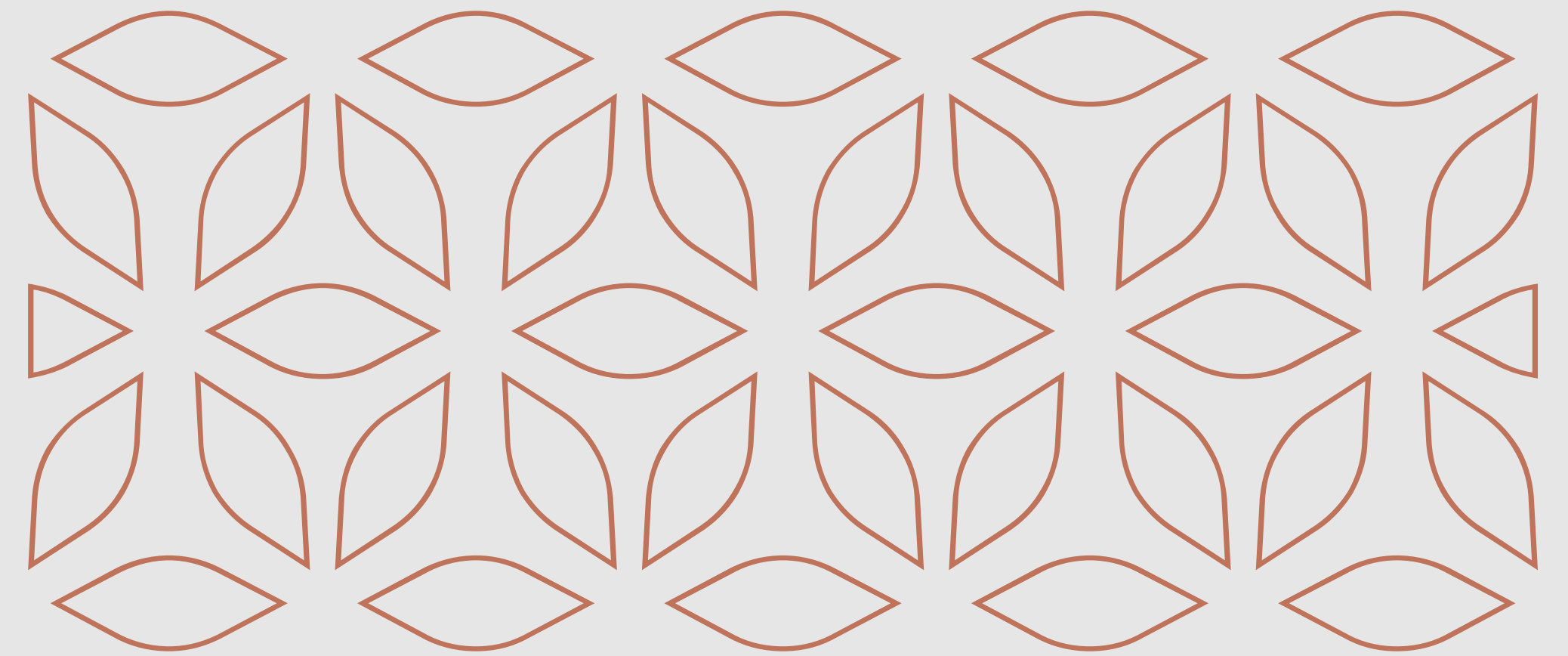


Don't rotate/tilt the logo



Don't change logo lockup

# Design Language



## Color Palette

Colors are essential components that add visual value to the brand and its personality. They should conform to the correct guidelines to preserve the consistency throughout brand identity.

The color palette consists of the colors: Royal Blue, Rose Gold, Dark Green, Dark Red and Grey. The combinations of these colors create a visual language that reflects the brand personality.

### Primary Colors

<b>Majd Royal Blue</b>	
<b>Pantone</b>	7692 U
<b>CMYK</b>	100-83-0-27
<b>RGB</b>	45-55-75
<b>80%</b>	<b>50%</b>

<b>Majd Rose Gold</b>	
<b>Pantone</b>	472 U
<b>CMYK</b>	5-50-88-13
<b>RGB</b>	190-115-90
<b>80%</b>	<b>50%</b>

### Secondary Colors

<b>Majd Dark Green</b>	
<b>Pantone</b>	7736 U
<b>CMYK</b>	56-0-58-68
<b>RGB</b>	50-70-65
<b>80%</b>	<b>50%</b>

<b>Majd Dark Red</b>	
<b>Pantone</b>	7629 U
<b>CMYK</b>	20-75-68-42
<b>RGB</b>	50-15-25
<b>80%</b>	<b>50%</b>

<b>Majd Grey</b>	
<b>Pantone</b>	PANTONE PROCESS BLACK U 25%
<b>CMYK</b>	0-0-0-25
<b>RGB</b>	230-230-230



## Typography

Greta Text Arabic is the typeface to be used in both Arabic and English applications.

Greta Text Arabic is used in two weights: Medium for headlines and Light for body copy.

### Greta Text Arabic Medium/Light

Optimism is the one quality **more associated with success** and happiness than any other.

التفاؤل هو الخصلة الأكثر ارتباطًا بالنجاح والسعادة من أي شيء آخر.

#### Greta Text Arabic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
أبجد هوز حطي كلمن سعفص

#### Greta Text Arabic Medium

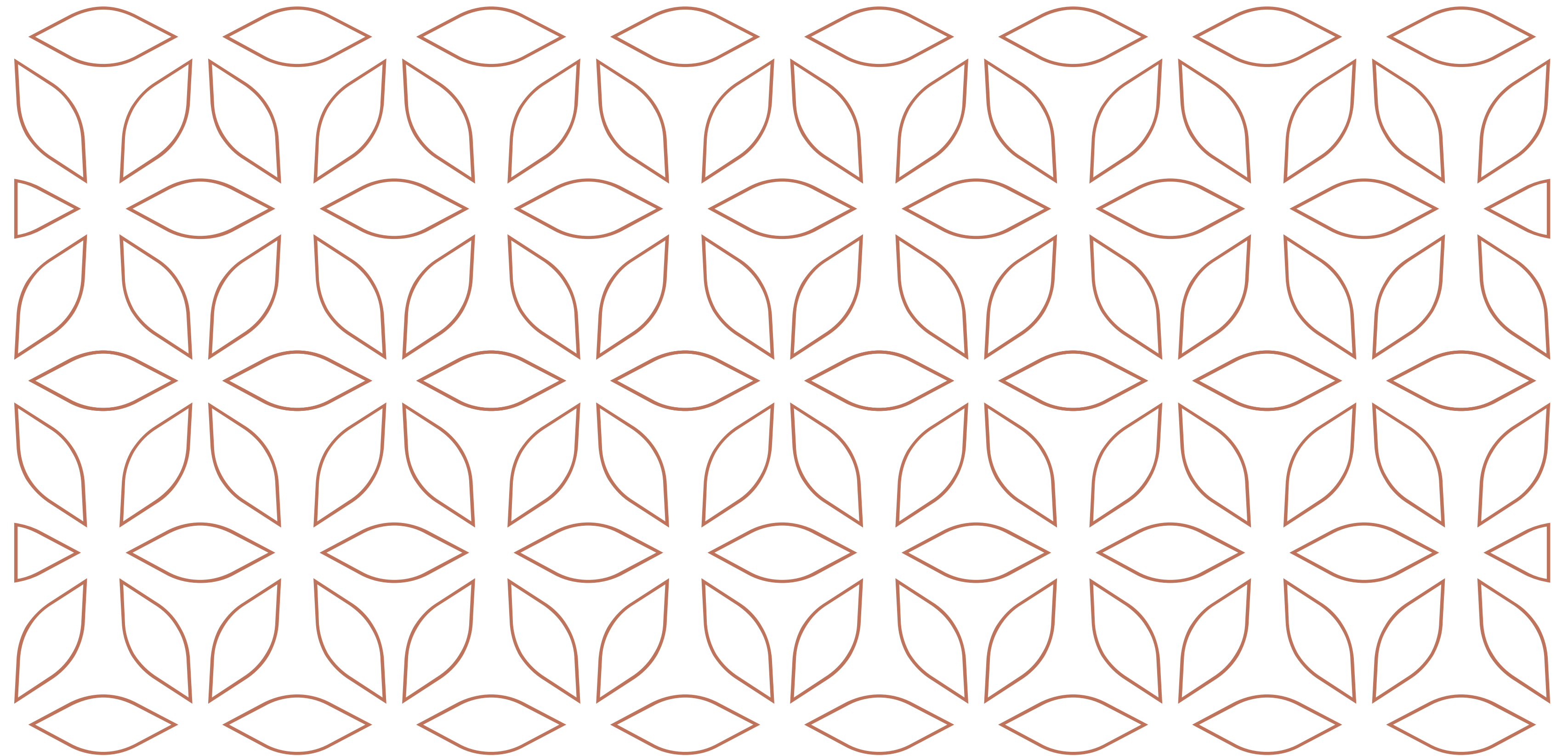
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
أبجد هوز حطي كلمن سعفص

## Majd's Pattern

Inspired from the leaf shape, Majd's pattern symbolizes the continuous growth and prosperity.

Patterns should be used as specified, without any alteration or modifications to the illustrations, colors or stroke thicknesses.

Please refer to the following pages for examples of proper usage of the pattern.

