malaza ملاذا

By

ميرا الشام غلوبل
Meera Al Sham Global

BRAND GUIDELINES

Contents

INTRODUCTION

Our corporate identity expresses who we are as an organization. It reflects how we see ourselves, and it influences how others perceive us.
When we express ourselves with consistency and care, we help create a professional, distinctive and consistent image.

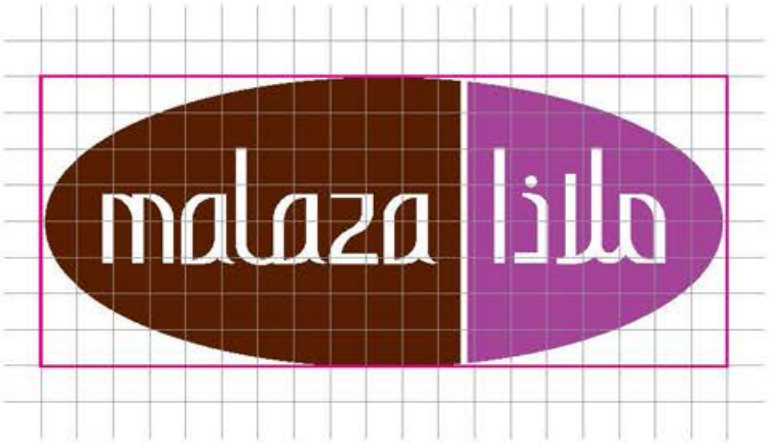
These guidelines describe the basic rules of designing with/ reproducing Malaza brand identity. In order to gain maximum benefit from these guidelines they must be used consistently, as even small variations will undermine the impact of Malaza brand identity.

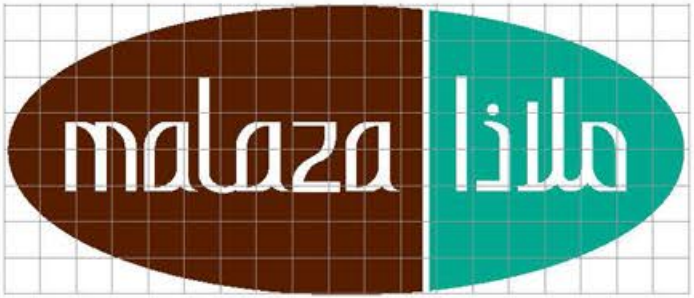
BASIC ELEMENTS

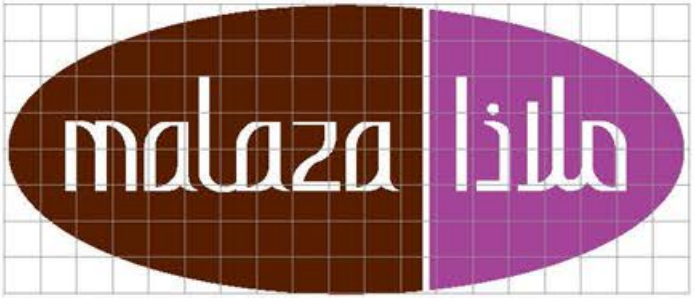
01 The logo

Our signature is composed of two colors our symbol and our name.
These oval should always remain in fixed proportion to one another. Their relationship never change.

01.2 Logo Grid




malaza
ملاذا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01.5 Alternate Logo

Alternate logos must be used only in certain circumstances where the original logo is not possible to be replicated. This may include one color printing, grayscale or black and white.

01.6 Logo Sizes

Three (3) sizes were defined to be use with most of our publications.

Size (1):Business Cards

Size (2):Letterhead, DI Envelope

Size (2):A4 Envelope

01.7 Logo on Backgrounds

Where possible, Malaza logo should be displayed on a flat white, light or dark backgrounds, that gives a sufficient contrast with the logo.

01.8 Corporate Colors

Primary Colors

PANTONE 497 C
C 0, M 70, Y 100, K 78
R 89, G 31, B 0

P PURPLE C
C 38, M 88, Y 0, K 0
R 165, G 67, B 153

Background Color

PANTONE 7506 C 60%
C 0, M 5, Y 15, K 0
R 255, G 240, B 216

PANTONE GREEN C
C 100, M 0, Y 59, K 0
R 0, G 168, B 143

Secondary Color

PANTONE 7507 C 70%
C 0, M 10, Y 30, K 0
R 255, G 228, B 184

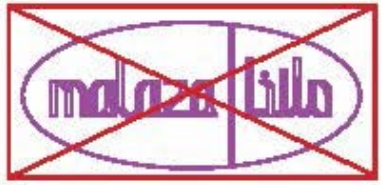
01.9 Logo Misuse

A few examples of inappropriate logo usage are shown on this page. These examples do not illustrate every possible misuse of the logo. In general, follow these basic rules:

DO NOT use another color variation for the logo except the one provided in this guideline

DO NOT reverse the colors of the logo

DO NOT stretch, compress or distort the logo



DO NOT use the logo in outline format

DO NOT place the logo on a background that doesn't provide sufficient contrast with the logo

DO NOT use another variation for the logo except the one provided in this guideline

DO NOT place the logo on a photography that doesn't provide sufficient contrast with the logo

DO NOT add shadow to the logo

DO NOT bevel or 3D the logo

01.10 Typography / English Typeface

The English primary typeface is "Kufyan", a well-designed and contemporary typeface that complements Malaza Food modern new look. It offers also a big type family for maximum flexibility.

Headlines / Titles typeface: Kufyan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{/@%$?!+=)}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{/@%$?!+=)}

Body copy typeface: Kufyan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{/@%$?!+=)}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{/@%$?!+=)}

Headlines / Titles typeface: Kufyan Arabic

ديوان المهنا الخط العربي
أإآابتثجحخدذرزسشصضطظ
عغفقكلمنهوية ةلآلاإلىئء
جححخهعغفقثصضطكمنتالبيسشرزووؤ ة
(*٪$|\{}@!٠٩٨٧٦٥٤٣٢١_-+=>،<:؛؟.

ديوان المهنا الخط العربي
أإآابتثجحخدذرزسشصضطظ
عغفقكلمنهوية ةلآلاإلىئء
جححخهعغفقثصضطكمنتالبيسشرزووؤ ة
(*٪$|\{}@!٠٩٨٧٦٥٤٣٢١_-+=>،<:؛؟.

Body copy typeface: Kufyan Arabic

ديوان المهنا الخط العربي
أإآابتثجحخدذرزسشصضطظ
عغفقكلمنهوية ةلآلاإلىئء
جححخهعغفقثصضطكمنتالبيسشرزووؤ ة
(*٪$|\{}@!٠٩٨٧٦٥٤٣٢١_-+=>،<:؛؟.

ديوان المهنا الخط العربي
أإآابتثجحخدذرزسشصضطظ
عغفقكلمنهوية ةلآلاإلىئء
جححخهعغفقثصضطكمنتالبيسشرزووؤ ة
(*٪$|\{}@!٠٩٨٧٦٥٤٣٢١_-+=>،<:؛؟.

01.12 Style Elements

Style elements are important part of any identity program,
they help giving a typical and distinctive look.
A pattern was used in most of the packaging of Malaza.

APPLICATIONS

02 Business Cards Grid

Size: 90 x 50 mm
Background Color: PANTONE 7506 C 60%
and PANTONE PURPLE C

1. Malaza Logo: size (1) Pantone Colors
   497 C and P Purple C

2. Style Elements Pantone Color
   PURPLE C, 497 C and 7507 C 70%

3. Kufyan Arabic Regular
   Size: 8.0 pt

4. Kufyan Arabic Bold
   Size: 13.0 pt

5. Kufyan Regular (English)
   Size: 8.0 pt

6. Kufyan Regular (English)
   Size:13.0 pt

The standards for PANTONE colours are shown in the current edition of the PANTONE Colour formula guide. The colours shown on this page and throughout these guidelines are not intended to match the PANTONE Colour Standards. PANTONE is a registered trademark of PANTONE, Inc. Use actual PANTONE chips. Do not attempt to match examples in this guide.

P 7506 C 60% | P 7507 C 70% | P 497 C | P Purple C

02.1 Business Cards

Shown opposite is the Malaza business card.

Trimmed size
90mm x 55mm

Print specifications
Four colour: P 7506 C 60%, P 7507 C 70%,
P 497 C AND P Purple C

Front and back printing

Paper specifications
350 GSM

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P 7506 C 60% P 7507 C 70% P 497 C P Purple C

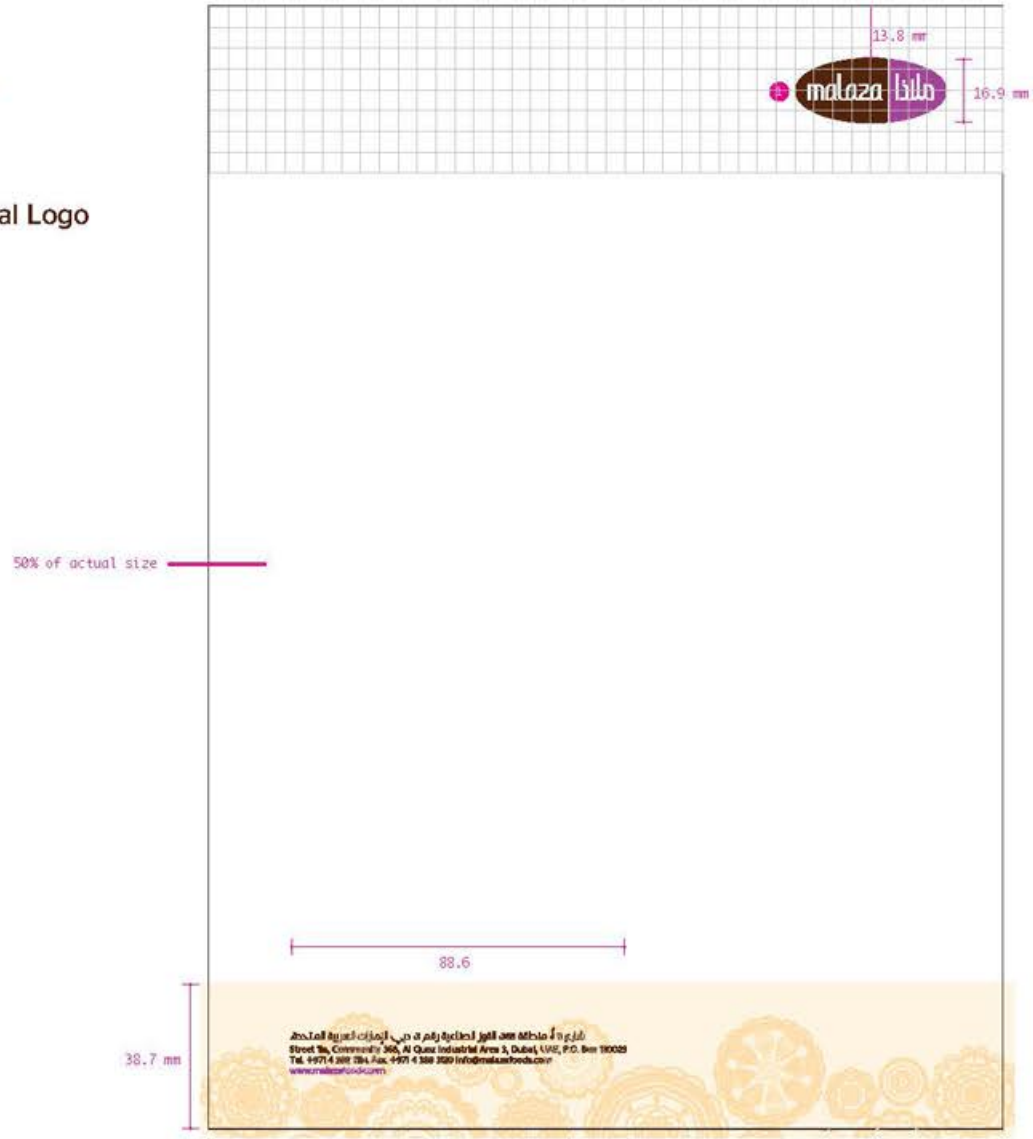
02.2 A4 Letterhead English

Size: 210 x 297 mm

Malaza Logo: size (1)
Pantone Colors

Meera Al Sham Global Logo
Pantone 497 C

Address:



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P 7506 C 60% P 7507 C 70% P 497 C P Purple C

02.3 A4 Letterhead English / DI Envelope

Size: 210 x 297 mm

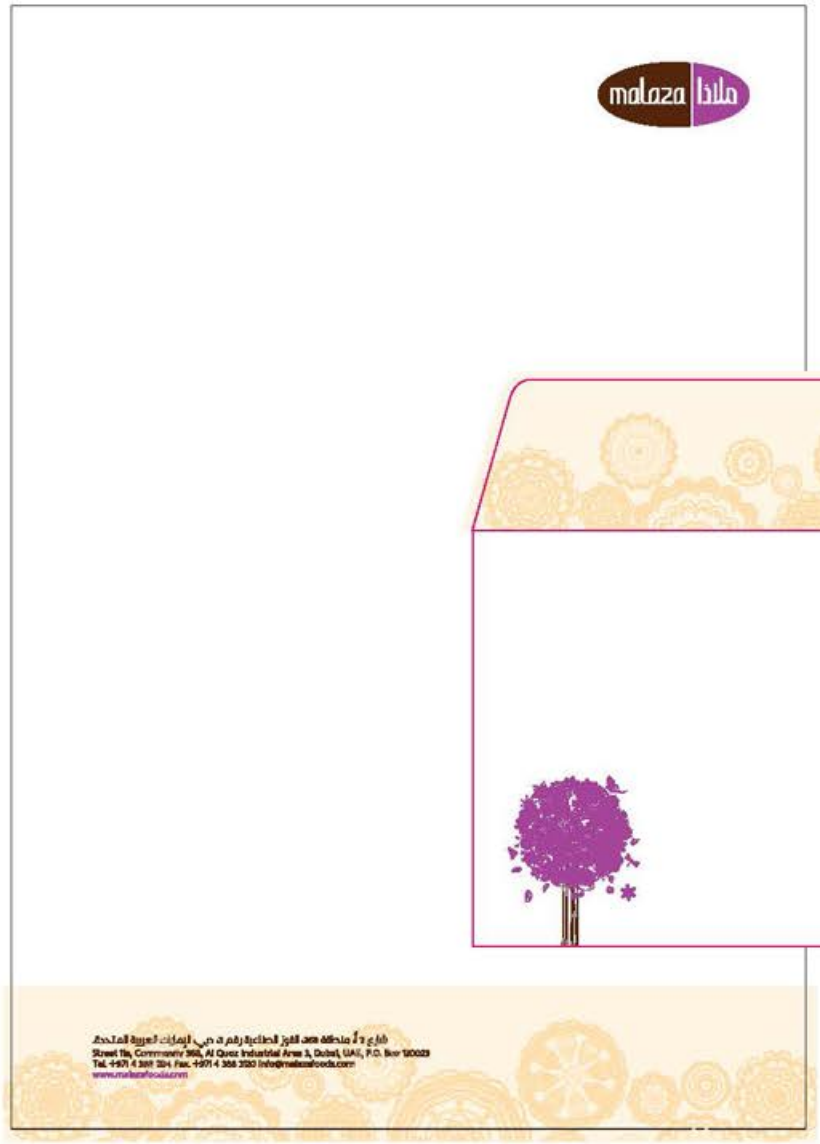
1. Malaza Logo: size (1)
   Pantone Colors

2. Meera Al Sham Global Logo
   Pantone 497 C (2)

3. Address:

Shown opposite is a general overview of Malaza stationery suite. Use of the typographic style and colour, along with a single paper stock, produce a powerful and visually consistent range of stationery.

