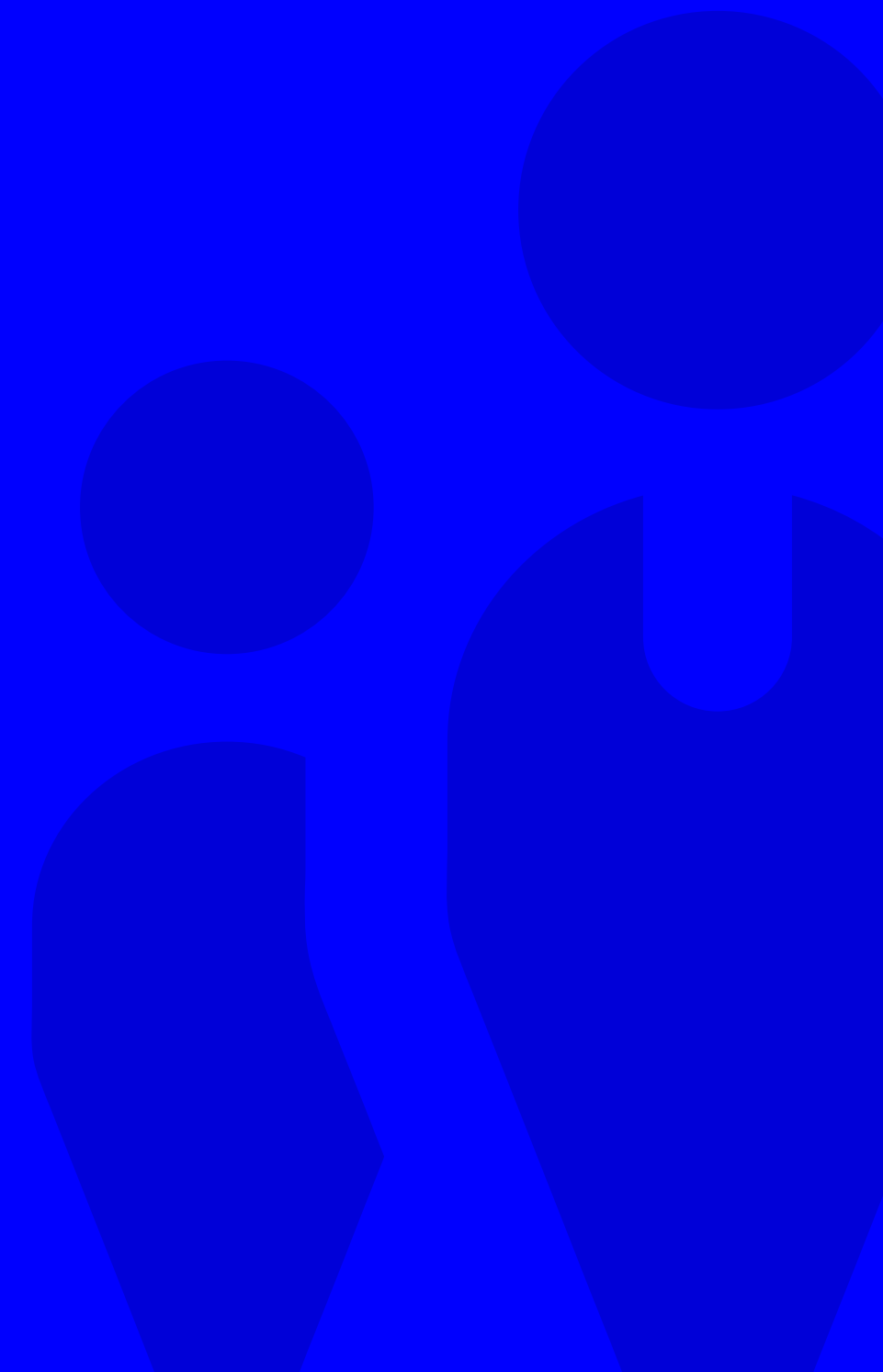




Corporate **Rebranding**





About Brand Guidelines

We created these corporate identity standards for our company, its divisions and sub brands, to ensure that everyone within our company, from individual employees to branch offices, representing the company the same way each and every time they interact with customers and prospects. They also help reinforce our company's brand image and support its marketing activities.