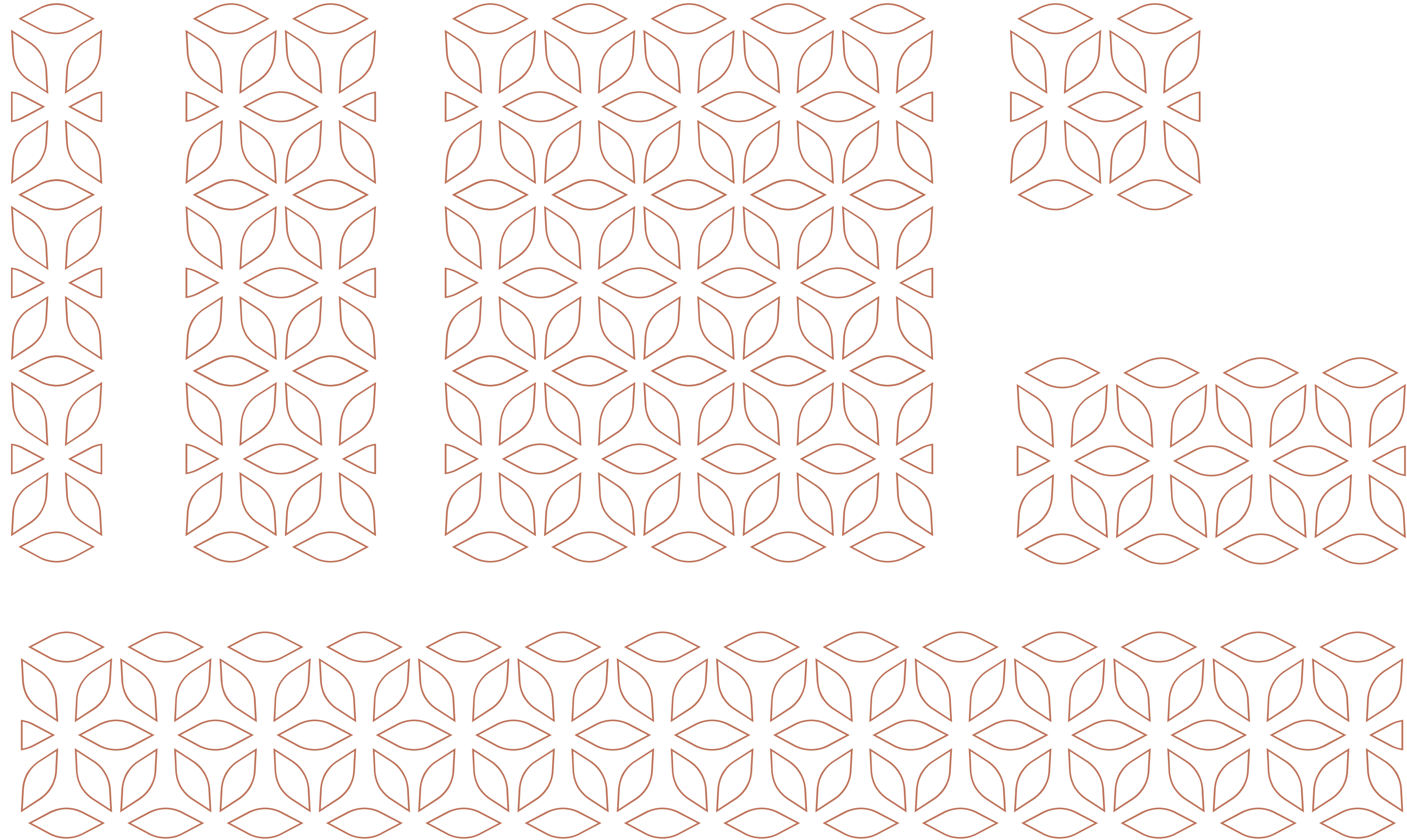


## Pattern Forms

Pattern could be used in many forms such as vertical, horizontal, squared or rectangular forms.

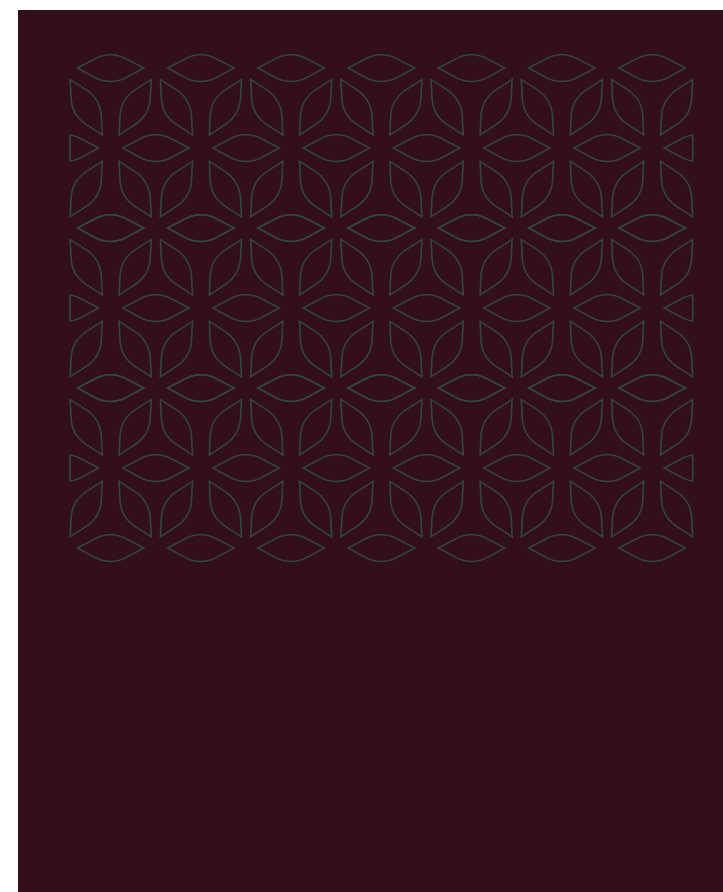
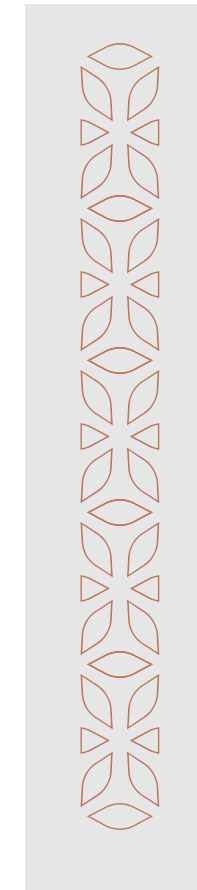
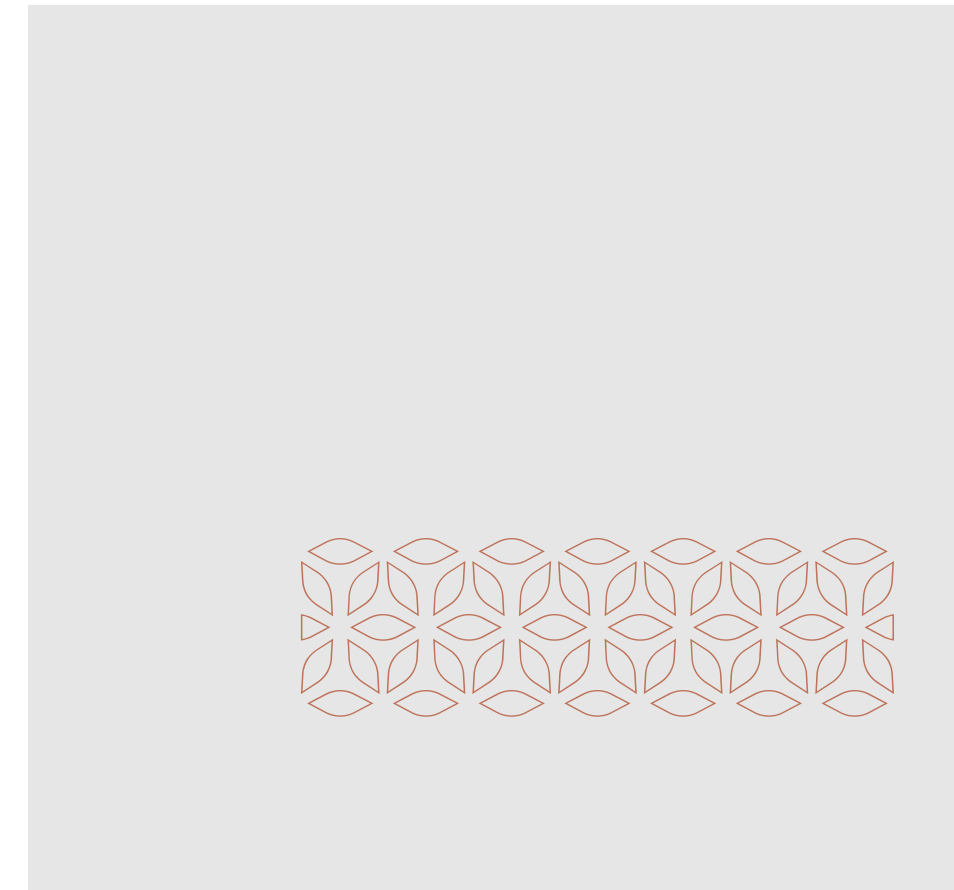
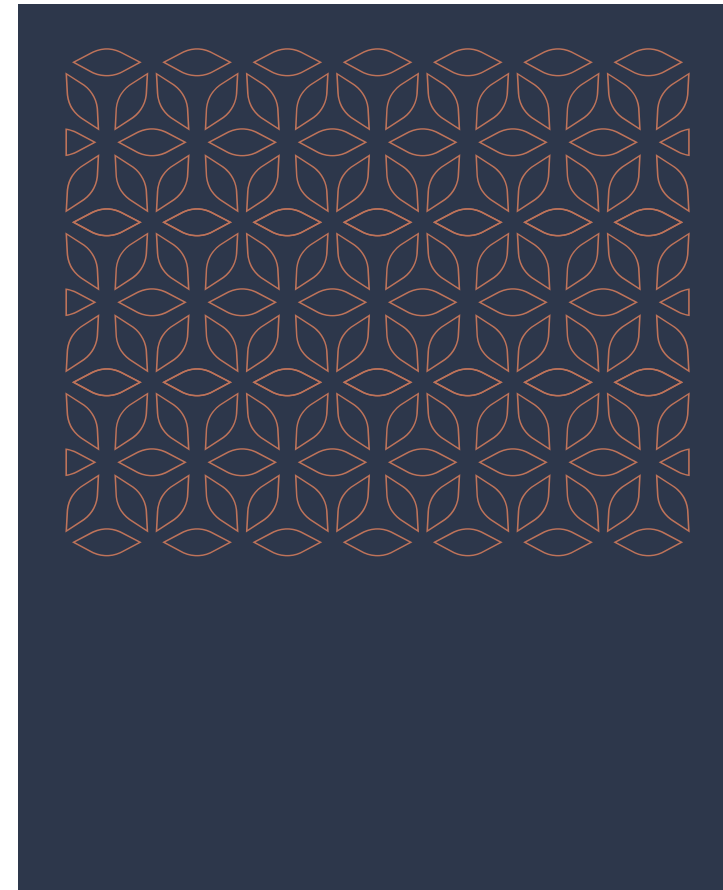
For more pre-made pattern compositions please use “**Majd-Patterns.Ai**” file attached with this guidelines.