Always use the specifications on the following pages when creating Malaza stationery.

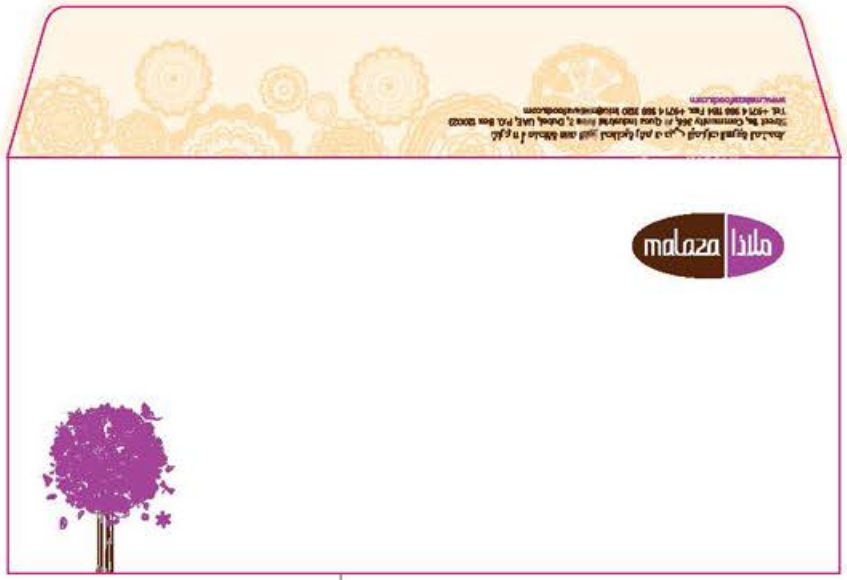


Shown opposite is the Malaza letterhead.

Trimmed size
A4 - 210MM X 297MM

Print specifications
Four colour: P 7506 C 60%, P 7507 C 70%,
P 497 C AND P Purple C

Paper specifications
120 GSM Diamond White CX 22.



DI Envelope

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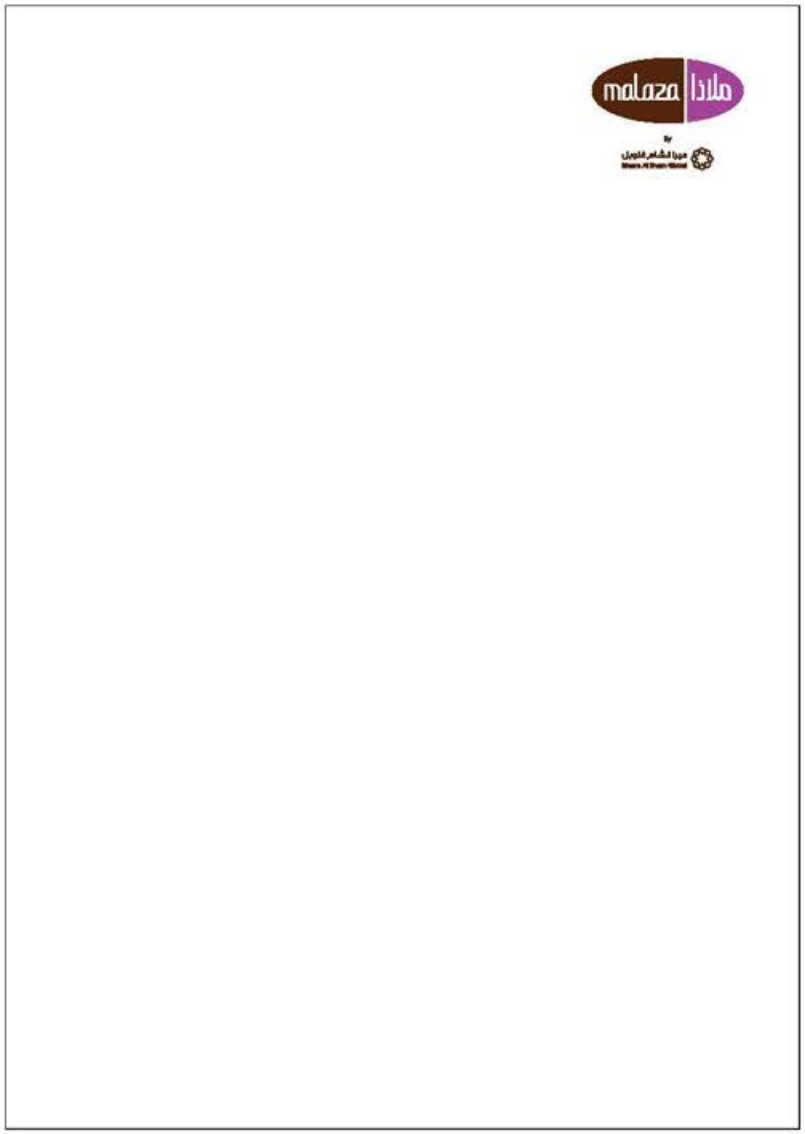
P 7506 C 60% | P 7507 C 70% | P 497 C | P Purple C

02.4 A4 continuation sheet



Shown opposite is the Malaza continuation sheet.

Trimmed size
A4 - 210MM X 297MM

Print specifications
Four colour: P 497 C AND P Purple C

Paper specifications
120 GSM Diamond White CX 22.

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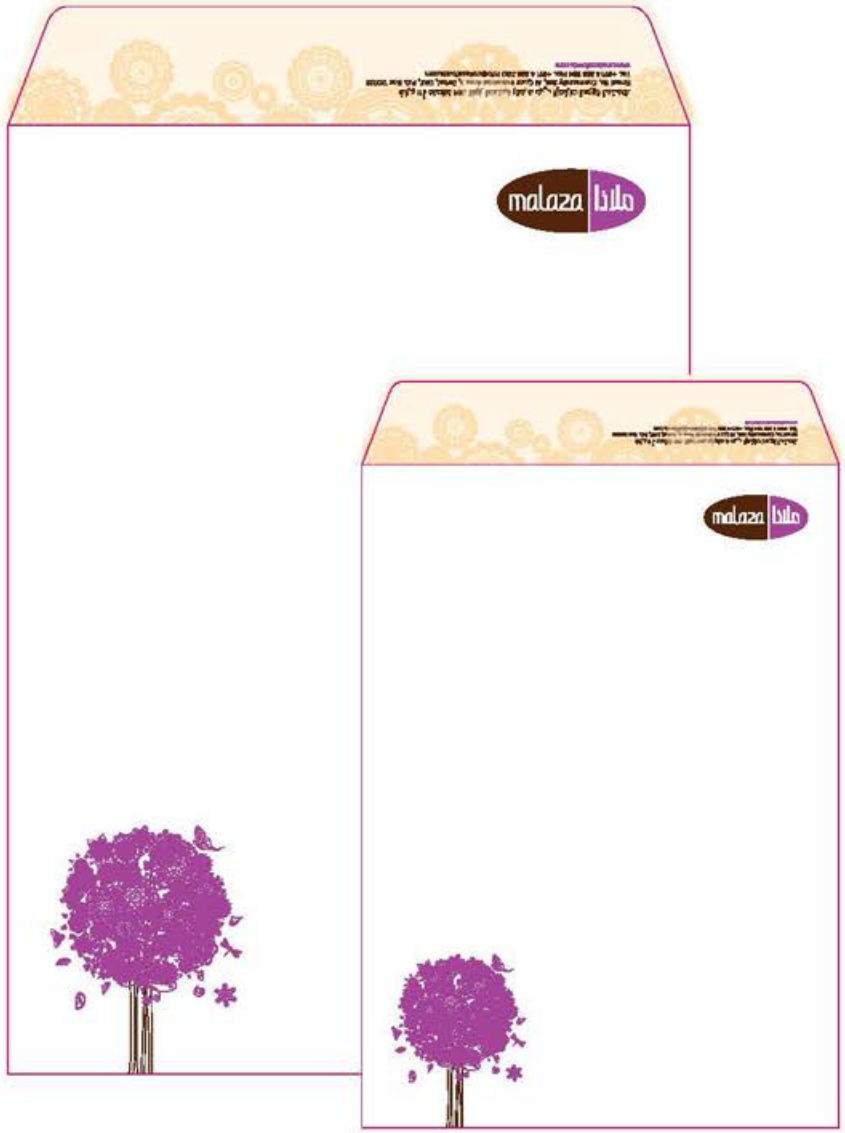
P 7506 C 60% P 7507 C 70% P 497 C P Purple C

02.5 C3 A3 and C4 A4 Envelope



Shown opposite is the Malaza continuation sheet.

Trimmed size
A3 - 324MM X 458MM / A4 - 229MM X 324MM

Print specifications
Four colour: P 7506 C 60%, P 7507 C 70%,
P 497 C AND P Purple C

Paper specifications
220 GSM Diamond White CX 22.

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P 7506 C 60% P 7507 C 70% P 497 C P Purple C

02.6 Notepad and Pen

The Rolup shown demonstrates layout styles
that should be applied to our Roll-ups.
It shows the use of the typographic style, design elements and cut outphotography.
The examples shown are based on a size of 80cm x 200cm.

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P 7506 C 60% P 7507 C 70% P 497 C P Purple C

ADVERTISING


malaza
ملاذا
Middle Eastern Sweets
Oriental Frozen Food
Cookies Cakes


malaza
ملاذا
Middle Eastern Sweets
Oriental Frozen Food
Cookies Cakes

Overview

In this option a a cut-out image is the hero.

Principles and rules of the grid are explained over the following pages and various size examples are specified.

For size not shown in this guidelines apply

The vertical grid for this position is based on the A4 grid shown opposite, where 'x' is defined as 14mm square-consistent with both the Malaza grids.

- Always maintain a border of 'x'

- Headlines and body copy text range in the middle. Headline is in the middle, the point size is flexible, as long as it maintains consistent visual impact (please see the Typography section in the guidelines for further clarification). Body text is Kufyan Arabic regular and is recommended to be set at least at 12pt.

COMMUNICATION COLLATERAL

04.0 Malaza Profile Brochure
04.1 Malaza Profile Brochure Flat

04. Malaza Profile Brochure

20CM X 20 CM MALAZA PROFILE BROCHURE

The standards for PANTONE colours are shown in the current edition of the PANTONE Colour formula guide. The colours shown on this page and throughout these guidelines are not intended to match the PANTONE Colour Standards. PANTONE is a registered trademark of PANTONE, Inc. Use actual PANTONE chips. Do not attempt to match examples in this guide.

P 7506 C 60% P 7507 C 70% P 497 C P Purple C

04.1 Malaza Profile Brochure Flat

20CM X 20 CM MALAZA PROFILE BROCHURE

Shown opposite is the Malaza Profile
Trimmed size: 200mm X 200mm

Print specifications
Full color: SPOT uv on all cut-out food shots and packages, P 7506 C 60%, P 7507 C 70%, P 497 C AND P Purple C, Matt finish, Malaza logo should be spot UV as well

Paper specifications
220 GSM and 320gsm for the cover

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P 7506 C 60% P 7507 C 70% P 497 C P Purple C

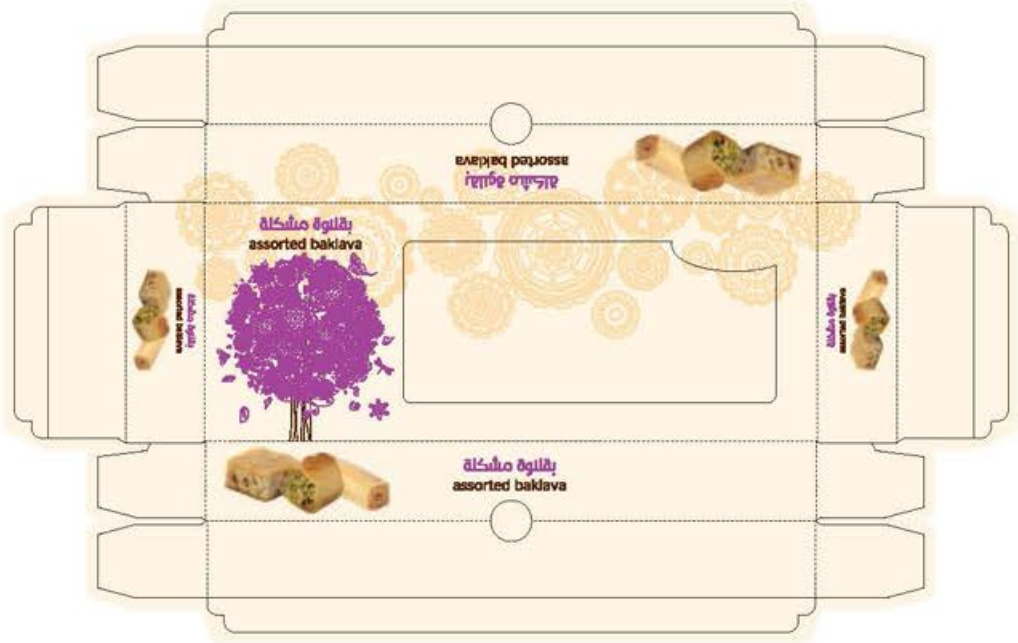
PACKAGING

05.0 Malaza Assorted Baklava 250g
05.1 Malaza Assorted Baklava 500g
05.2 Malaza Assorted Baklava 750g
05.3 Malaza Assorted Baklava 22g
05.4 Malaza Date Maamoul 250g
05.5 Malaza Date Maamoul 500g
05.6 Malaza Variety 500 Mani
05.7 Malaza Variety 250 New Mani
05.8 Malaza Barazek 75g
05.9 Malaza Ghraybeh 250g
05.10 Malaza Bag H24XW33XD23 CM

05.11 Cargo Boxes
05.12 Cargo Boxes
05.13 Cargo Boxes
05.14 Cargo Boxes
05.15 Cargo Boxes
05.16 Medium Box
05.17 Small Box
05.18 Big Box