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Concept

The Creation of the Logo

Brand Guidelines





Philosophy

With steadfast expertise and innovation, we study the HR market, anticipate its needs, and stay ahead in the provision of the latest solutions. Our logo and tagline mirror our confidence and dynamism as we grow with our clients in our mutual success journey, committed to solid, unshakable standards.

Through a user-friendly font, bold colors, and sleek design, our trendy logo seamlessly represents Menaitech's values that nurture fulfilled employees, a healthy work culture, and the resulting success of our company and the businesses we serve: People – Culture – Success.

Streamlined and moving forward, the figures emerge from the letter M for Menaitech which they complement each other to form. Together in their positions, they depict leadership, reliable professionalism, and comprehensive expansion through a diverse team that is unified in its revolutionary vision.

- Leadership, confidence, professionalism, advancement, reliability, vision, and ambition.
- Balanced, streamlined, unified, and complementary.



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Logo

Logo Layout and Color Variations

Brand Guidelines





Primary Logo

The logo consists of a brandmark
at the top and a wordmark underneath.

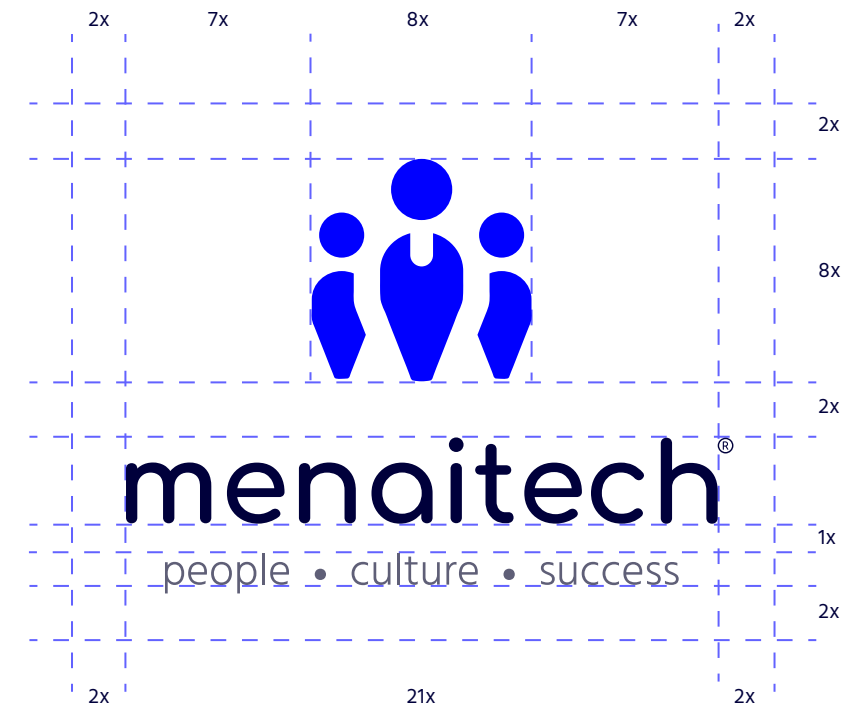
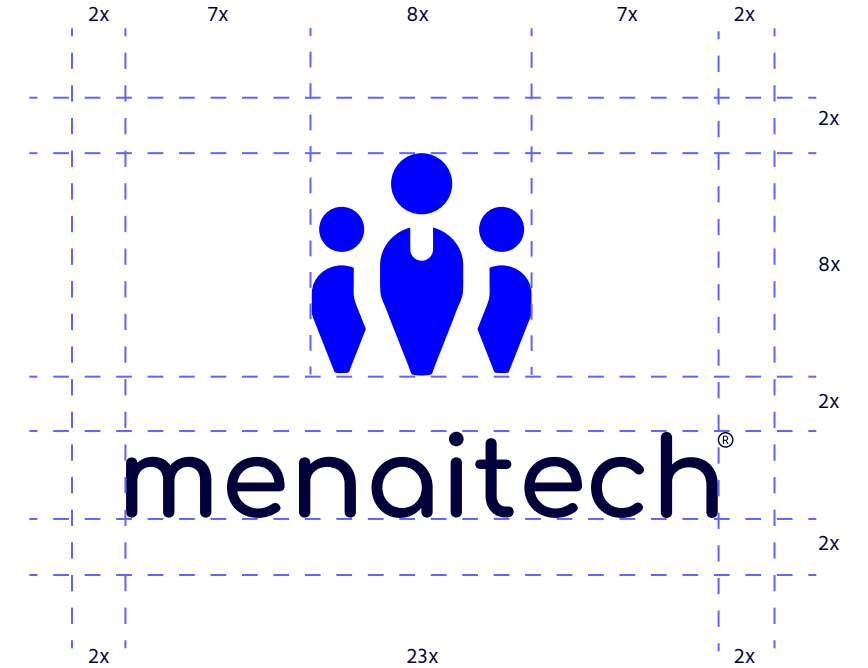