 Brand Files/Patterns/Majd-Patterns.Ai

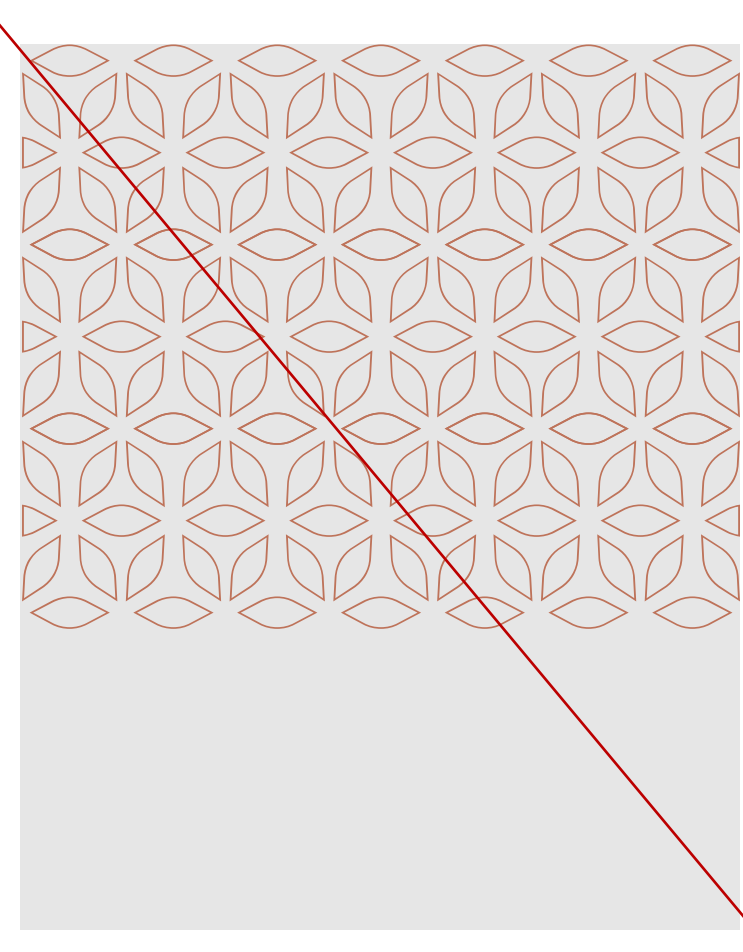


## Majd's Pattern Usage

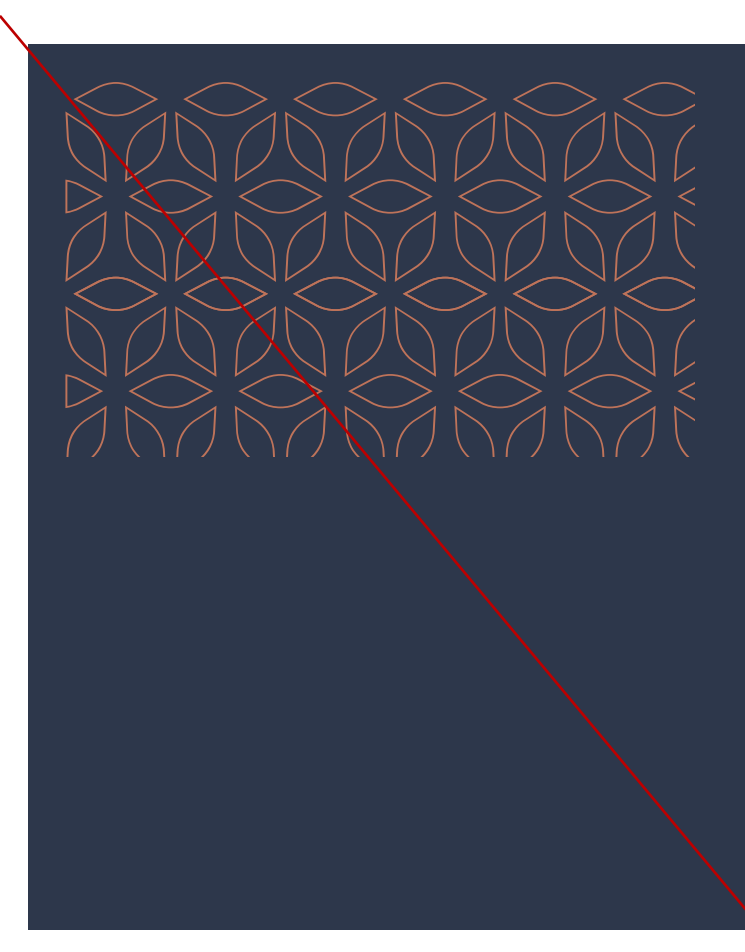
Following are some examples of proper and improper usage of Majd's patterns.