05. Packaging

Malaza Assorted Baklava 250g



30% reduced of actual size

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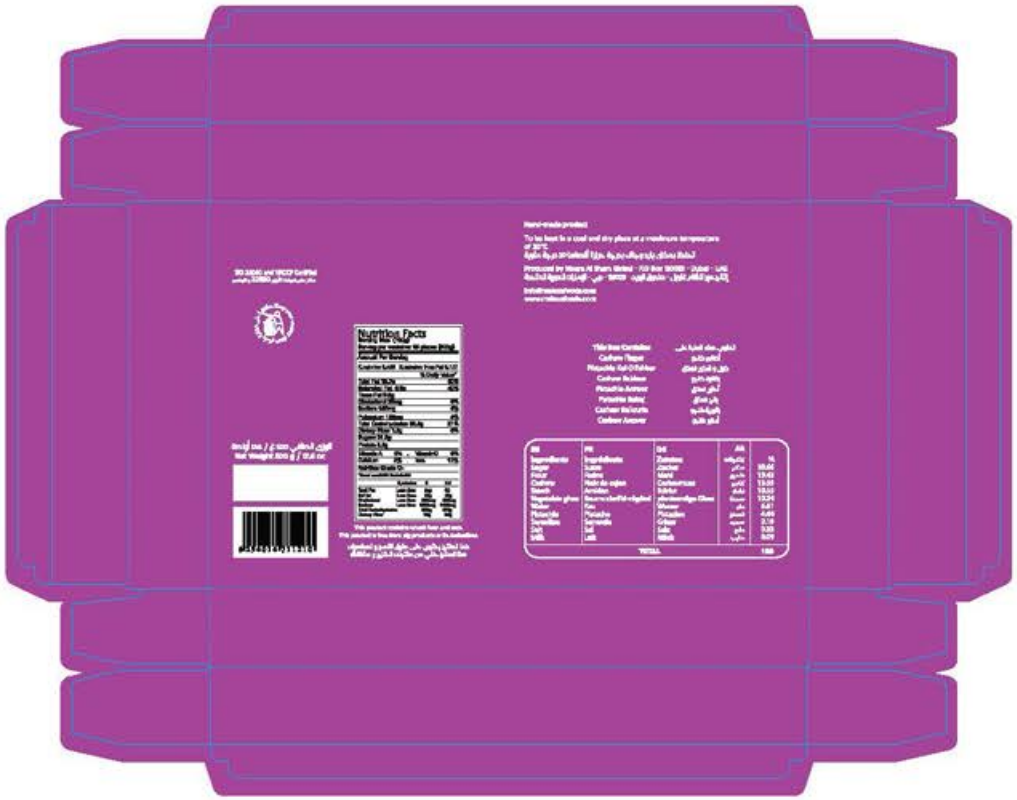
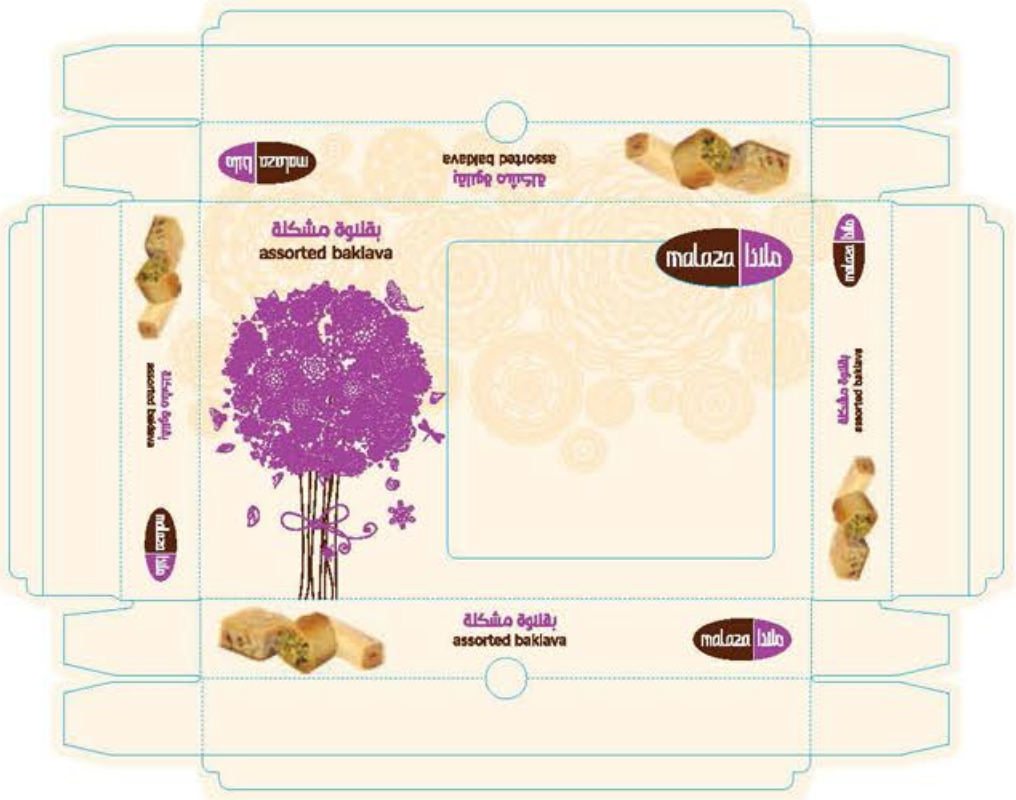
CMYK	P 7506 C 60%	P 7507 C 70%	P 497 C	P Purple C

05.1 Packaging

Malaza Assorted Baklavas 500g





30% reduced of actual size

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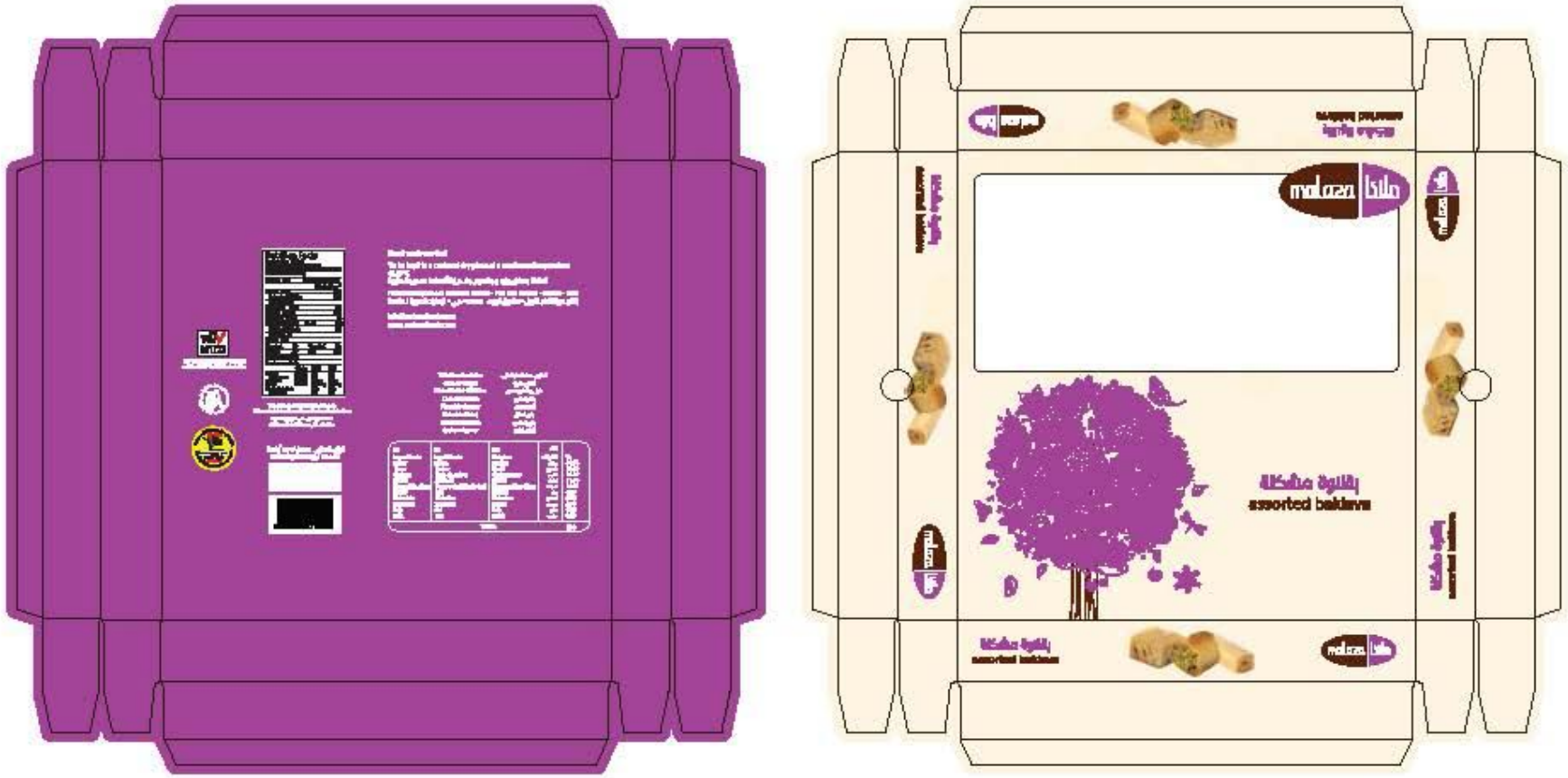
CMYK	P 7506 C 60%	P 7507 C 70%	P 497 C	P Purple C

Malaza Assorted Baklava 750g



25% reduced of actual size

The standards for PANTONE® colours are shown in the current edition of the PANTONE® Colour formula guide. The colours shown on this page and throughout these guidelines are not intended to match the PANTONE® Colour standards. PANTONE® is a registered trademark of PANTONE®, inc. Use actual PANTONE® chips. Do not attempt to match examples in this guide.

CMYK	P 7506 C 60%	P 7507 C 70%	P 497 C	P Purple C

05.3 Packaging

Malaza Assorted Baklava 22g

Actual Dimension

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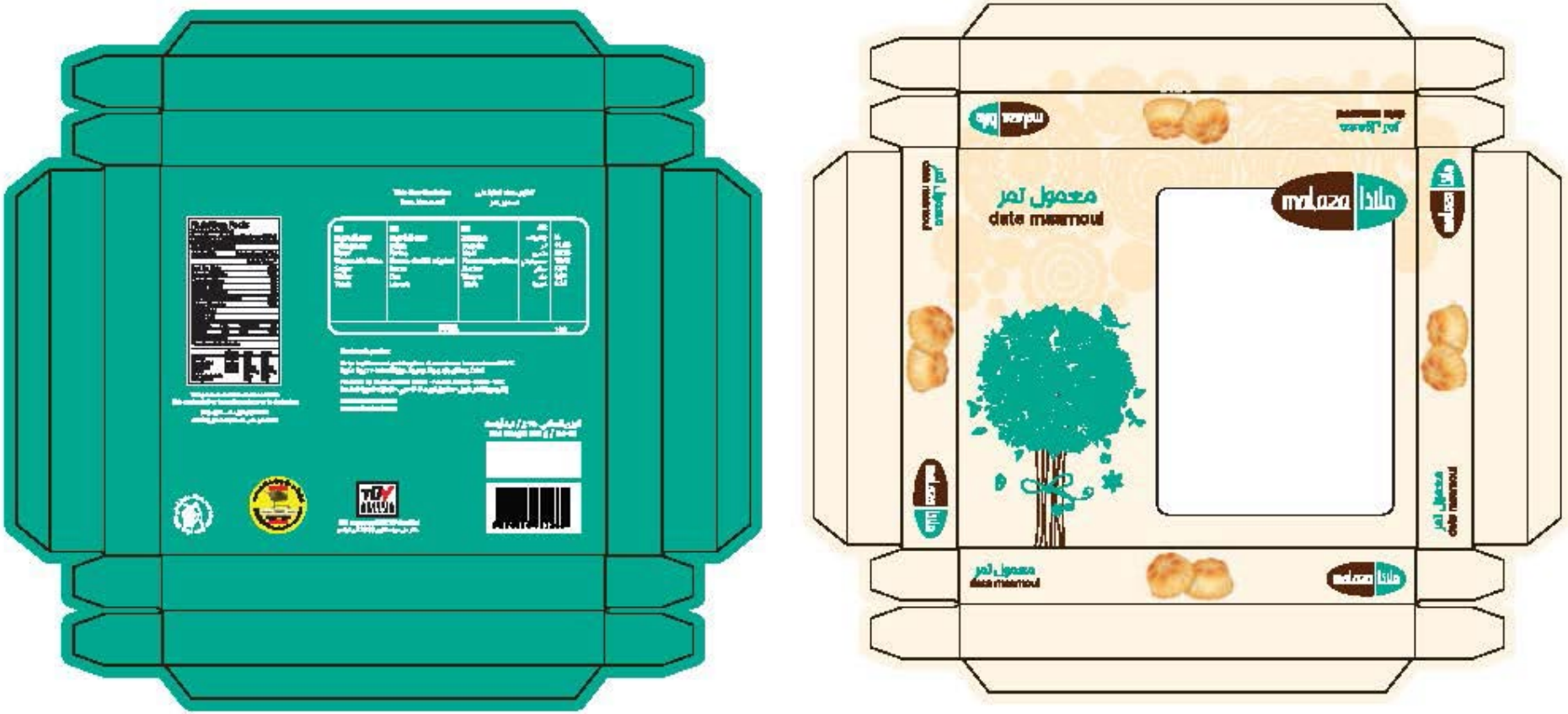
P 7506 C 60% | P 7507 C 70% | P 497 C | P Purple C