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Logo Anatomy

The position and proportions of the logo are strictly fixed. They must not be changed or redrawn for any reason.





Secondary Logo

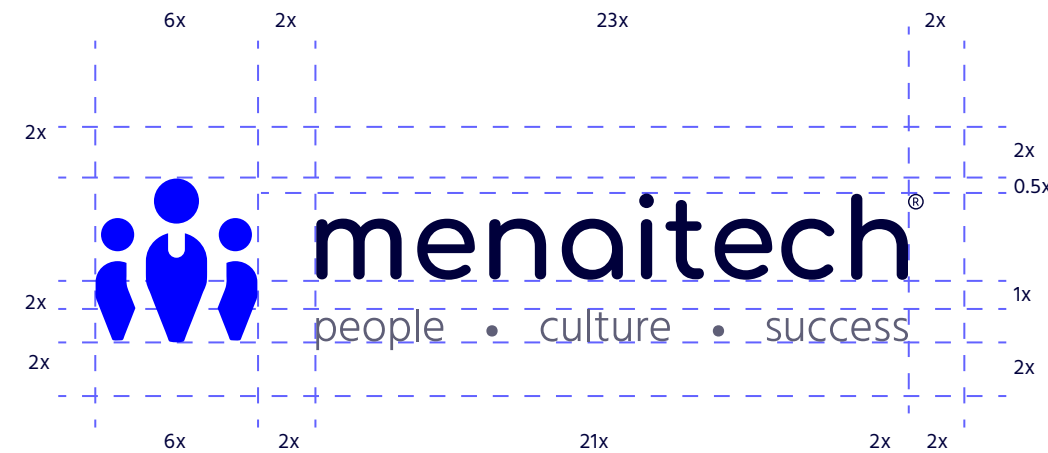
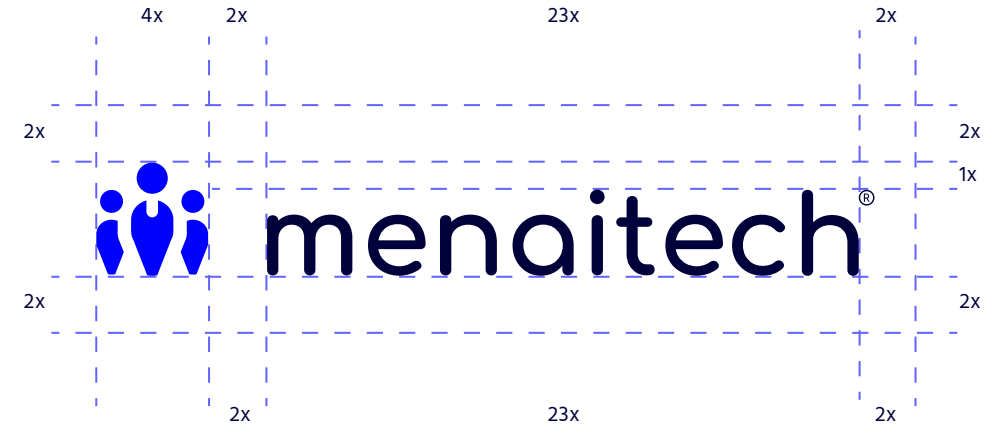
The logo can be used with a brandmark on the left and a wordmark on the right.