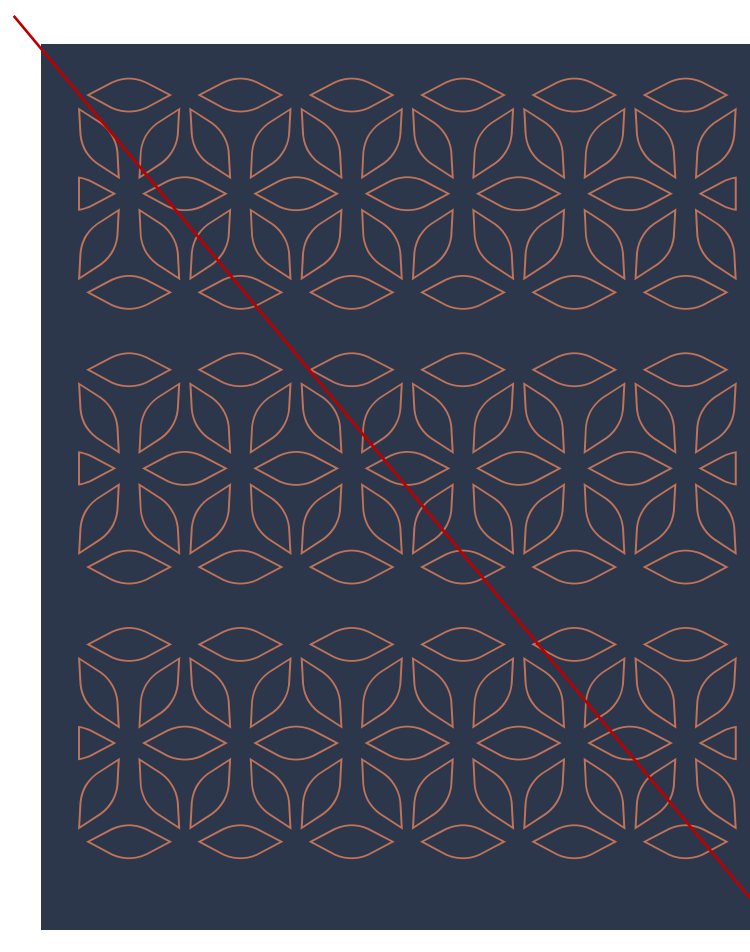
Don't use low contrast colors



Don't start the pattern from the edges



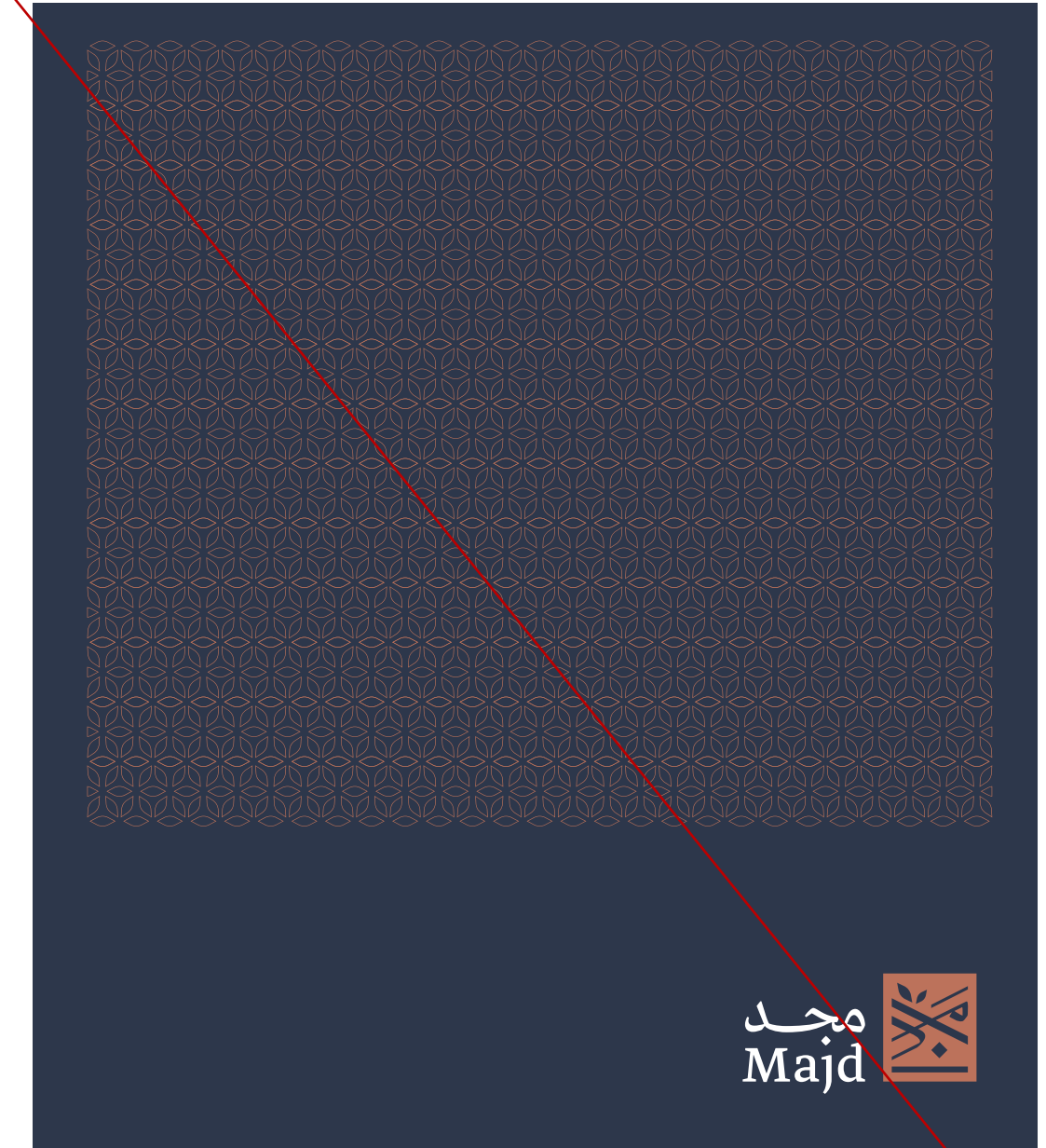
Don't use weired crops



Don't change pattern spacing

## Majd's Pattern Usage

Pattern size may vary relative to its container. although it's advisable that pattern shouldn't be very big nor very tiny compared to the container and other elements in the design.



## Majd Pattern Font

Majd Pattern Font is font developed by Onsor Mosha to ease the process of constructing the pattern.

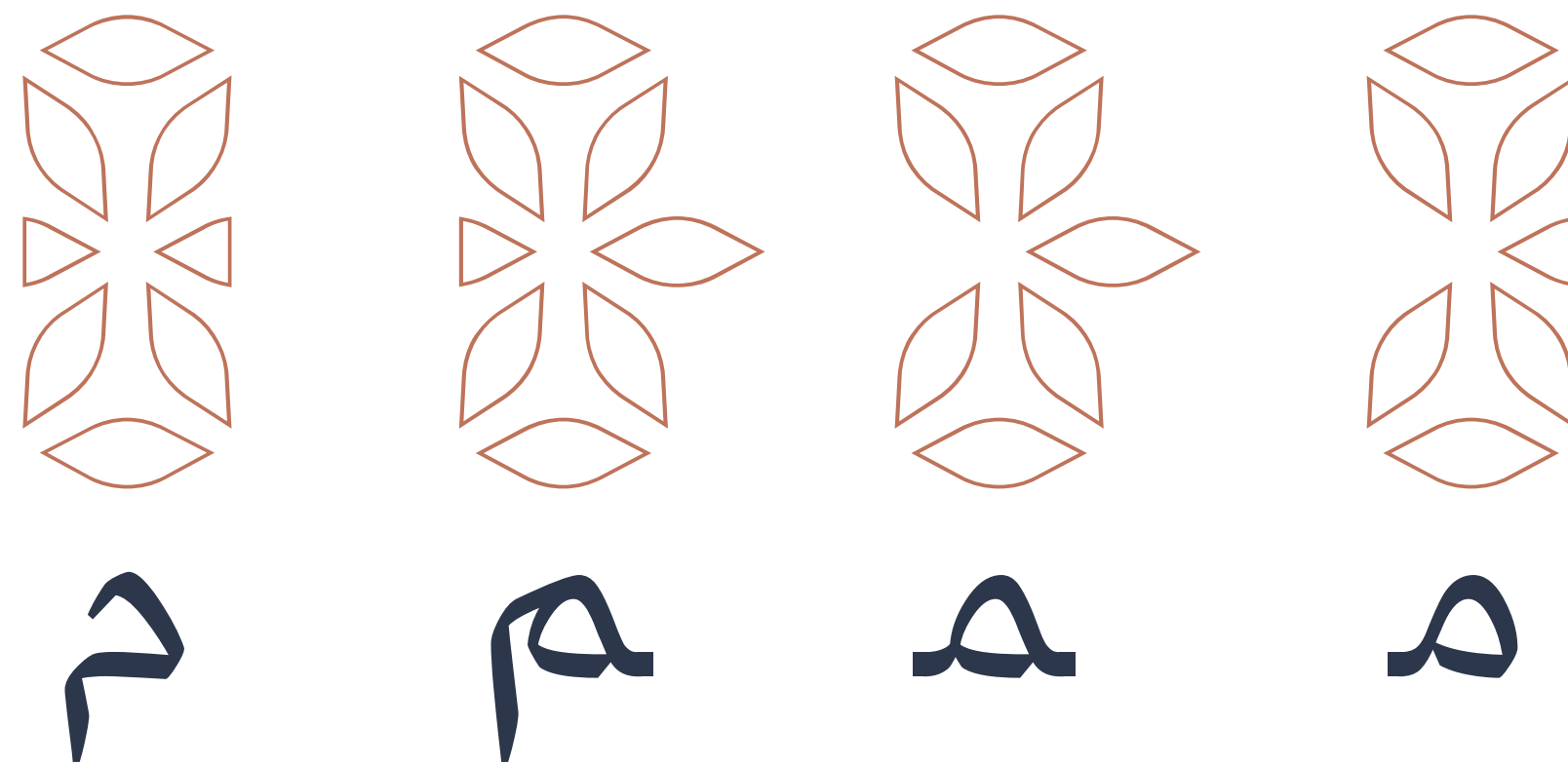
### To use the font:

1. Install the font on your system.
2. Adjust the line spacing (Line spacing settings is mentioned in the right of this page).
3. The font use one letter only, the arabic mem “م”, as you type, the pattern will be generated automatically.

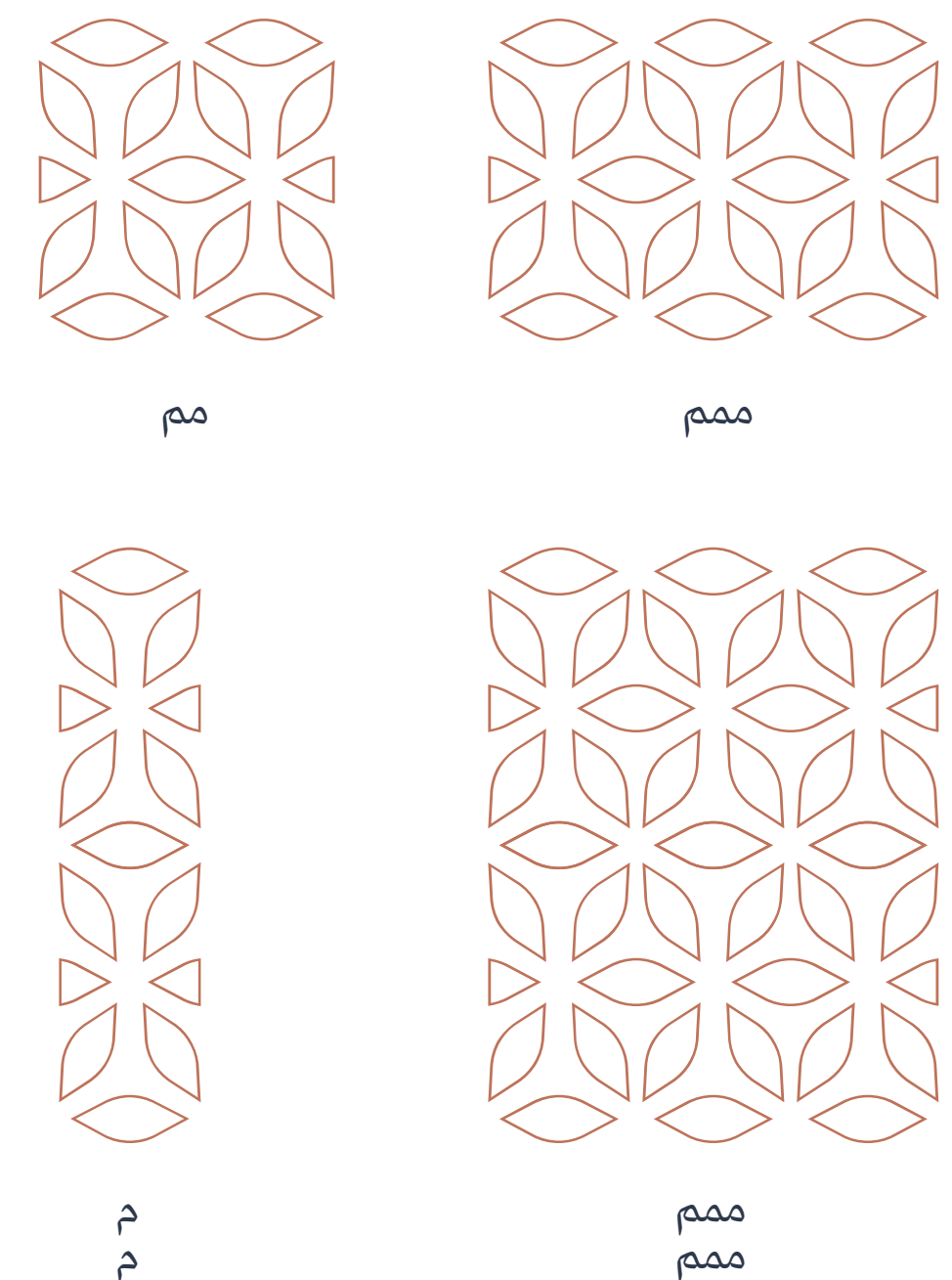
Majd Pattern Font is attached with these guidelines in the following directory:

Brand Files/Patterns/Majd-Regular.otf

## Font Glyphs



## Examples



## Line Spacing Settings

Make sure that **Line Spacing is same as the font size:**

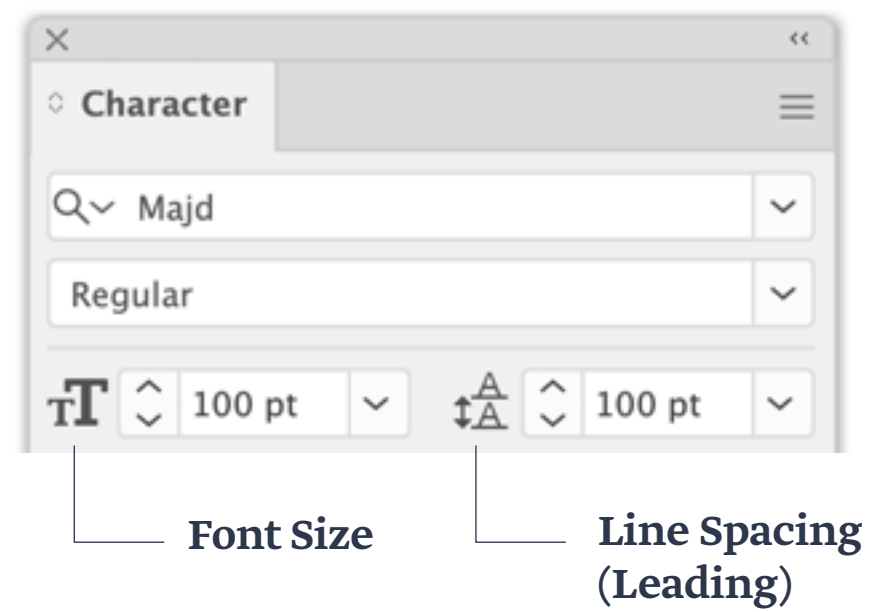
- If font size is **100 pt**, spacing must be **100 pt**
- If font size is **60 pt**, spacing must be **60 pt**

and so on..

### How to setup the font size & line spacing ..

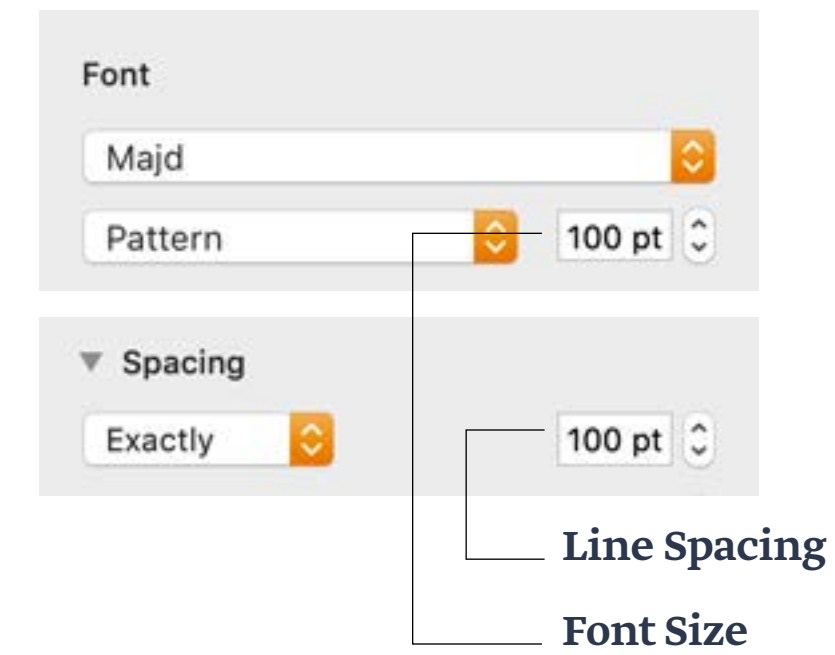
#### In Adobe Applications

Click Window/Character, a similar window will appear



#### In Keynote & Pages

Click Format, then Text



#### In Microsoft Office

Set the font size from the font panel

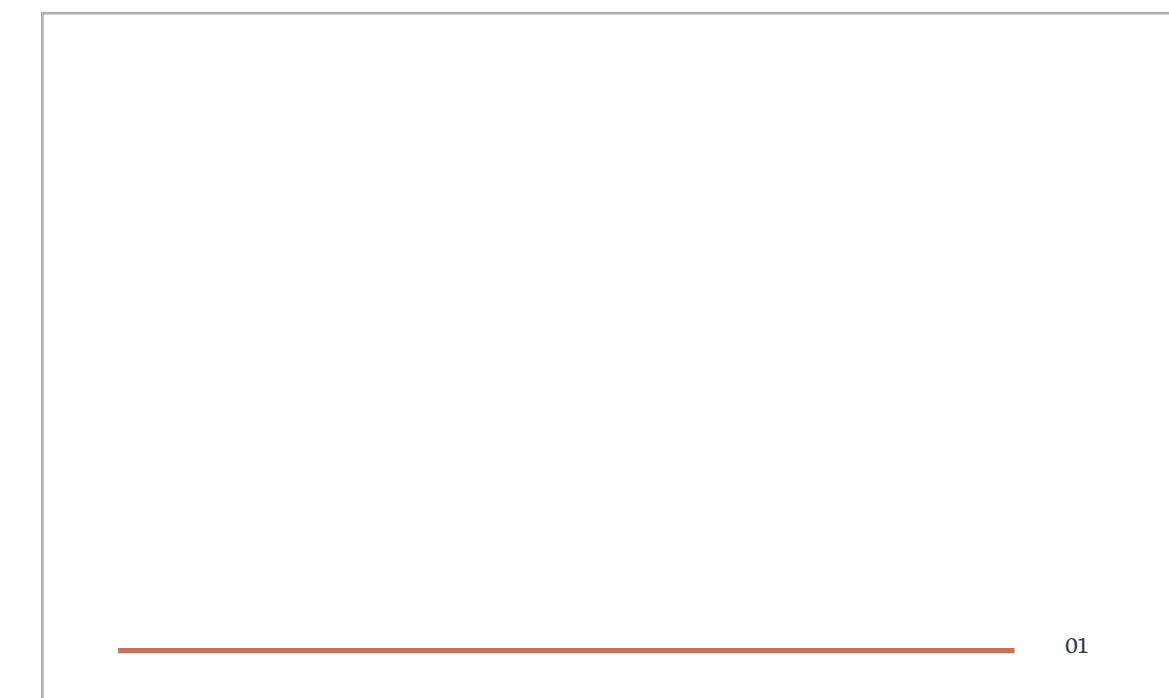
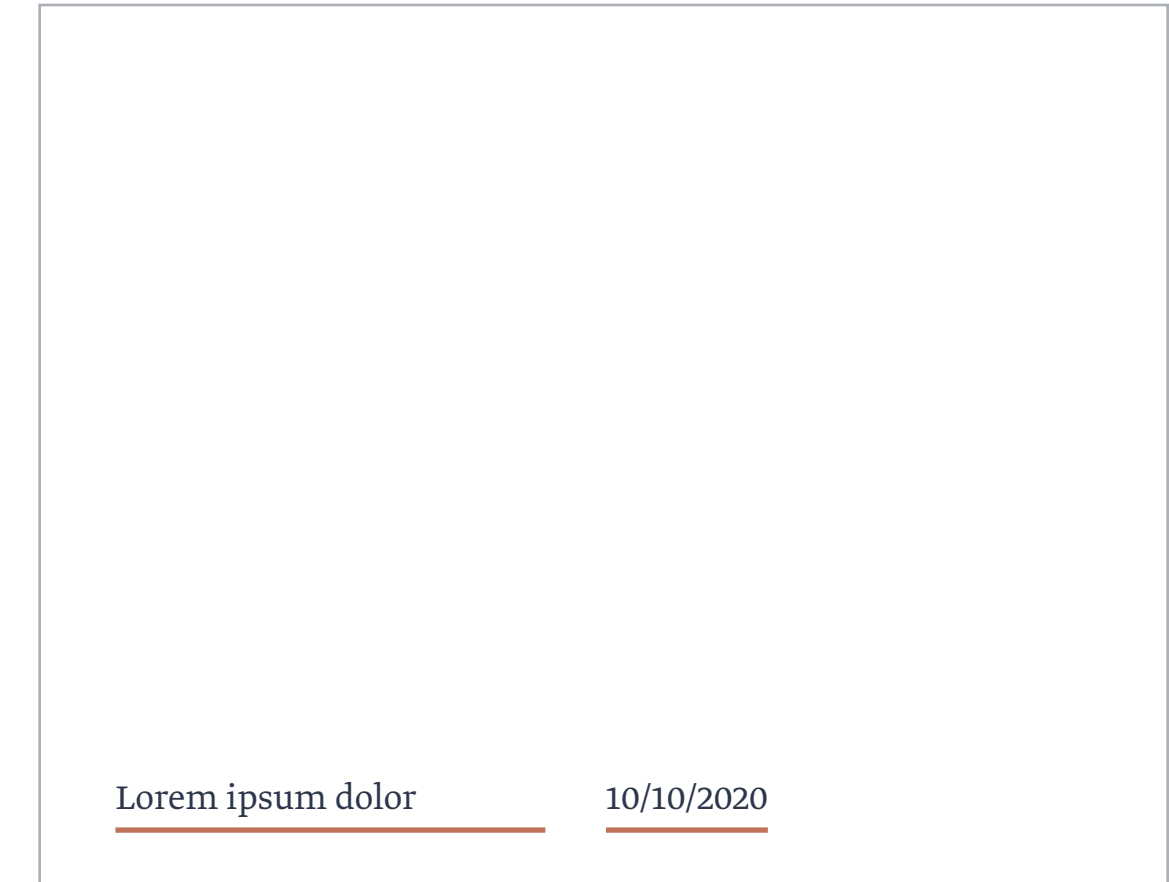
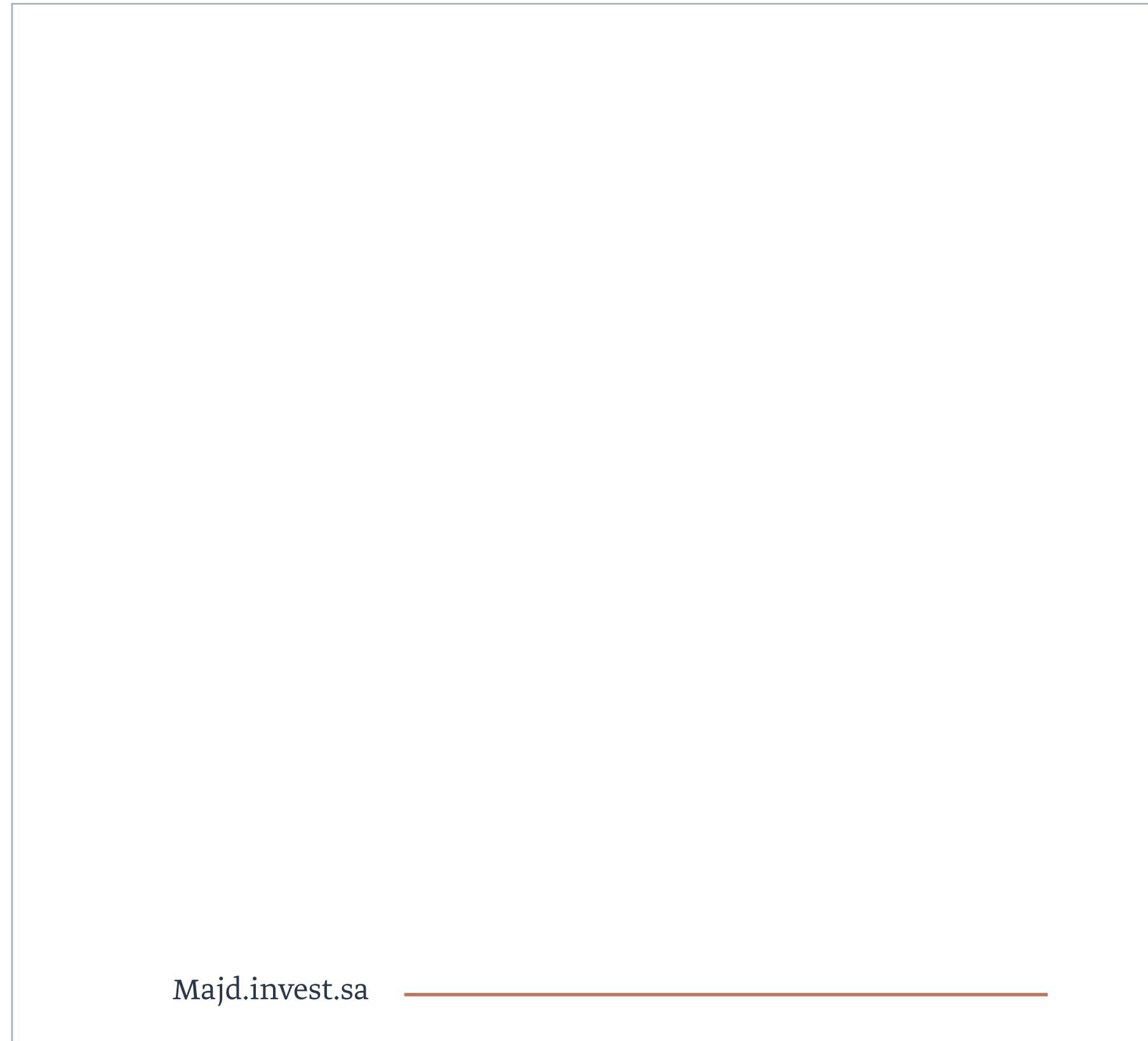