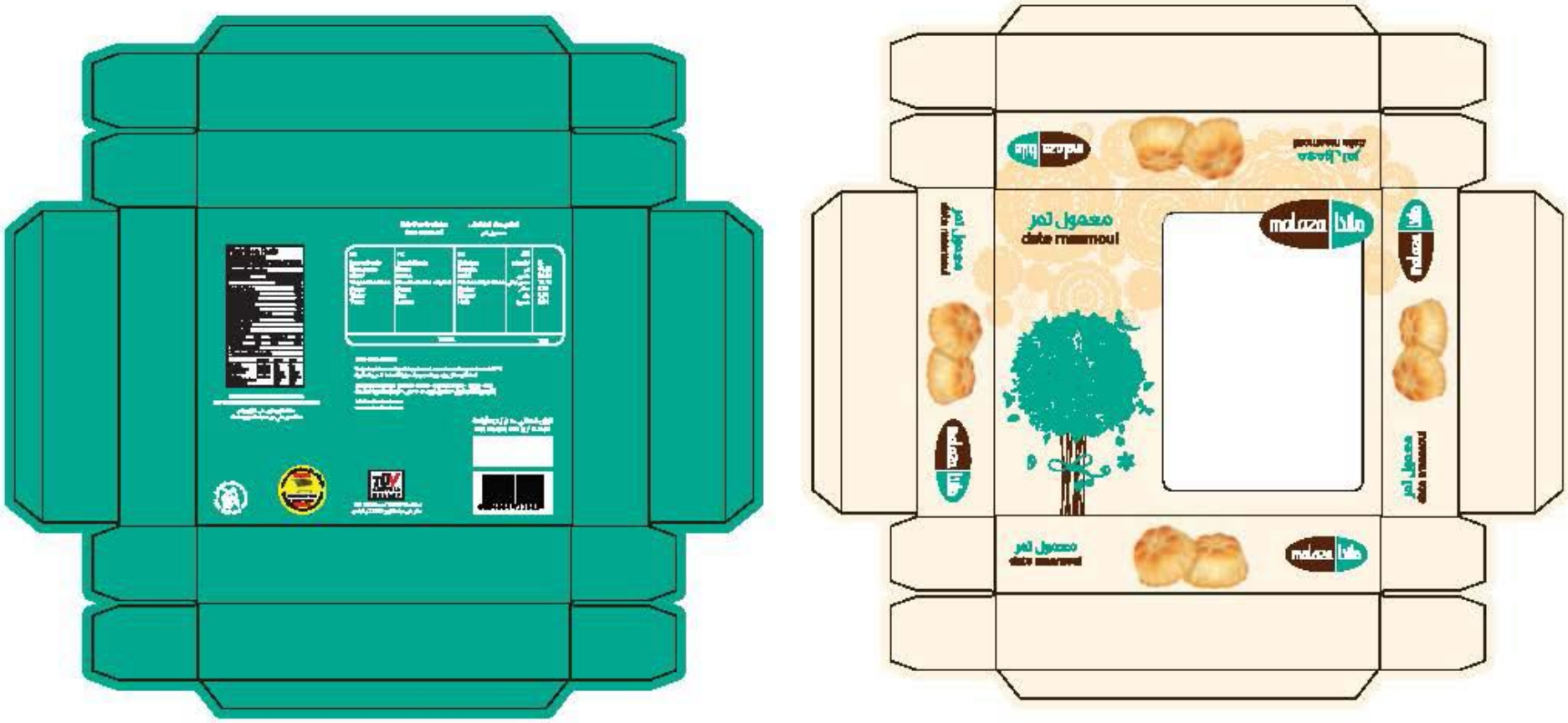
Malaza Date Maamoul 250g



35% reduced of actual size

CMYK	P 7506 C 60%	P 7507 C 70%	P 497 C	P Green C

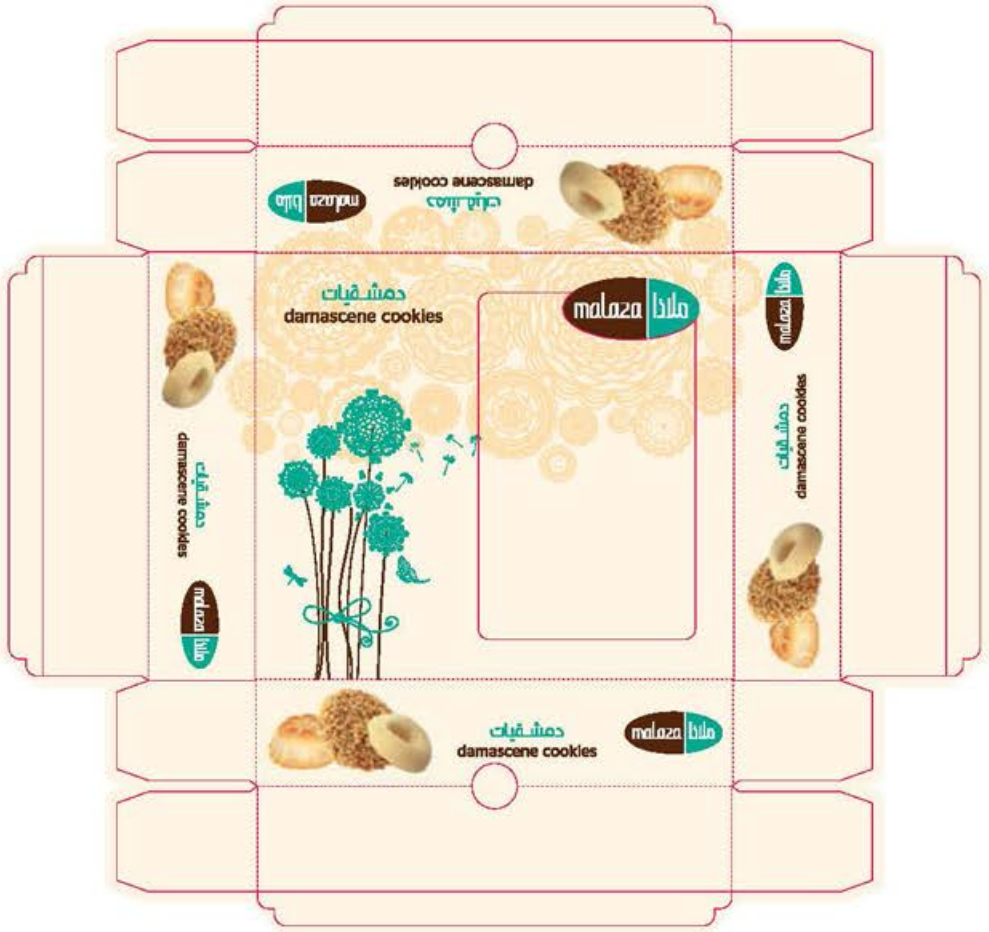
Malaza Date Maamoul 500g



30% reduced of actual size

CMYK	P 7506 C 60%	P 7507 C 70%	P 497 C	P Green C

Malaza Variety 500 Mani



30% reduced of actual size

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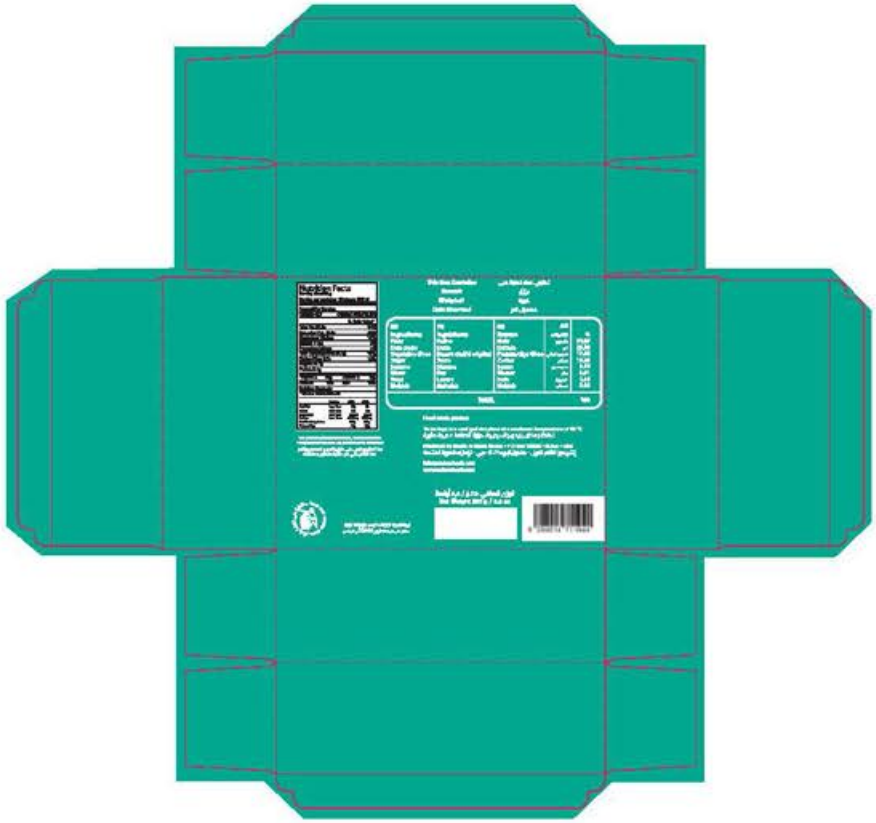
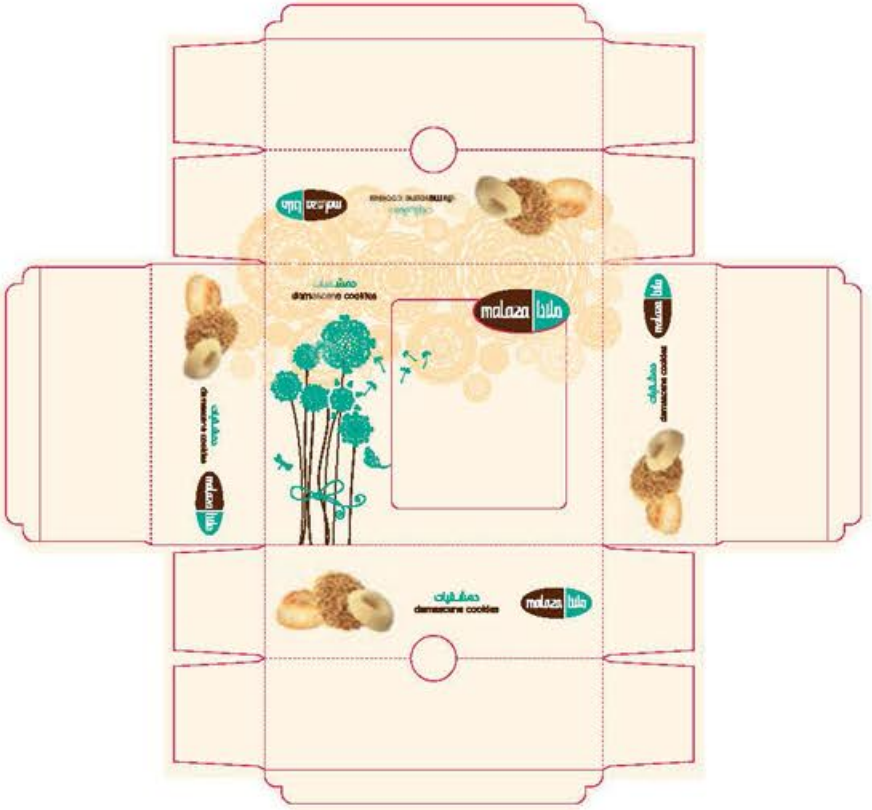
CMYK	P 7506 C 60%	P 7507 C 70%	P 497 C	P Green C

Malaza Variety 250 New Mani





30% reduced of actual size

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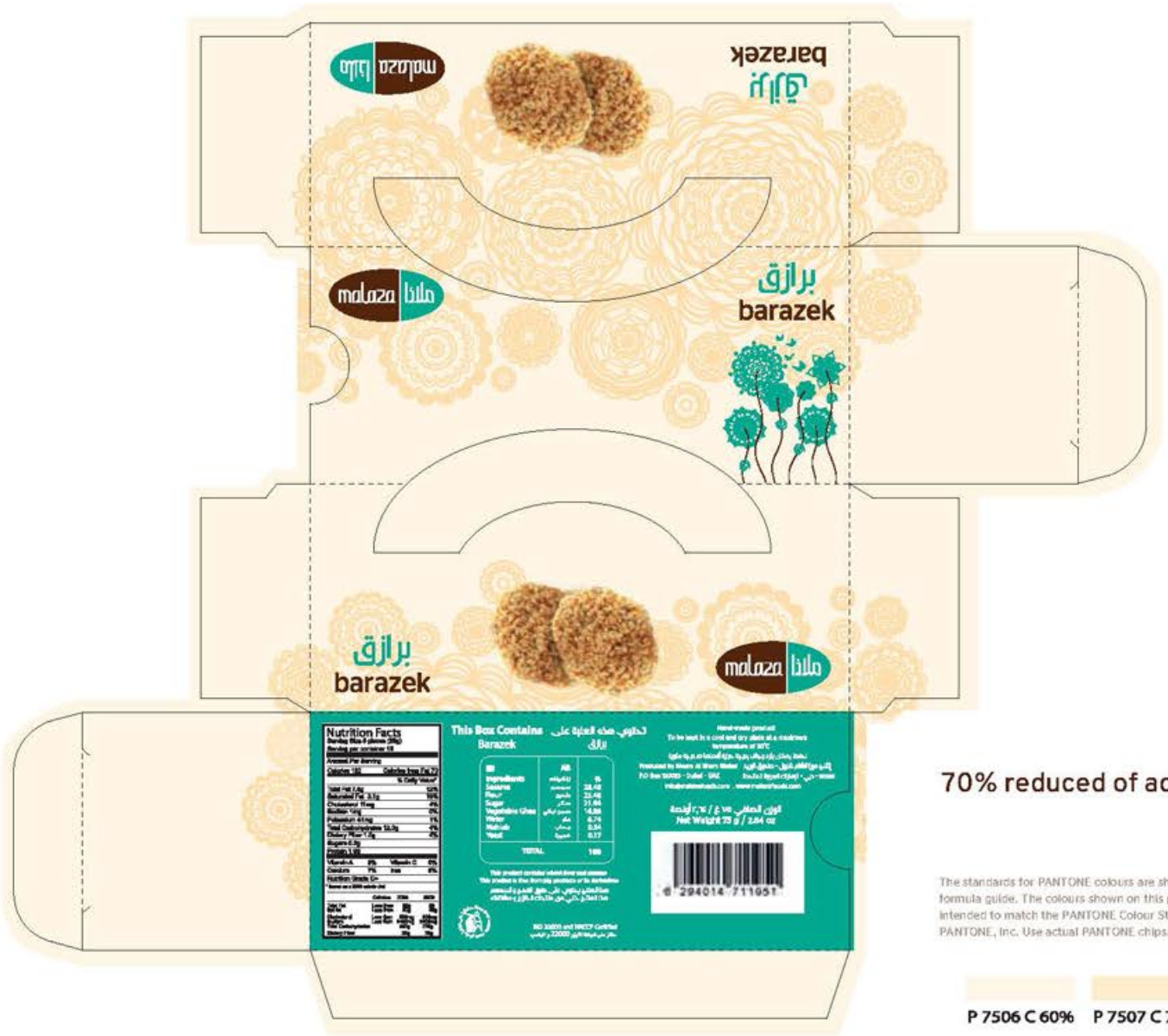
P 7506 C 60%	P 7507 C 70%	P 497 C	P Purple C

05.8 Packaging

Malaza Barazek 75g



70% reduced of actual size

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P 7506 C 60%	P 7507 C 70%	P 497 C	P Purple C

Malaza Ghraybeh 250g

30% reduced of actual size

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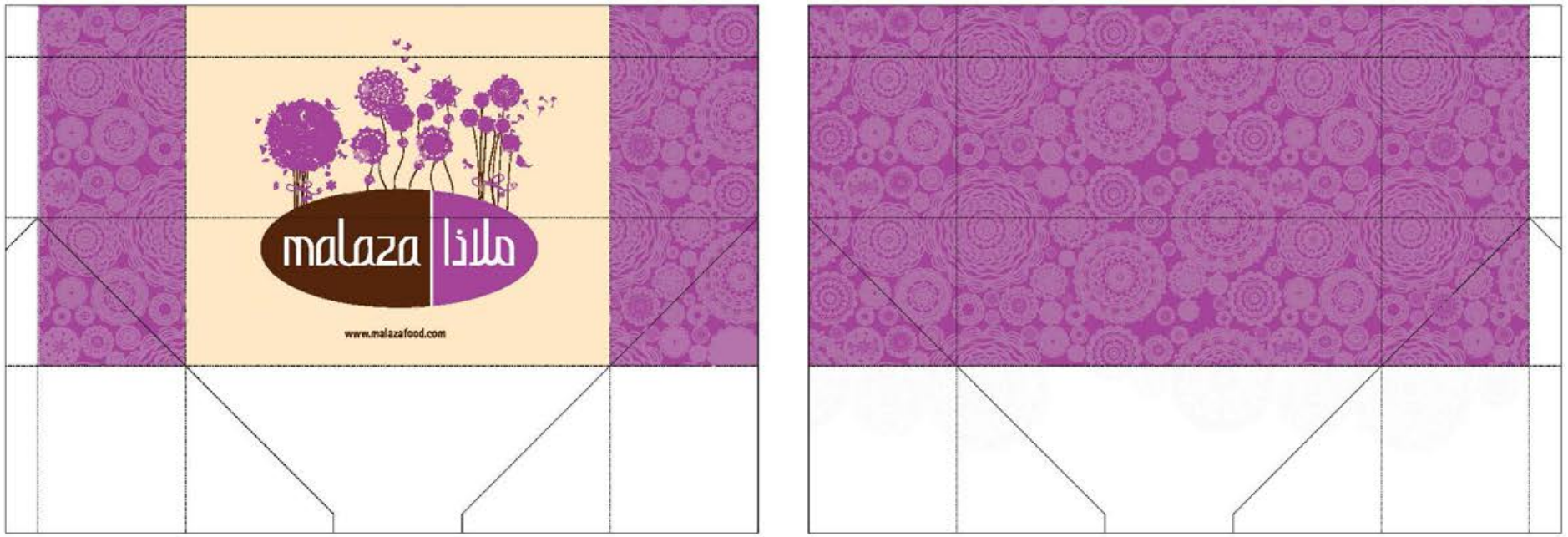
P 7506 C 60% | P 7507 C 70% | P 497 C | P Purple C