Secondary Logo Anatomy

The position and proportions of the secondary logo are strictly fixed. They must not be changed or redrawn for any reason.

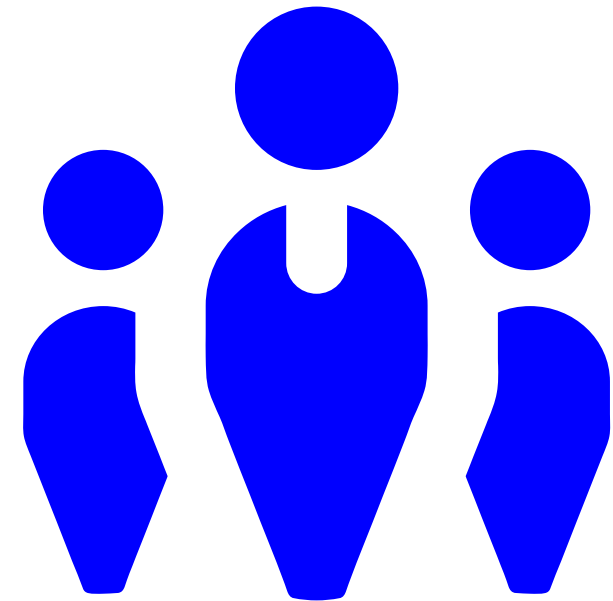




Brandmark

The brand is created according to the brand name.

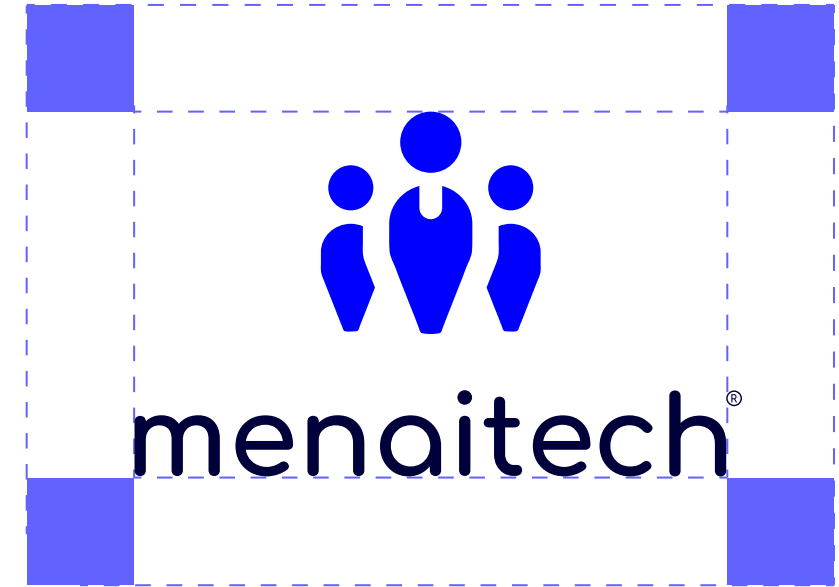
The trademark can be used in different ways.





Logo Exclusion Zone

The exclusion zone is essential for our logo to be clearly distinguished from other graphic elements. Please avoid positioning any elements closer than the defined exclusion zone.



4x amount of space should the exclusion zone





Minimum Size

Here are the minimum logo sizes.