Then from line spacing options, set the line spacing



## Majd's Baseline

Majd's Baseline is a supporting elements used in some applications usually for footer text and page number.





## Photography

Majd's photography is mainly in two types: Business Imagery & Botanical Imagery.

Business imagery to be used in showcasing Majd's core business and investment capabilities while botanical imagery to be used as inspirational and visionary images to showcase Majd's future and growth.

### Business Imagery

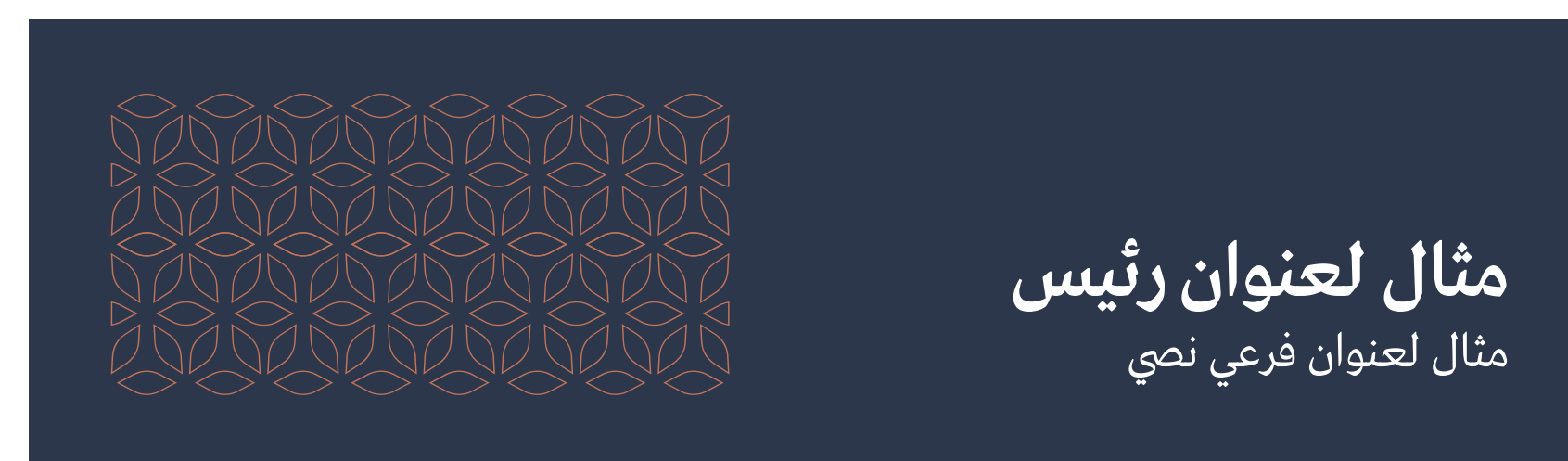
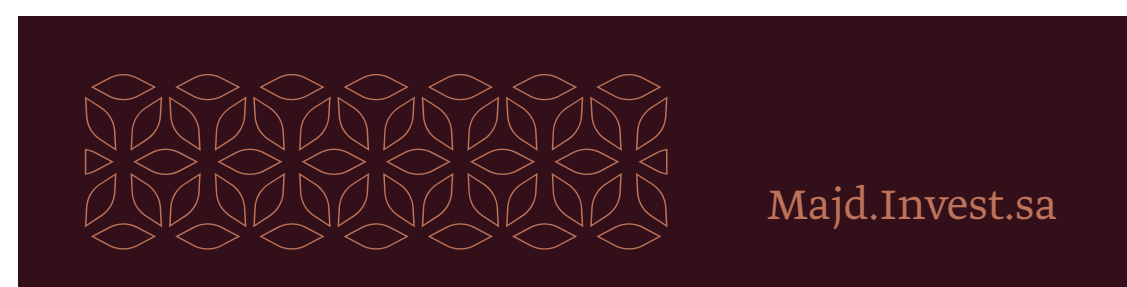


### Botanical Imagery



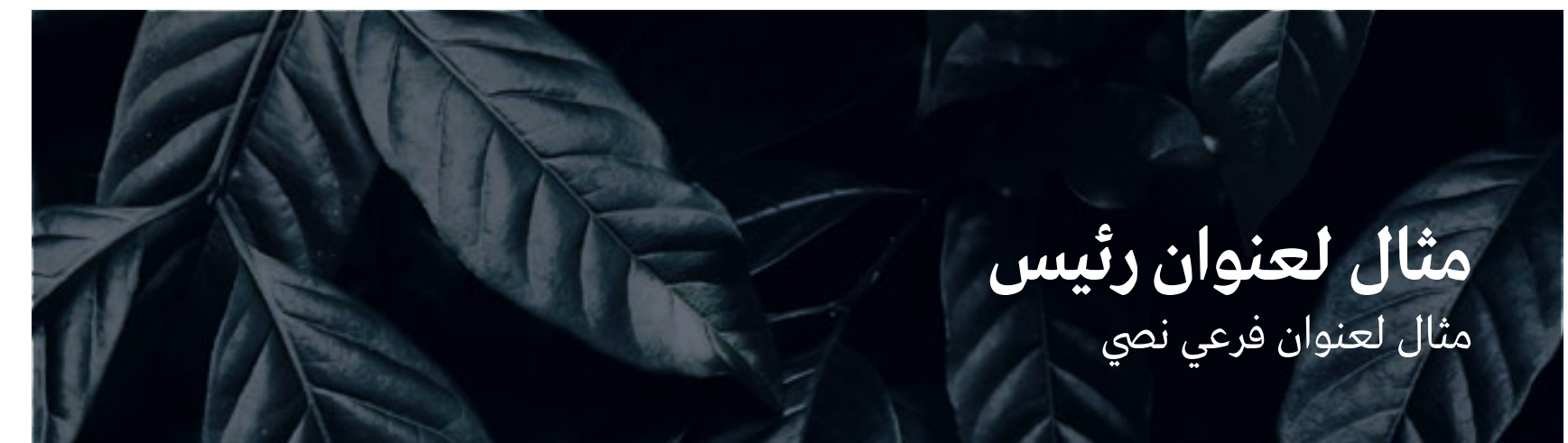
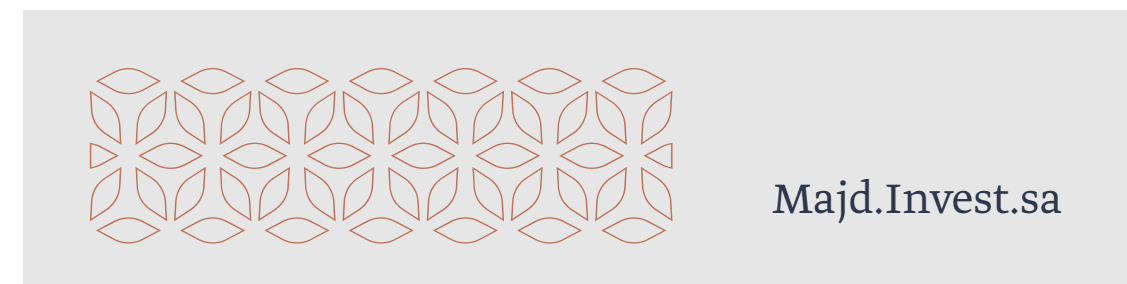
## Design Language Examples

Majd's Design Language is a combination of all previously mentioned design elements (colors, typography, pattern and photography). Following are some examples of the proper usage of Majd's Design Language.