05.10 Malaza Bag

Malaza Bag H24XW33XD23 CM



CMYK | P 7507 C %70 | P 497 C | P Purple C

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P 7506 C 60% | P 7507 C 70% | P 497 C | P Purple C

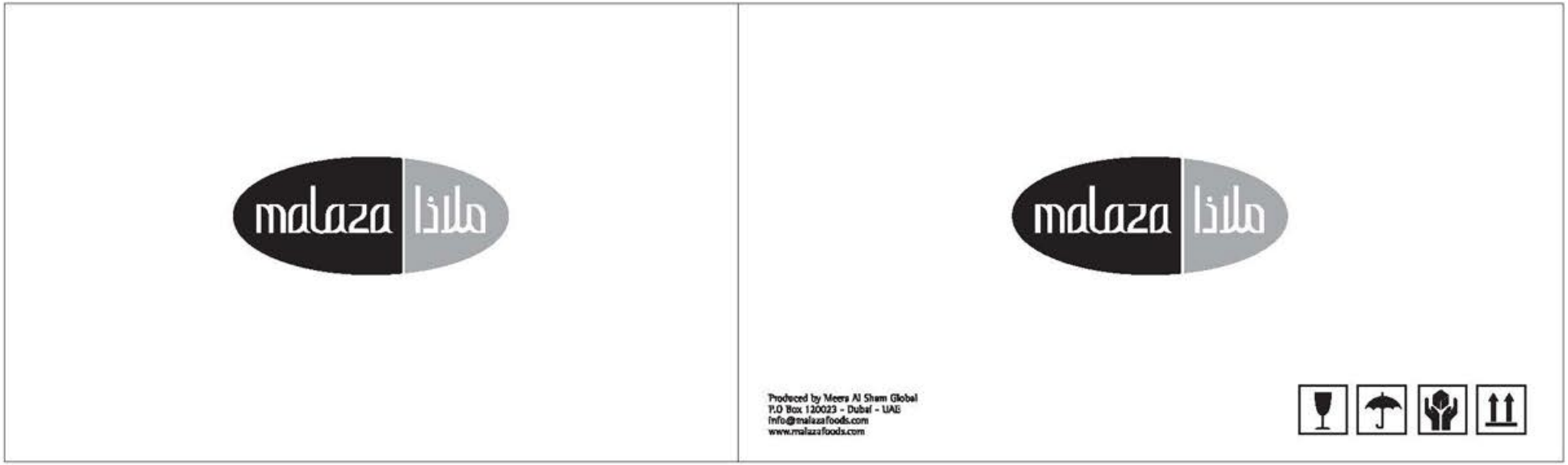
05.11 Cargo Boxes

35 cm x 27 cm

35 cm x 27 cm

30% of the actual size (Dubai)

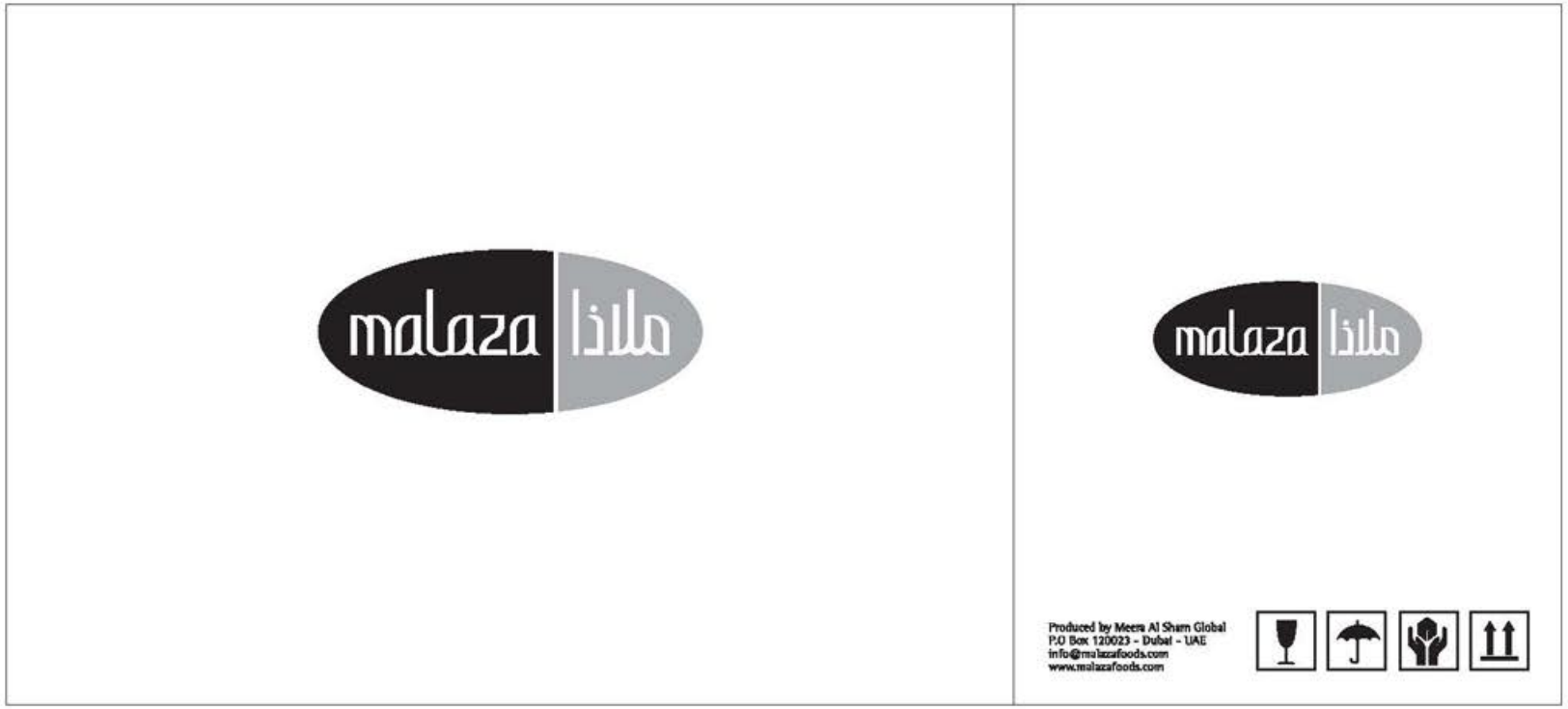
05.11 Cargo Boxes



40 cm x 25 cm

45 cm x 25 cm

30% of the actual size (Dubai)

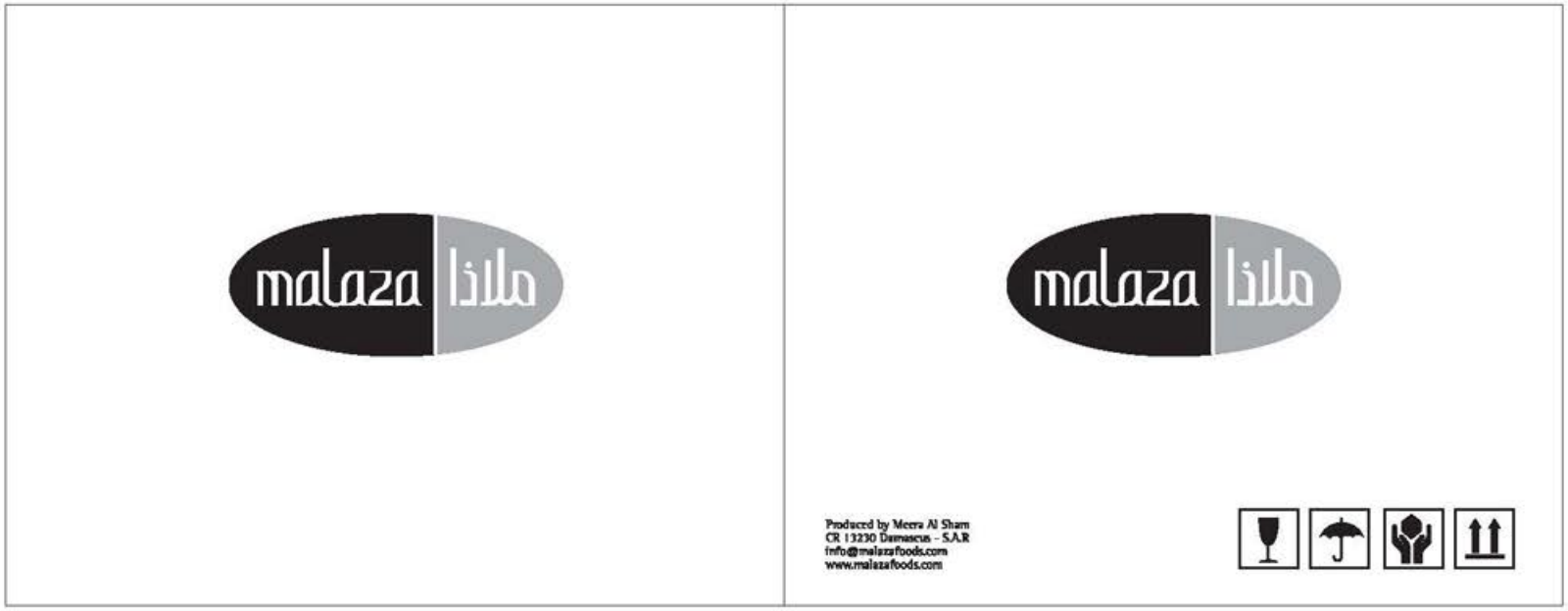


46 cm x 32 cm

25 cm x 32 cm

30% of the actual size (Dubai)

05.13 Cargo Boxes

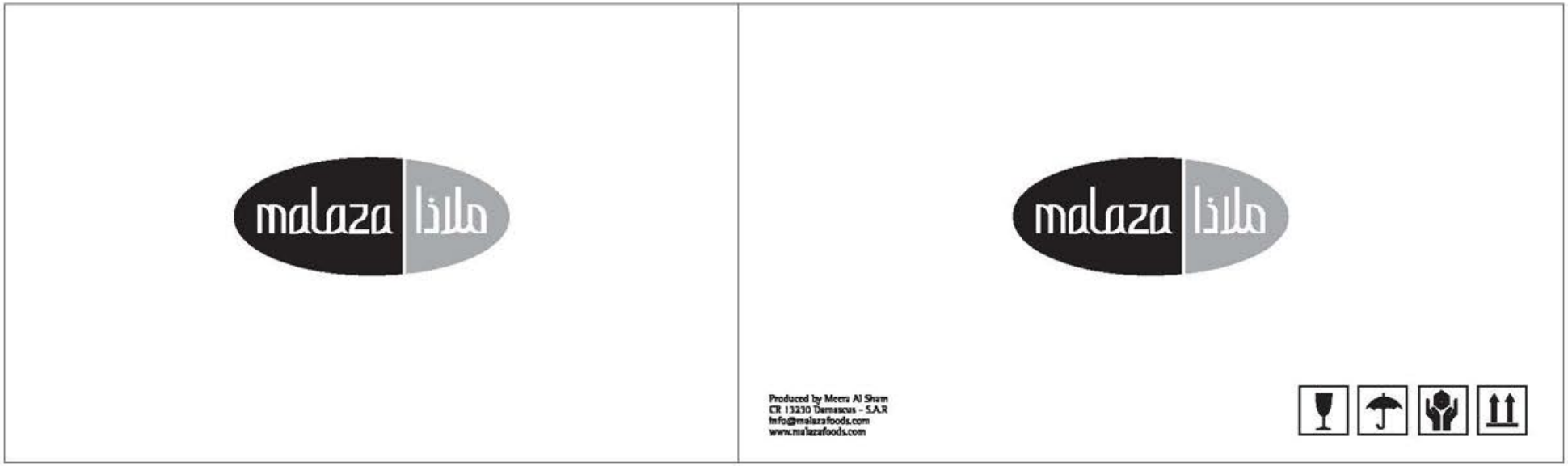


35 cm x 27 cm

35 cm x 27 cm

30% of the actual size (Damascus)

05.14 Cargo Boxes



40 cm x 25 cm

45 cm x 25 cm

30% of the actual size (Damascus)

05.15 Cargo Boxes

46 cm x 32 cm

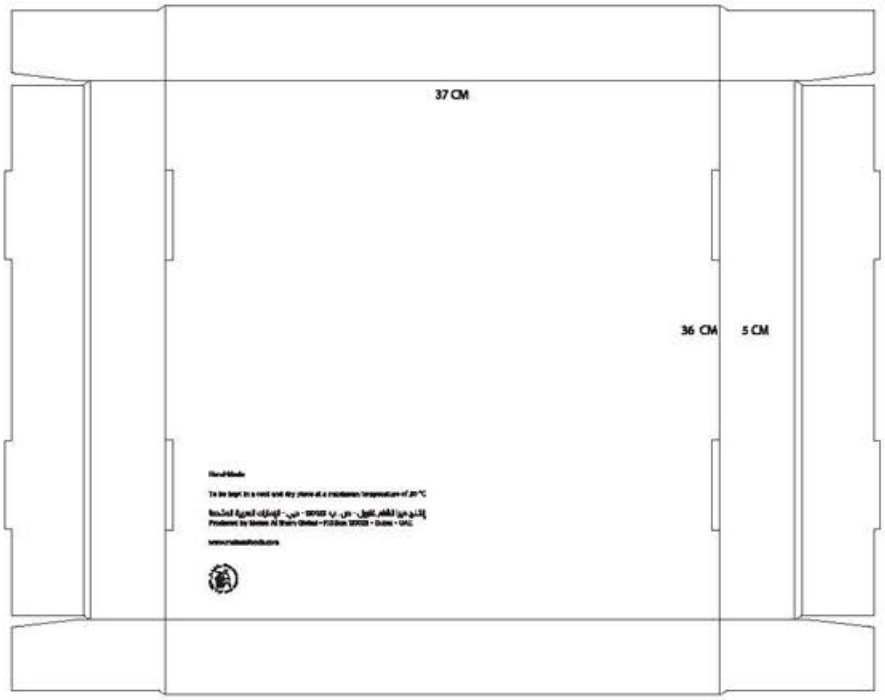
25 cm x 32 cm

30% of the actual size (Damascus)