Please avoid reducing it further.



50px minimum size



65px minimum size



Usage Don'ts

In order to preserve the integrity of the logo, please avoid execution that misuses, amends, or trivializes the identity. Here are some examples of what not to do.



Do not deform the logo



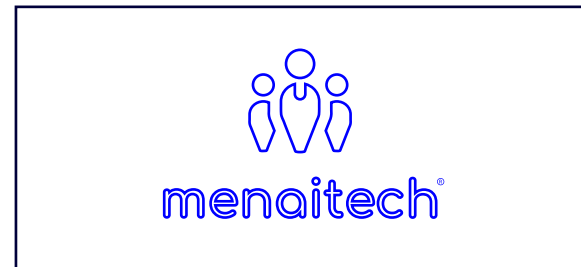
Do not change the font



Do not change the spacing



Do not change the proportion



Do not change the outline



Do not apply a drop shadow



Logo Variations

Proper use of the logo is highlighted here.





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Typography

English and Arabic Fonts

Brand Guidelines





English Typeface

Font Family **Hind**

Hind font is developed explicitly for use in User Interface design, the Hind font family includes five styles. Hind’s letterforms have a humanist-style construction, which is paired with seemingly monolinear strokes. Most of these strokes have flat endings: They either terminate with a horizontal or a vertical shear, rather than on a diagonal. This helps create clear-cut counter-forms between the characters. In addition to this, Hind’s letterforms feature open apertures. The entire typeface family feels very legible when used to set text.

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
{[.,;:?!]}
(@ # \$ % ^ & *)
_ - — - 0123456789

SemiBold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
{[.,;:?!]}
(@ # \$ % ^ & *)
_ - — - 0123456789

Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
{[.,;:?!]}
(@ # \$ % ^ & *)
_ - — - 0123456789

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
{[.,;:?!]}
(@ # \$ % ^ & *)
_ - — - 0123456789

Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
{[.,;:?!]}
(@ # \$ % ^ & *)
_ - — - 0123456789



Arabic Typeface

Font Family **Noto Sans Arabic**

Noto is a global font collection for writing in all modern and ancient languages. Noto Sans Arabic is an unmodulated (“sans serif”) design for texts in the Middle Eastern Arabic script. It has multiple weights and widths, and 1,642 glyphs.

SemiBold

ا 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
123456789

Bold

ا 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
123456789

ExtraBold

ا 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
123456789

Black

ا 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
123456789

Thin

ا 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
123456789

ExtraLight

ا 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
123456789

Light

ا 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
123456789

Regular

ا 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
123456789

Medium

ا 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
123456789



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Color

Primary and Secondary Colors

Brand Guidelines





Primary Colors

The logo was mainly designed using these two colors and the brand can be expressed using these colors in other works.



HEX: #0000ff
RGB: 0, 0, 255
CMYK: 90%, 65%, 0%, 0%



HEX: #00003b
RGB: 0, 0, 59
CMYK: 97%, 92%, 37%, 60%



Secondary Colors



HEX: #6262ff
RGB: 98, 98, 255



HEX: #5B9BD5
RGB: 91, 155, 213



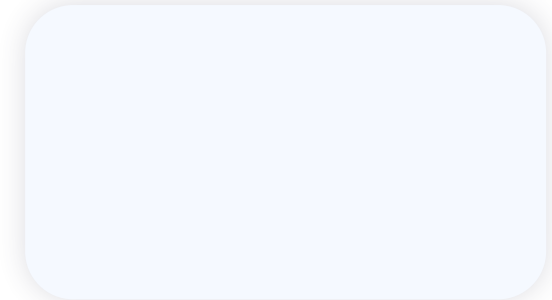
HEX: #a700c8
RGB: 167, 0, 200



HEX: #d40261
RGB: 212, 2, 97



HEX: #8AA3B7
RGB: 138, 163, 183



HEX: #F5F9FF
RGB: 245, 249, 255