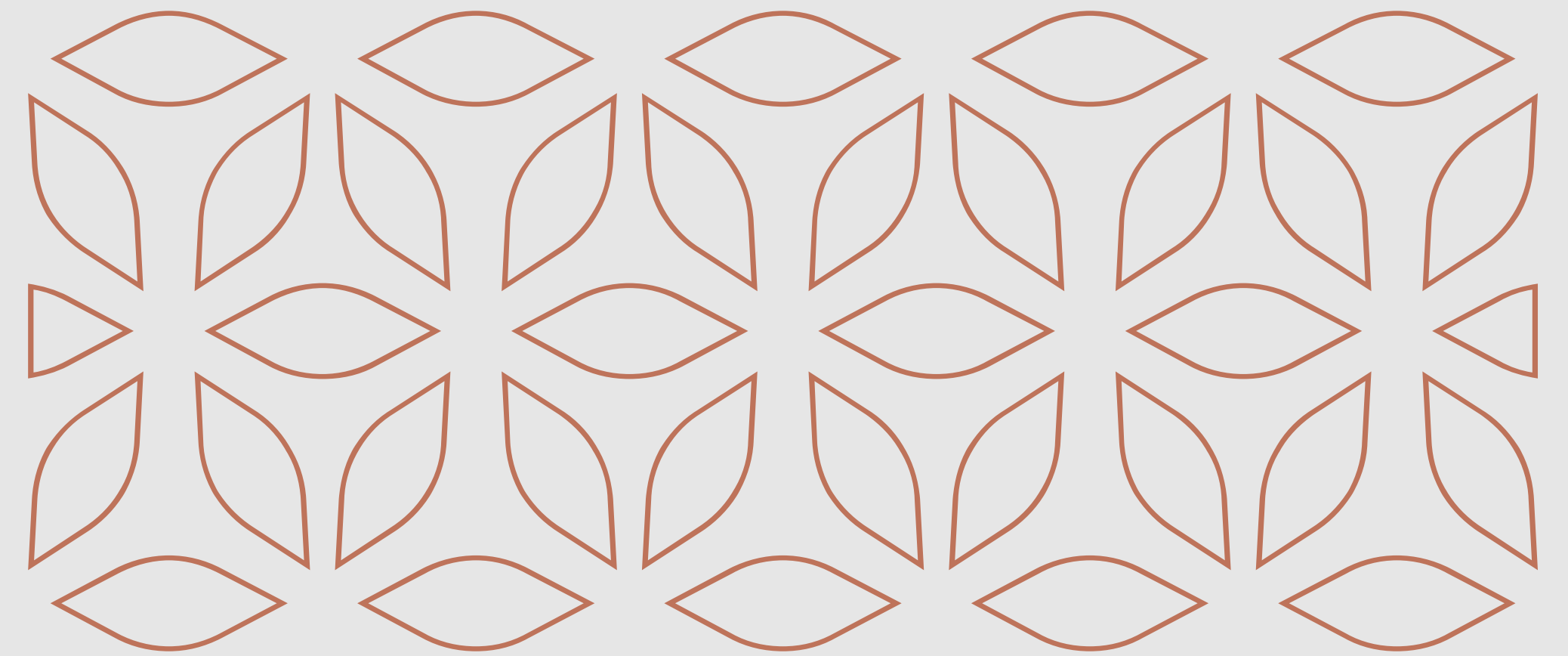


## Design Language Examples

Majd's Design Language is a combination of all previously mentioned design elements (colors, typography, pattern and photography). Following are some examples of the proper usage of Majd's Design Language.