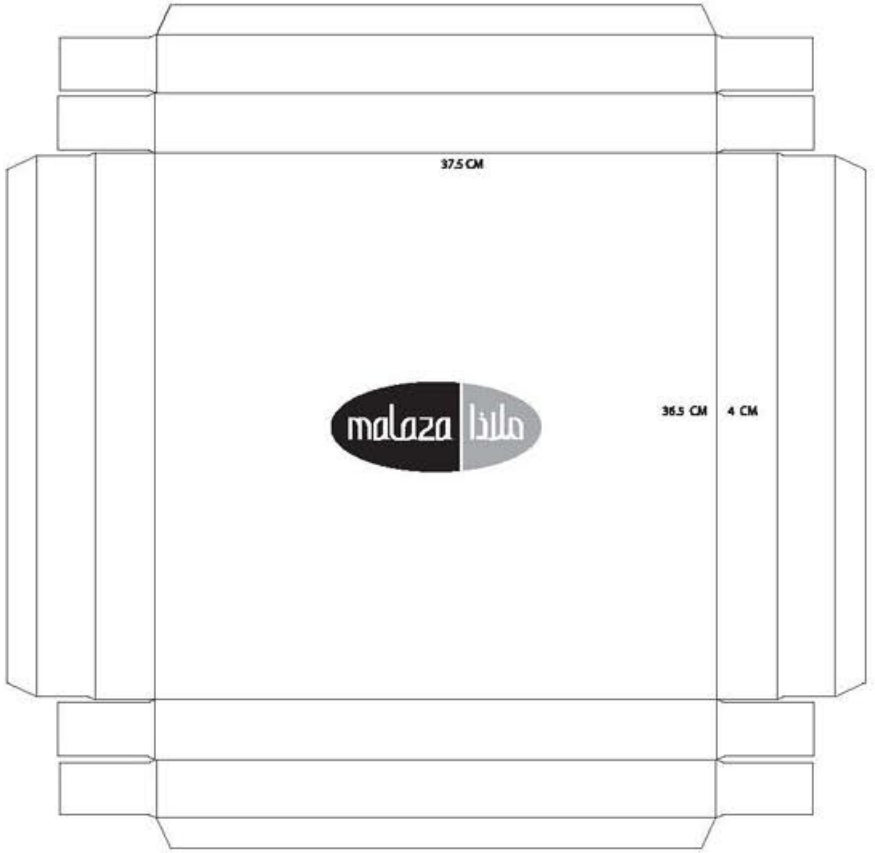
05.16 Medium Box

Malaza Tray Box

C2098-MALAZA BOXS MEDIAM BOX BOTTOM TRAY-TT

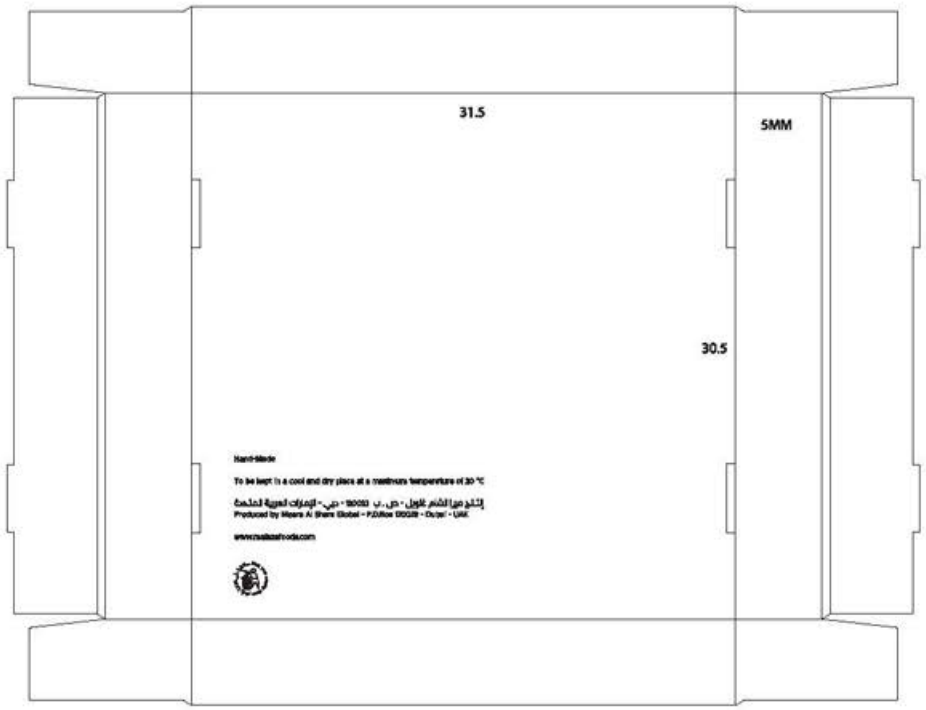


C2098-MALAZA BOXS MEDIAM BOX TOP TRAY-TT

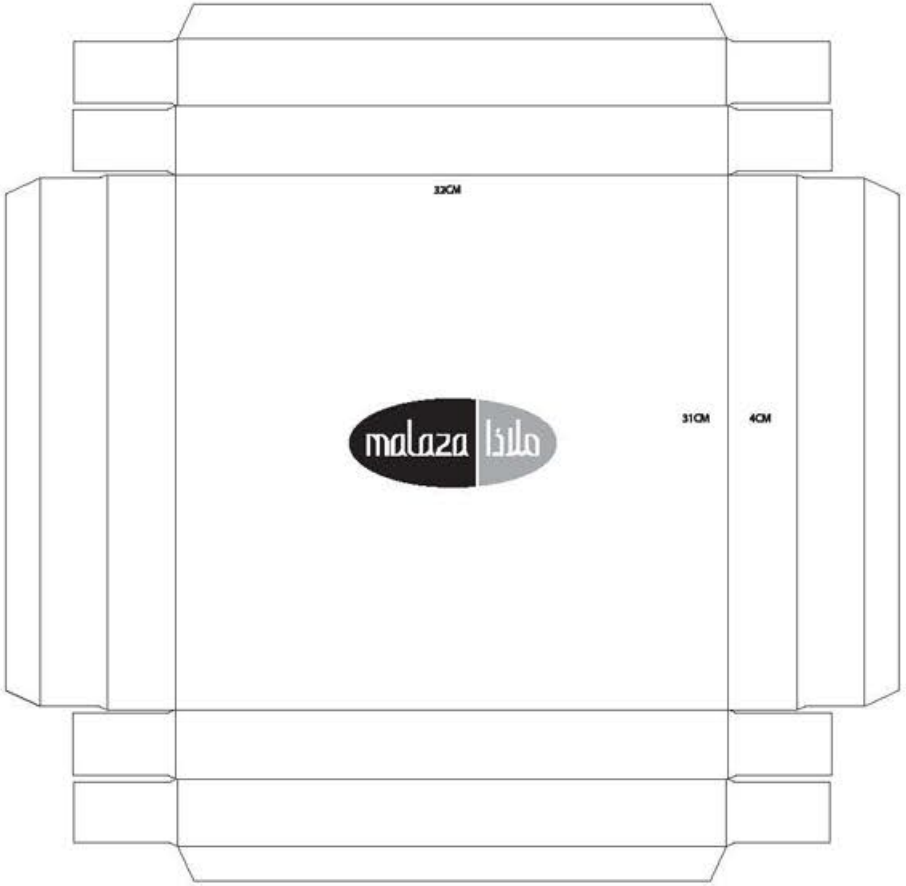


Malaza Tray Box

C2098-MALAZA SMALL BOXS BOTTOM TRAY-TT



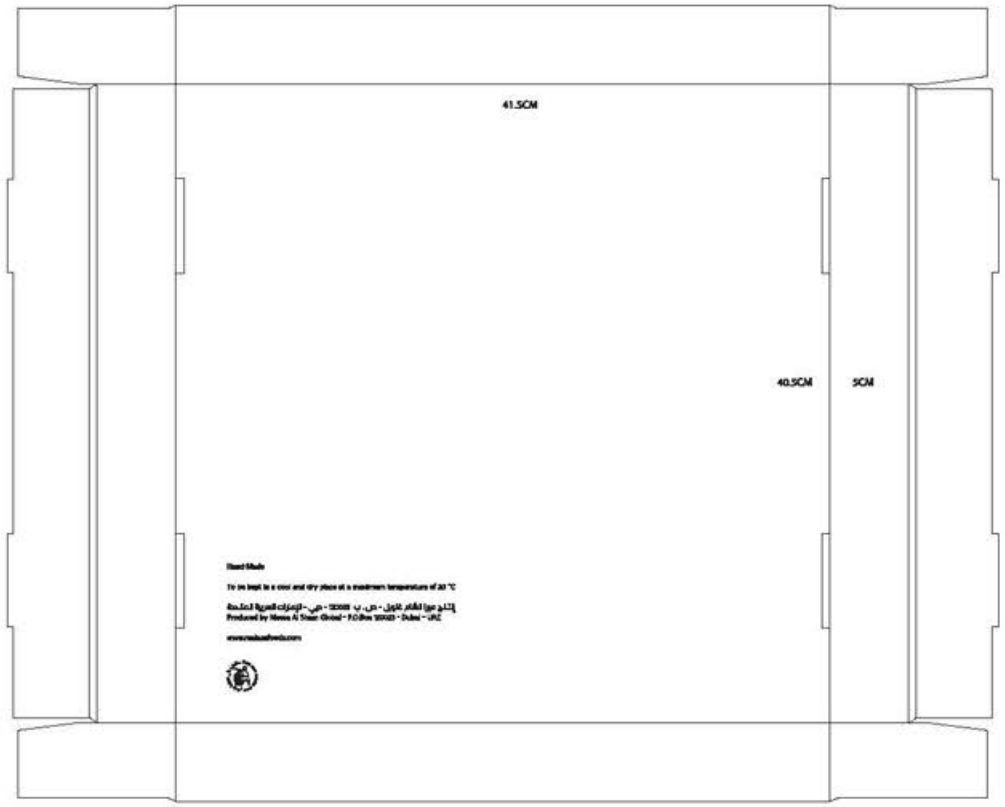
C2098-MALAZA SMALL BOXS TOP TRAY-TT



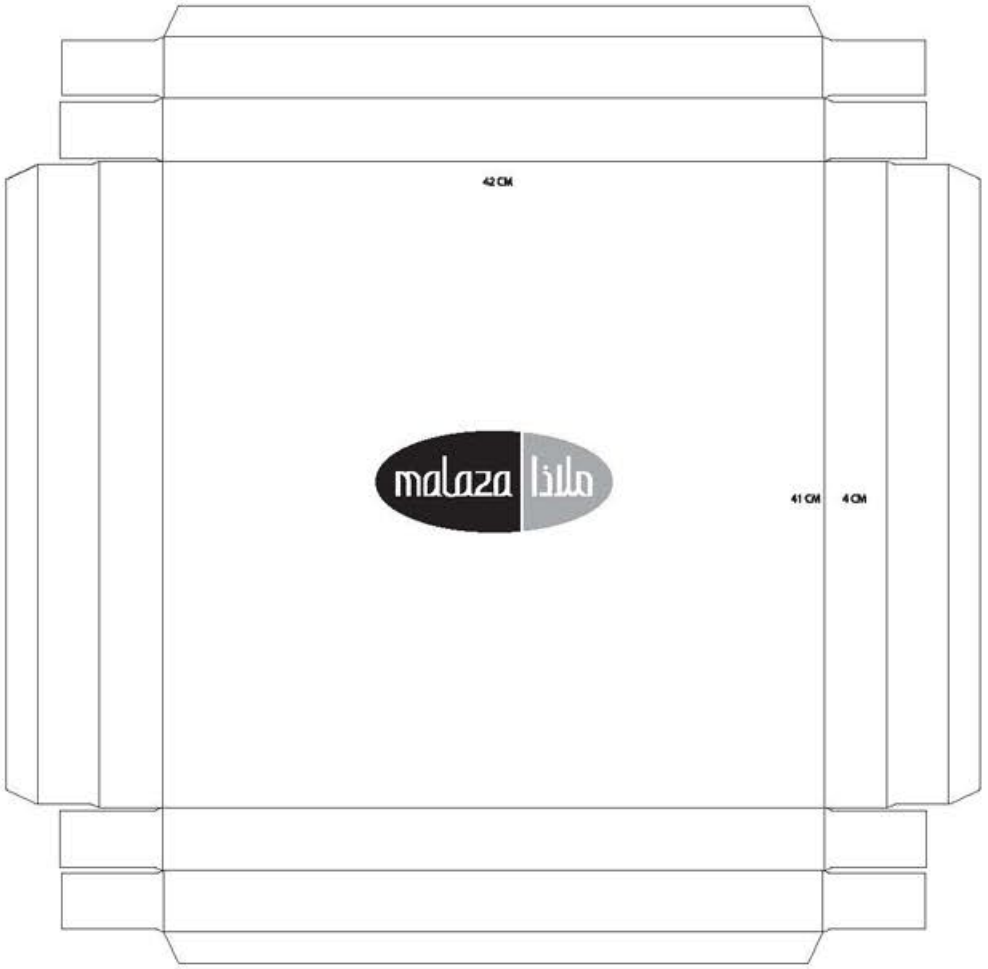
05.18 Big Box

Malaza Tray Box

C2098-MALAZA BOXS LARGE BOX BOTTOM TRAY-TT



C2098-MALAZA BOXS LARGE BOX TOP TRAY-TT



STAFF UNIFORMS

POLO SHIRT EMBROIDERED BRANDING

10 Cm width logo in proportion

10 Cm width logo in proportion

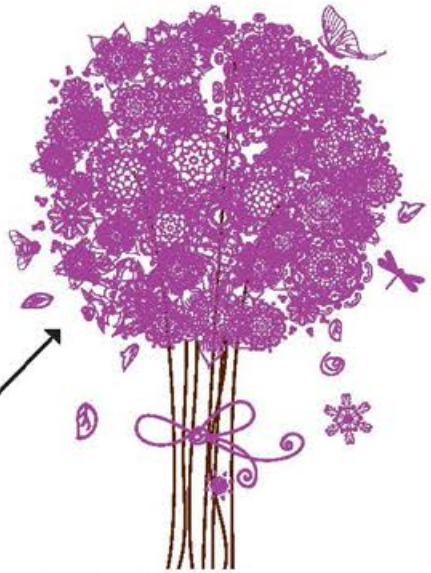
CAP EMBROIDERED BRANDING

P 7506 C 60% P 7507 C 70% P 497 C P Purple C

06.1 Malaza Staff Uniform

10 Cm width logo in proportion

LONG SLEEVE PRINTED LOGO AND ELEMENTS



30 Cm height logo in proportion

Embroidered logo on cap

Cap Design Elements

P 7506 C 60% P 7507 C 70% P 497 C P Purple C

SIGNAGES

07. Office Wall Signage
07.1 Meeting Room Signage
07.2 Office Directional Sign
07.3 Workstation Sign
07.4 Outdoor Signage

07.0 Office Wall Signage

ACTUAL SIZE NOT SHOWN

ACRYLIC PRINTED BRANDING (DIMENSION: 60CM W X 20CM H)

SIMULATION OF OFFICE SIGN (DIMENSION: 50CM W X 20CM H)

P 7506 C 60% P 7507 C 70% P 497 C P Purple C

07.1 Meeting Room Signage

SIMULATION OF MEETING ROOM SIGN

ACTUAL SIZE NOT SHOWN

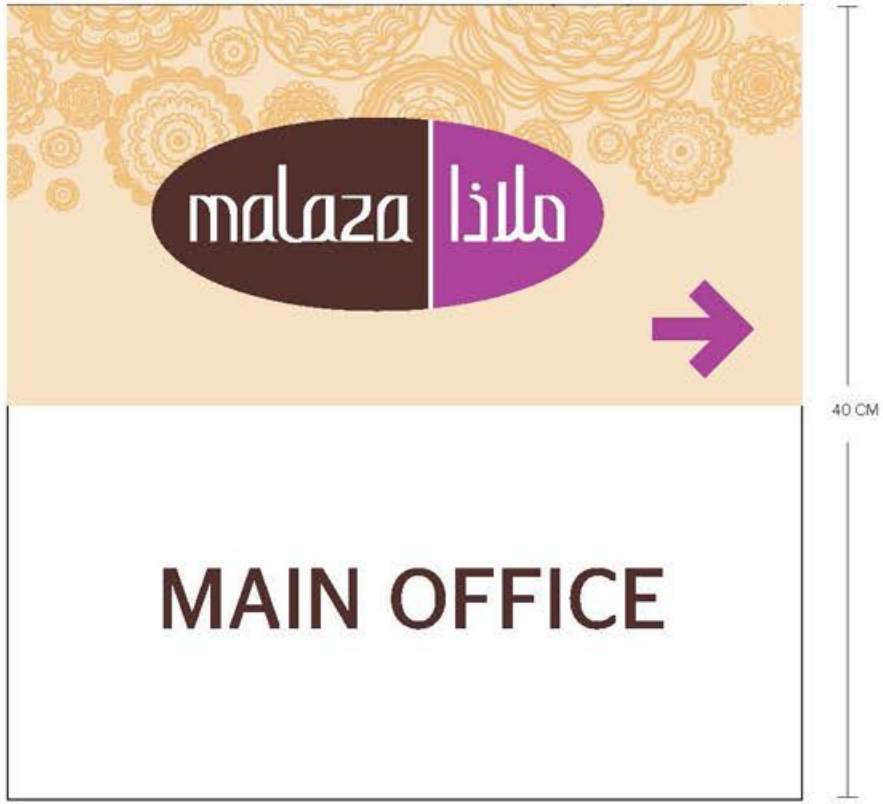
MEETING SIGN (DIMENSION: 35 CM W X 35 CM H)
ACRYLIC THIN SHEET IN 5MM PRINTED

P 7506 C 60% P 7507 C 70% P 497 C P Purple C

07.2 Office Directional Sign

SIMULATION OF MAIN OFFICE SIGN

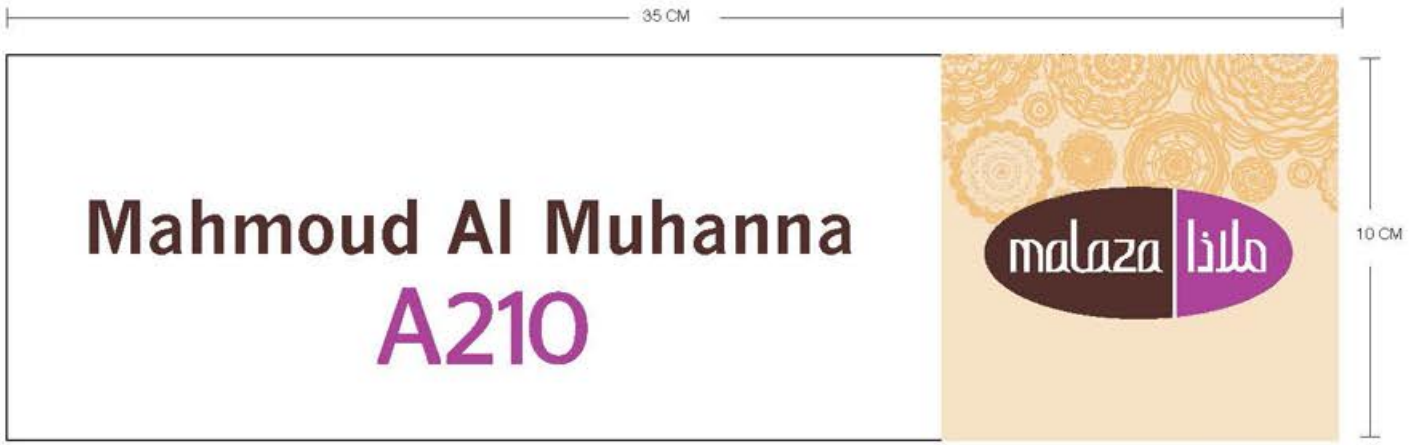
ACTUAL SIZE NOT SHOWN



MAIN OFFICE SIGN (DIMENSION: 40 CM W X 40 CM H)
ACRYLIC THIN SHEET IN 5MM PRINTED

P 7506 C 60% P 7507 C 70% P 497 C P Purple C

07.3 Workstation Sign



WORK STATION (DIMENSION: 10 CM W X 35 CM H) DEBOSSED NAME AND LOGO / BACKGROUND PRINTED

ACTUAL SIZE NOT SHOWN

P 7506 C 60% P 7507 C 70% P 497 C P Purple C

07.4 Outdoor Signage

350 CM

OUTDOOR SIGNAGE (DIMENSION: 350 CM W X 80 CM H) LOGO CUTOUT WITH BACKGROUND PRINTED

80 CM

ACTUAL SIZE NOT SHOWN

SIMULATION OF MAIN OFFICE SIGN

P 7506 C 60% P 7507 C 70% P 497 C P Purple C

VEHICLES

08.0 Vehicles / Truck Branding

P 7506 C 60% P 7507 C 70% P 497 C P Purple C

08.1 Vehicles / Car Branding

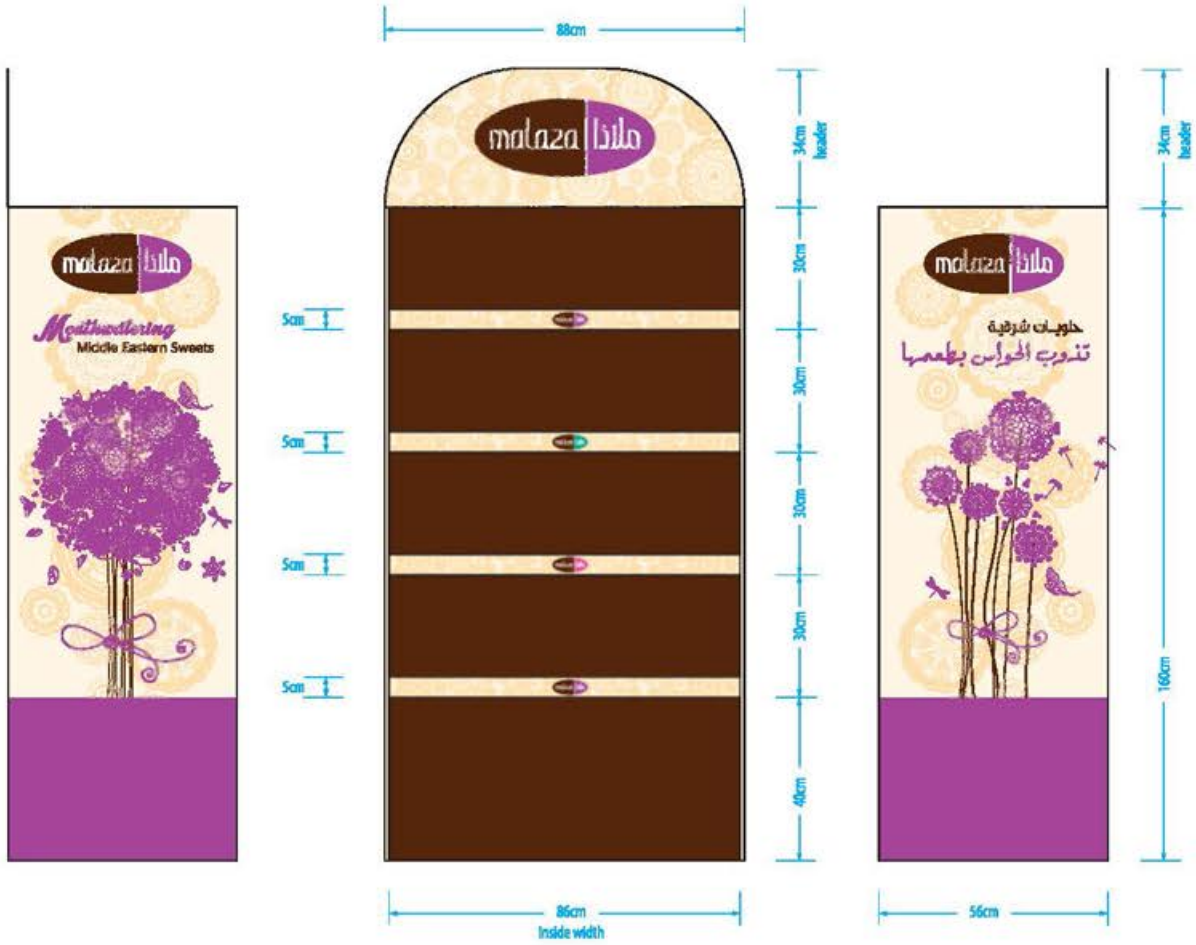
P 7506 C 60% P 7507 C 70% P 497 C P Purple C

08.2 Van Branding

P 7506 C 60% P 7507 C 70% P 497 C P Purple C

STANDS /ROLLUP BANNERS

09.0 Supermarket Stand



LEFT SIDE VIEW

FRONT SIDE VIEW

scale 1 : 10

RIGHT SIDE VIEW

P 7506 C 60% P 7507 C 70% P 497 C P Purple C P Green C P Rhoadmine Red C

09.1 Food Stand

SIMULATION STAND BRANDING

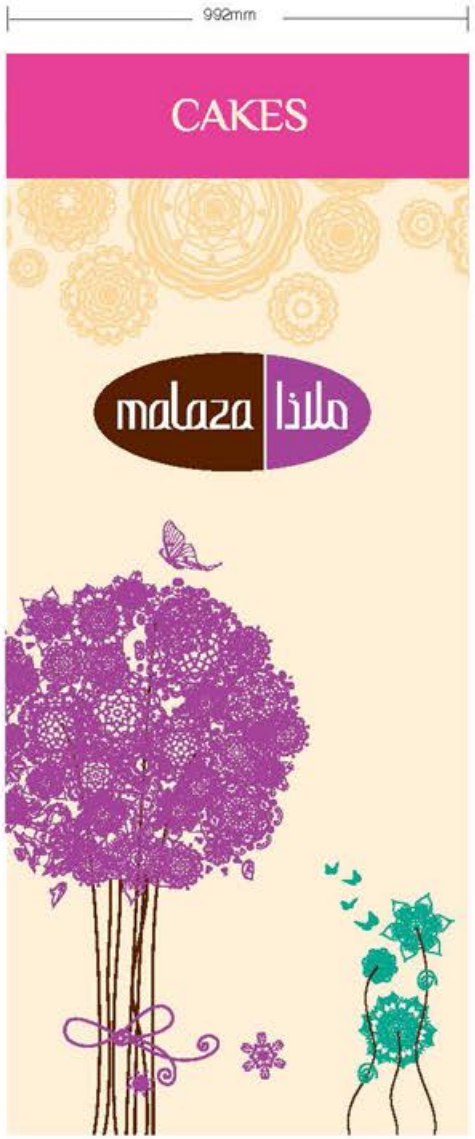
LEFT SIDE STAND BRANDING

MIDDLE STAND BRANDING

RIGHT SIDE STAND BRANDING

P 7506 C 60% P 7507 C 70% P 497 C P Purple C P Green C P Rhoadmine Red C

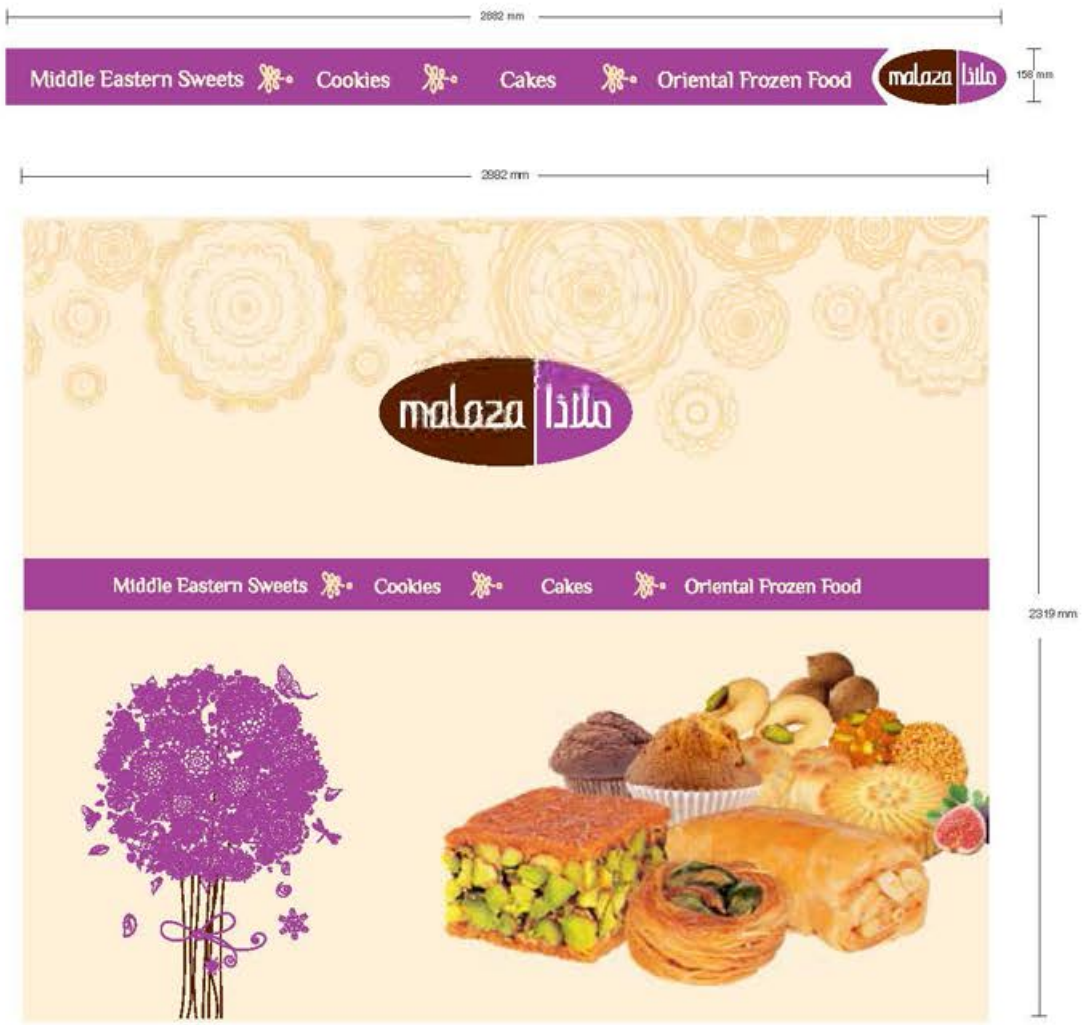
09.2 Food Stand Left Side



P 7506 C 60% P 7507 C 70% P 497 C P Purple C P Green C P Rhoadmine Red C

09.3 Food Stand Right Side

09.4 Food Stand Middle



P 7506 C 60% P 7507 C 70% P 497 C P Purple C

09.5 Rolup Banners

The Rolup shown demonstrates layout styles
that should be applied to our Roll-ups.