# Brand Applications







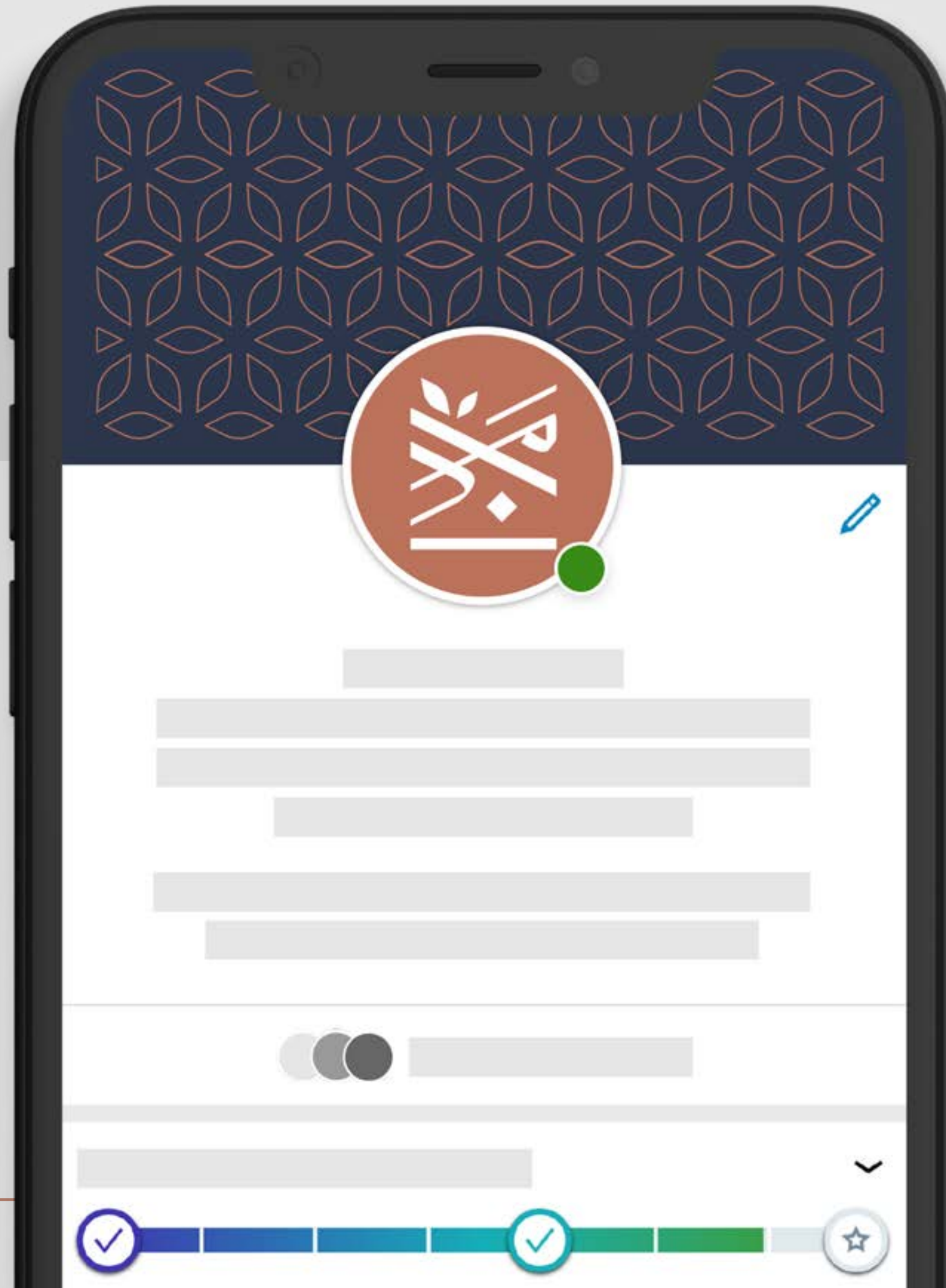








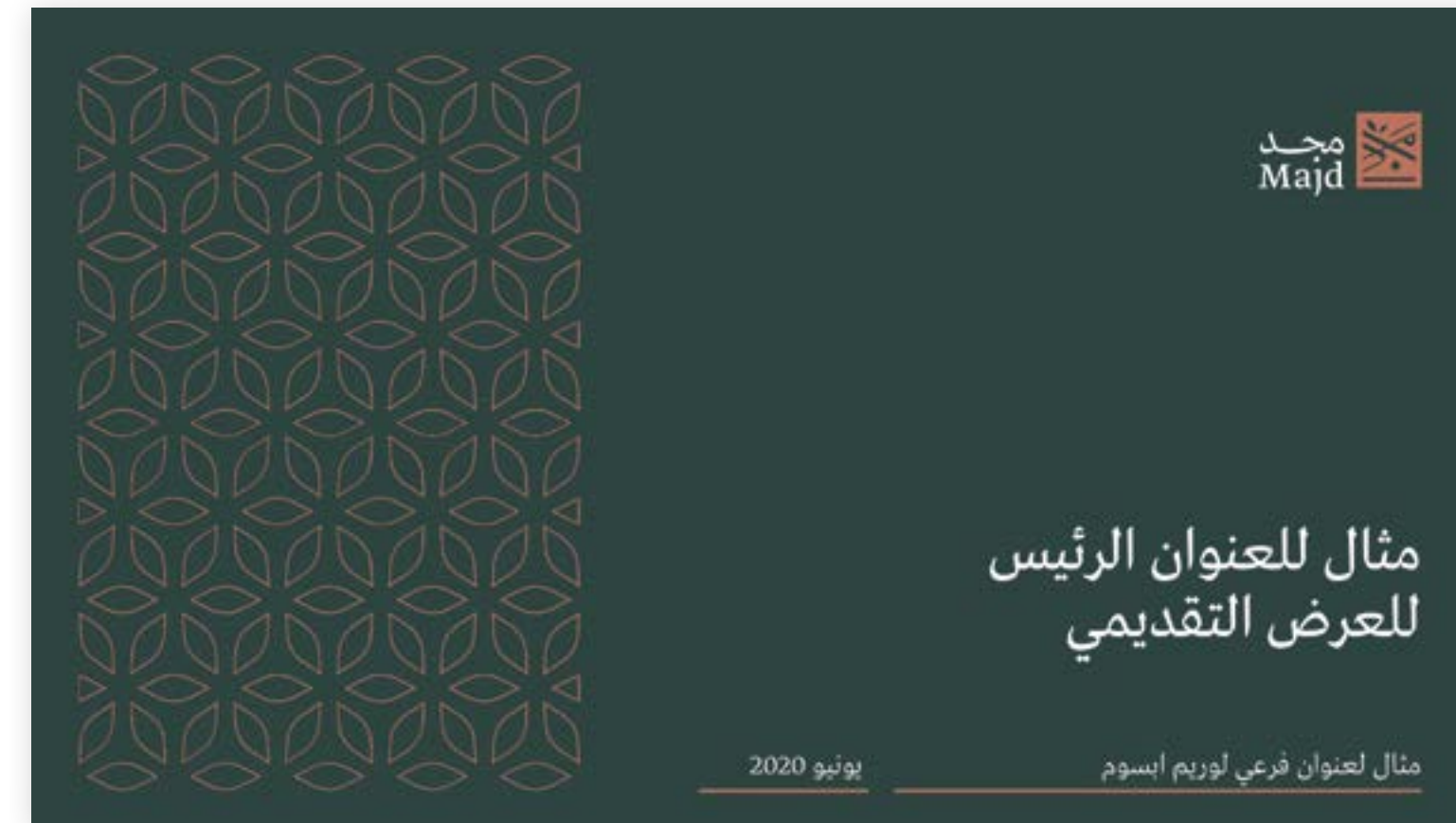


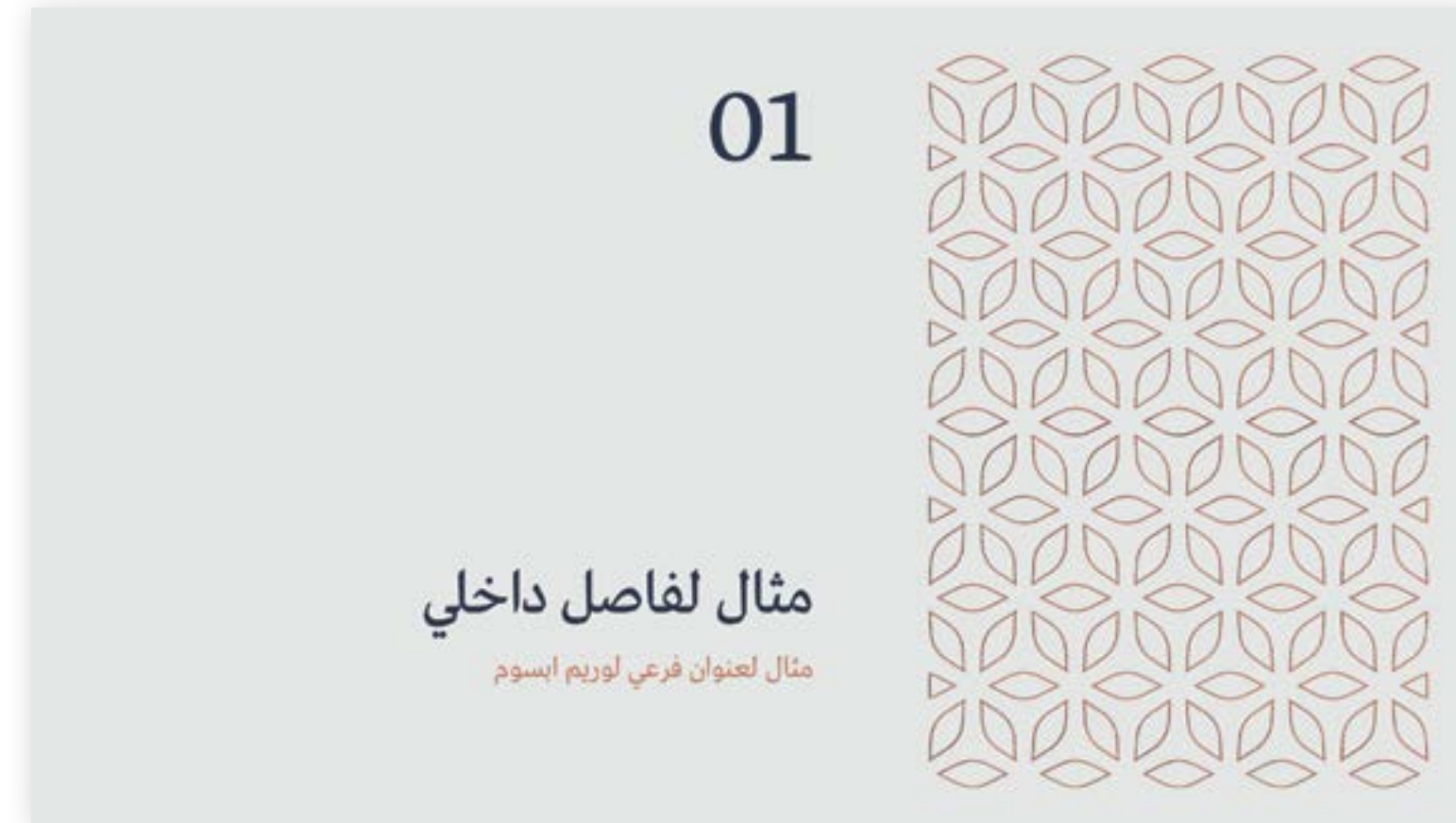
















### مثال لعنوان الصفحة

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربي، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة إلى زيادة عدد الحروف التي يولدها التطبيق.

13

### مثال لعنوان الصفحة

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربي، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة إلى زيادة عدد الحروف التي يولدها التطبيق.

مثال لنص يمكن استبداله في نفس المساحة

لوريم ايسوم  
دولور سيت

مثال لنص يمكن استبداله

14



### مثال لعنوان الصفحة

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربي، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة إلى زيادة عدد الحروف التي يولدها التطبيق.

18

### مثال لعنوان الصفحة

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربي، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة إلى زيادة عدد الحروف التي يولدها التطبيق.

15

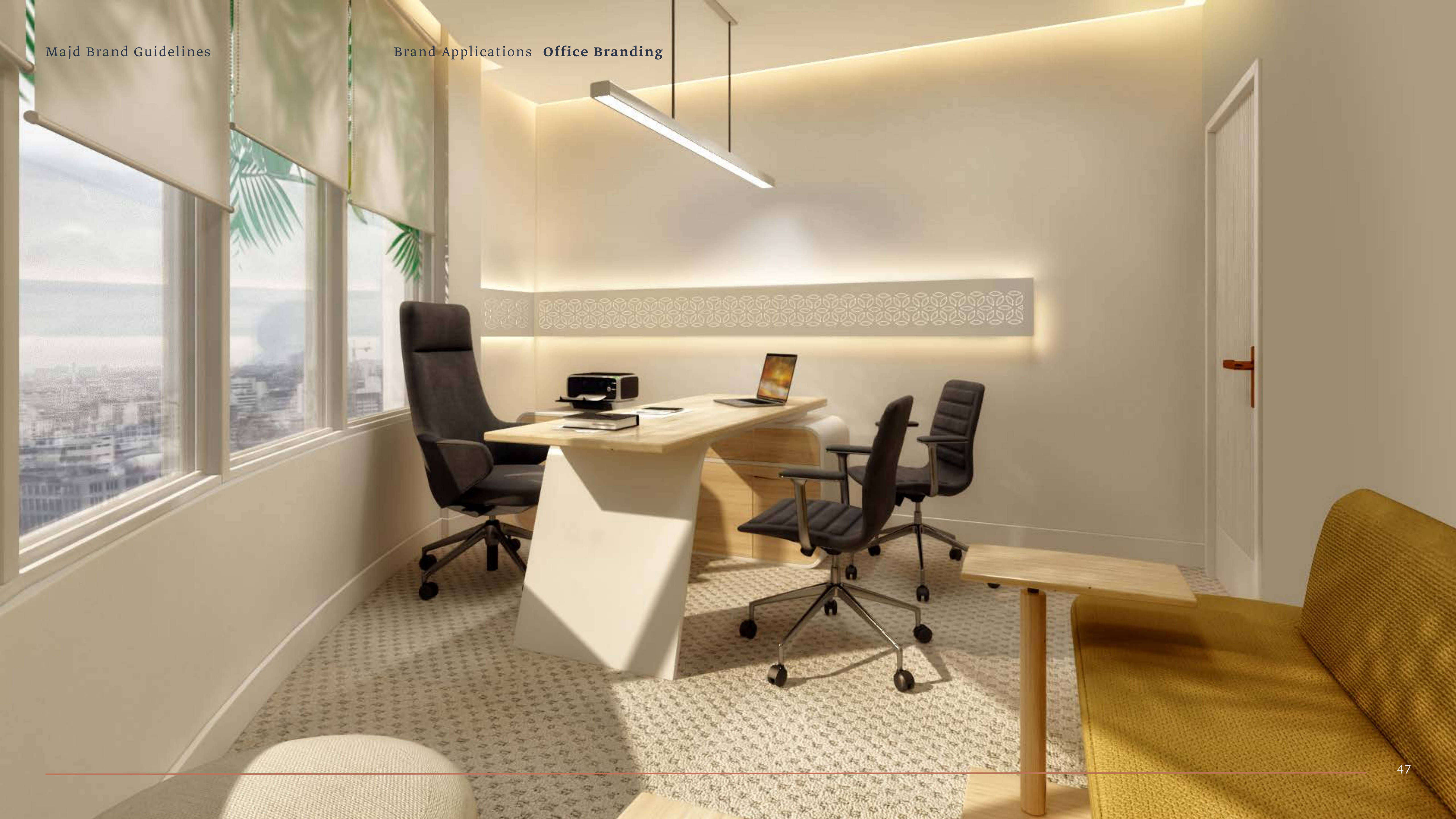














Majd Brand Guidelines V 1.0  
Developed by **Onsor Mosha**  
**om.sa**

For more information please  
contact us through:  
**[info@majd.invest.sa](mailto:info@majd.invest.sa)**

---