It shows the use of the typographic style, design elements and cut outphotography.
The examples shown are based on a size of 80cm x 200cm.

P 7506 C 60% P 7507 C 70% P 497 C P Purple C P Green C P Rhoadmine Red C

09.6 Rolup Banners

The Rolup shown demonstrates layout styles
that should be applied to our Roll-ups.

It shows the use of the typographic style, design elements and cut out photography.
The examples shown are based on a size of 80cm x 200cm.

P 7506 C 60% P 7507 C 70% P 497 C P Purple C P Green C P Rhoadmine Red C

DIGITAL MEDIA

FLAT LAYOUT OF MALAZA WEBSITE

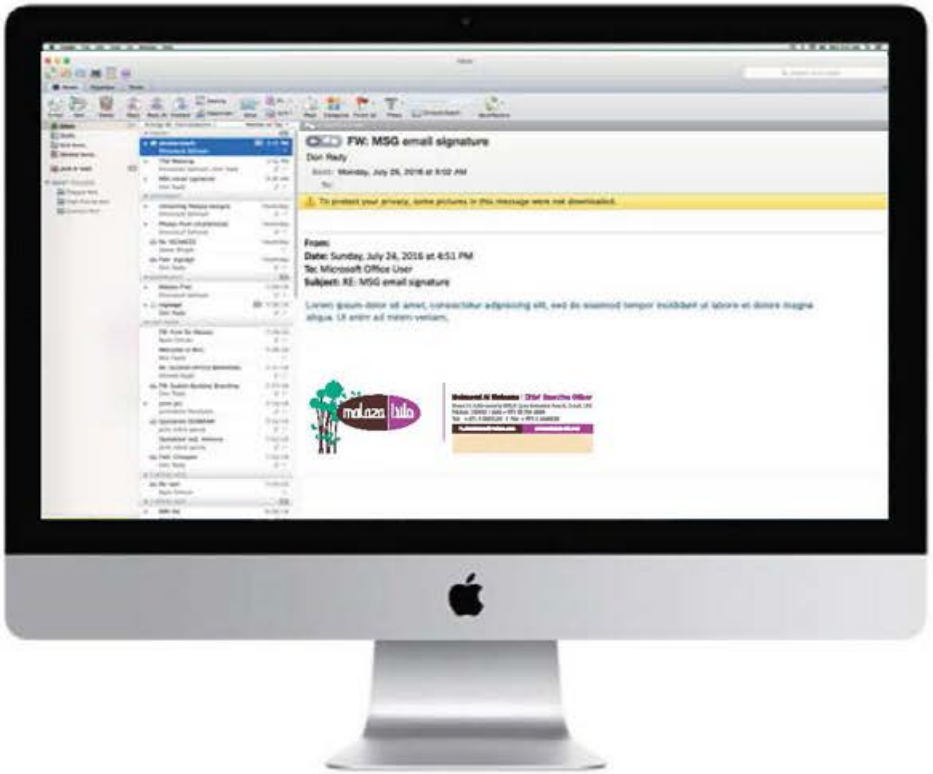
MALAZA WEBSITE SIMULATION

10.1 Digital Media / E-mail Signature

Whenever sending an e-mail, the following signature layout and guidelines should always be adhere to:

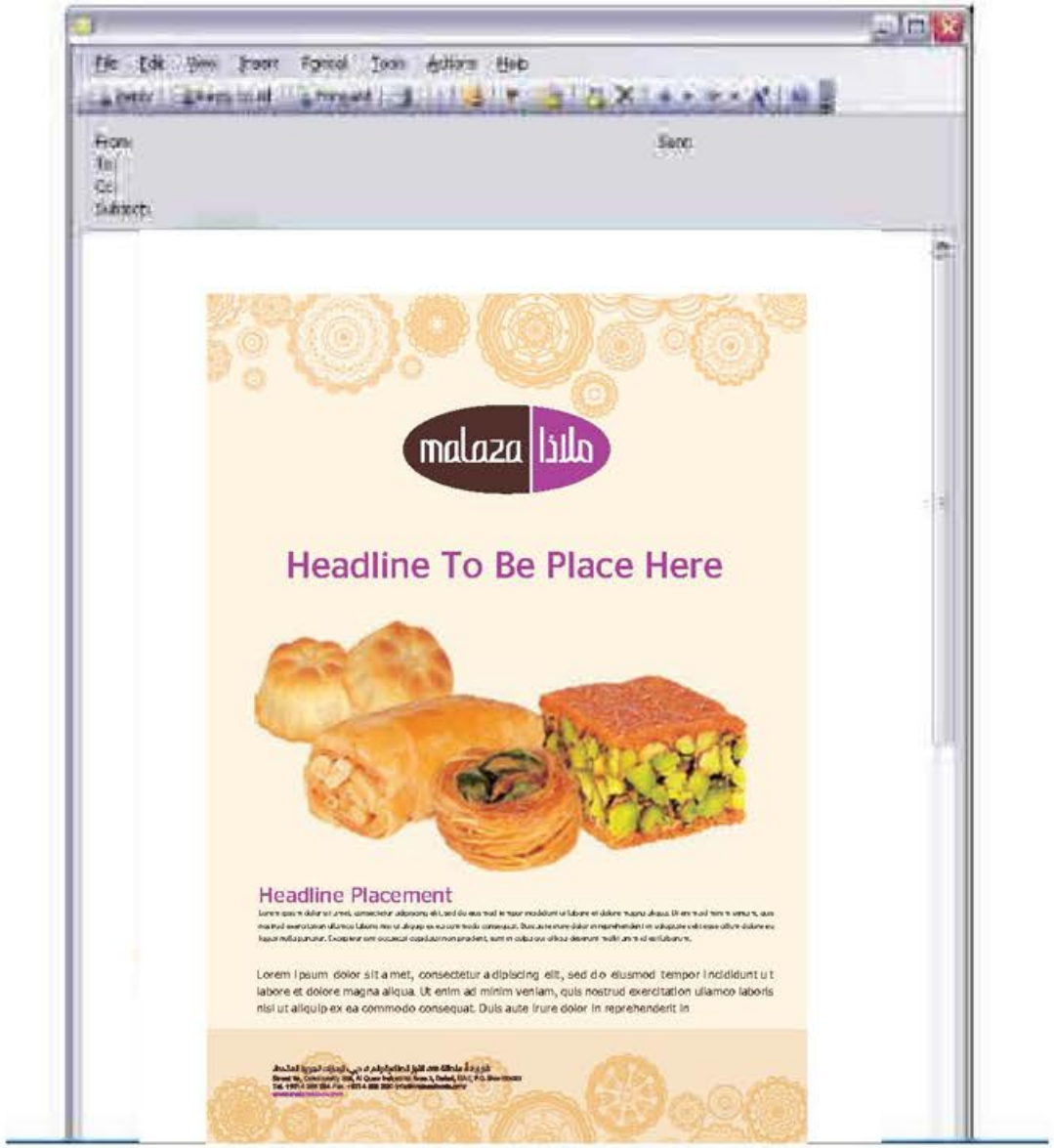
OPTION 1

OPTION 2



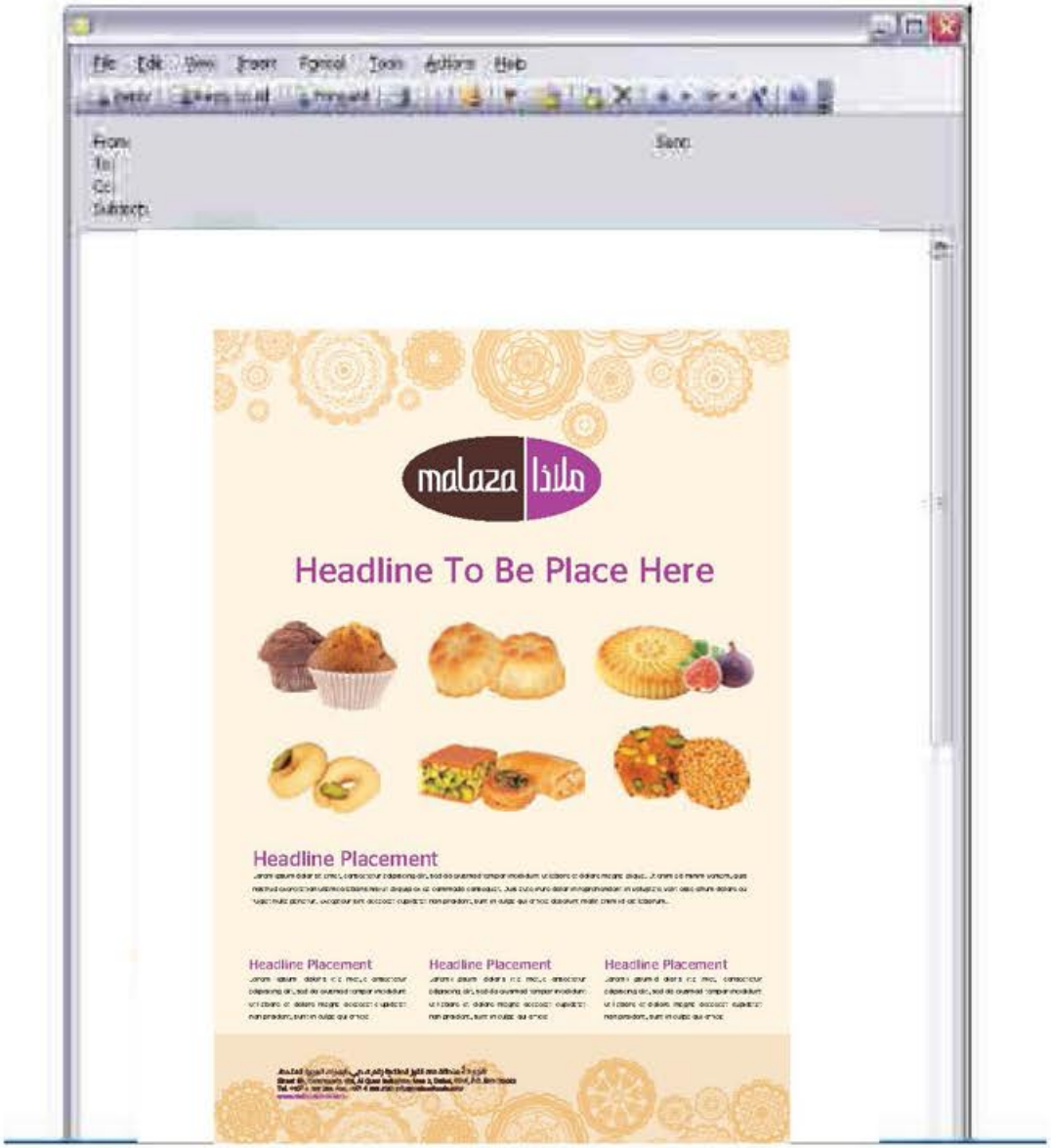
10.2 Digital Media / HTML Mailer

Shown opposite is an example of the HTML mailer for Malaza.



10.3 Digital Media / HTML Newsletter

Shown opposite is an example of the HTML newsletter for Malaza.



10.4 Digital Media /Instagram/Facebook

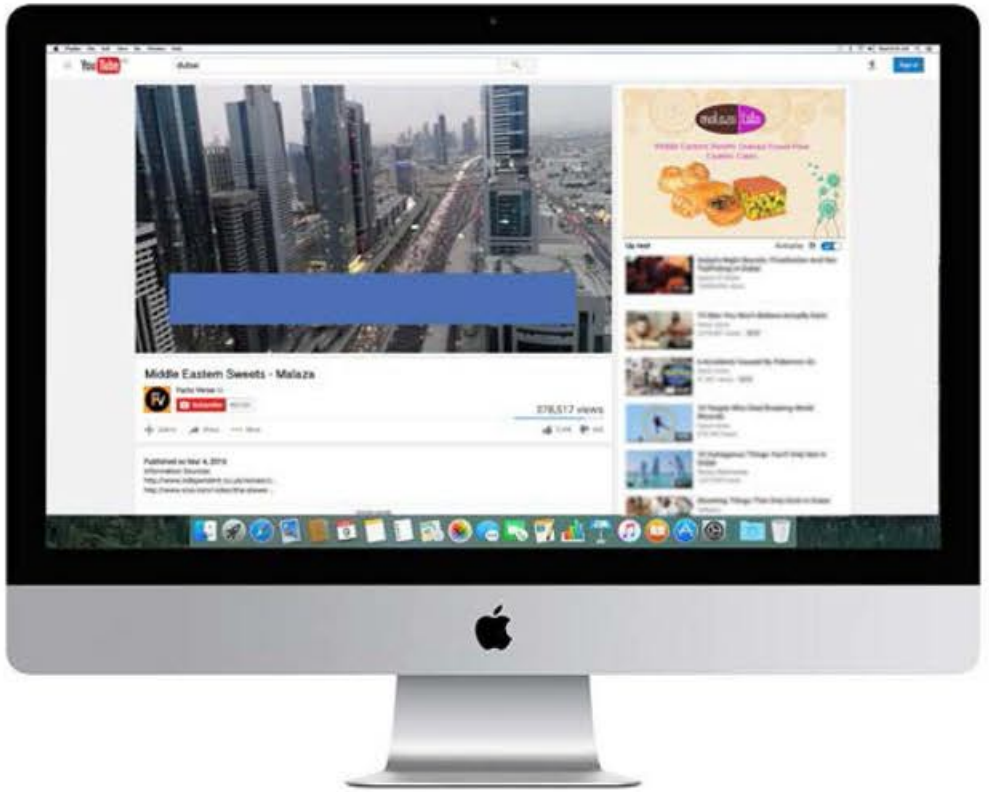
1080 X1080 PX INSTAGRAM

815 X315PX HEADER FACEBOOK

180 X180 PX AVATAR

10.5 Digital Media /Youtube

300 X 250 PX AD



10.6 Powerpoint Template

COVER PRESENTATION - A4 HORIZONTAL

SLIDE TEMPLATE - A4 HORIZONTAL

P 7506 C 60% P 7507 C 70% P 497 C P Purple C