



By

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# BRAND GUIDELINES



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# 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
- 01.1 Logo Grid
- 01.2 Logo Variations
- 01.3 Logo Alternate
- 01.4 Logo Sizes
- 01.5 Logo Clearspace
- 01.6 Logo on Background
- 01.7 Logo Misuse
- 01.8 Corporate Colors
- 01.9 Typography: Arabic
- 01.10 Typography English
- 01.11 Style Elements



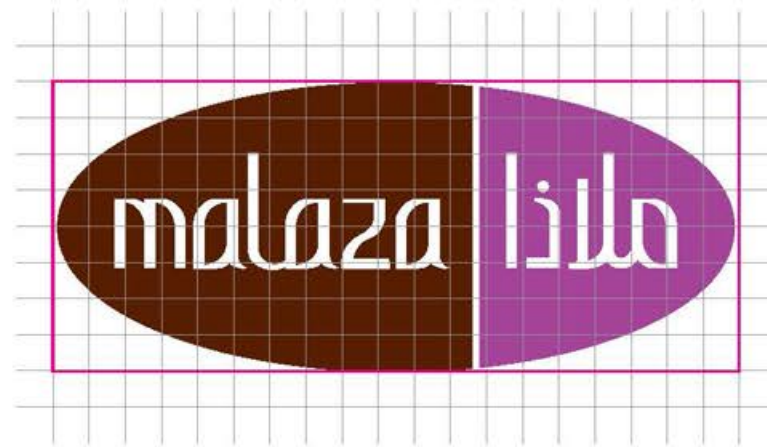
## 01 The logo

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



## 01.3 Logo Variations



## 01.4 Logo Variations





## 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.

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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{/@%\$?!+=)}**

## 01.11 Typography / Arabic Typeface

### Headlines / Titles typeface: Kufyan Arabic

---

ديوان المهنا الخط العربي  
أ 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 ة لآ لا لإ لأ ئ ء  
ج ح ذ ه و غ ف ة ث ص ض ط ك م ن ت ا ل ي ب س ش ر ز و ؤ ة  
(\*%\$|\\{}@!٠٩٨٧٦٥٤٣٢١.-+=><:;؟.

ديوان المهنا الخط العربي  
أ 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 ة لآ لا لإ لأ ئ ء  
ج ح ذ ه و غ ف ة ث ص ض ط ك م ن ت ا ل ي ب س ش ر ز و ؤ ة  
(\*%\$|\\{}@!٠٩٨٧٦٥٤٣٢١.-+=><:;؟.

### Body copy typeface: Kufyan Arabic

---

ديوان المهنا الخط العربي  
أ 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 ة لآ لا لإ لأ ئ ء  
ج ح ذ ه و غ ف ة ث ص ض ط ك م ن ت ا ل ي ب س ش ر ز و ؤ ة  
(\*%\$|\\{}@!٠٩٨٧٦٥٤٣٢١.-+=><:;؟.

ديوان المهنا الخط العربي  
أ 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 ة لآ لا لإ لأ ئ ء  
ج ح ذ ه و غ ف ة ث ص ض ط ك م ن ت ا ل ي ب س ش ر ز و ؤ 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

- 02.0 Business Cards Grid
- 02.1 Business Cards
- 02.2 Letterhead English
- 02.3 Letterhead/DI Envelope
- 02.4 Continuation Sheet
- 02.5 Envelope A3/A4
- 02.6 Notepad



## 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



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## 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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## 02.2 A4 Letterhead English

Size: 210 x 297 mm

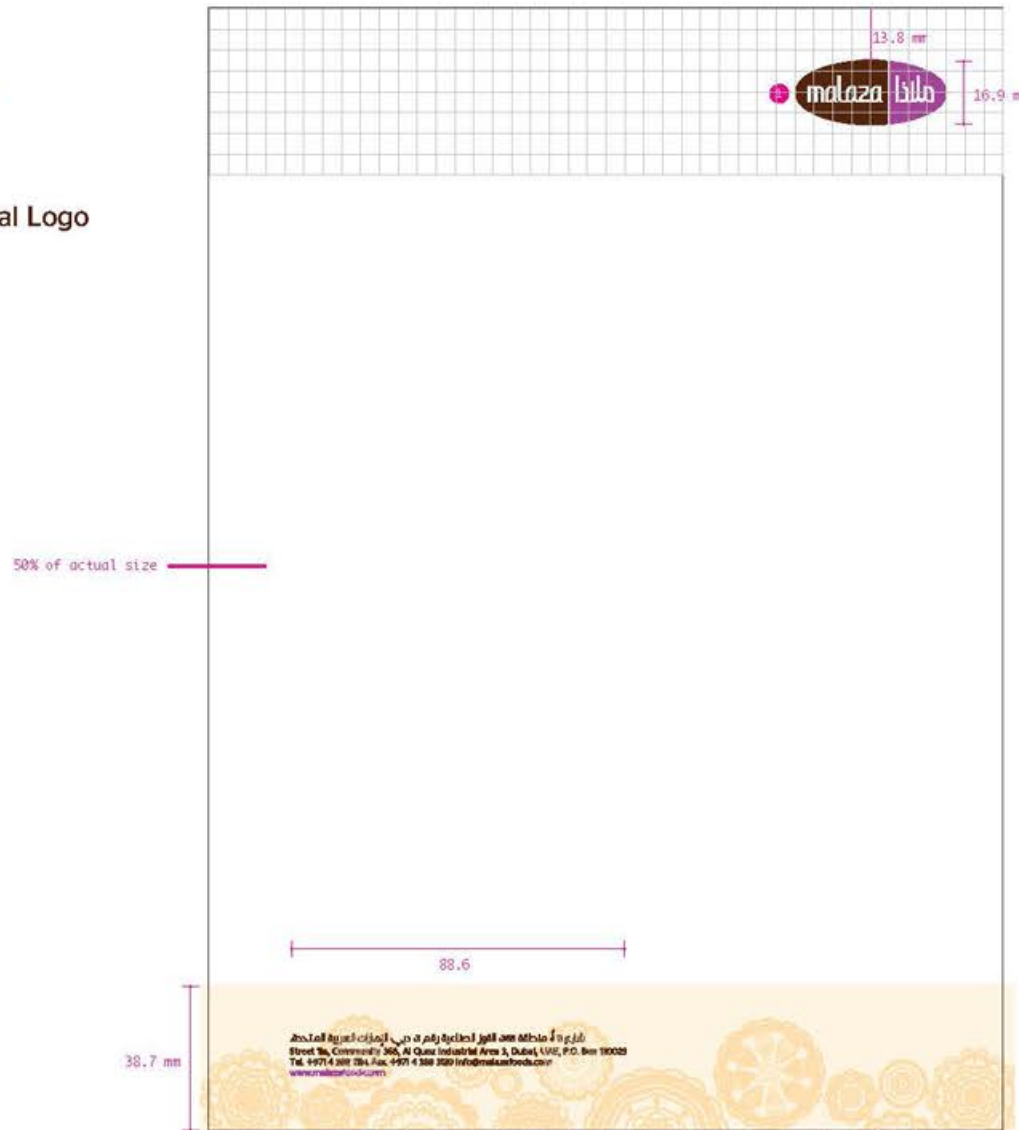
Malaza Logo: size (1)

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

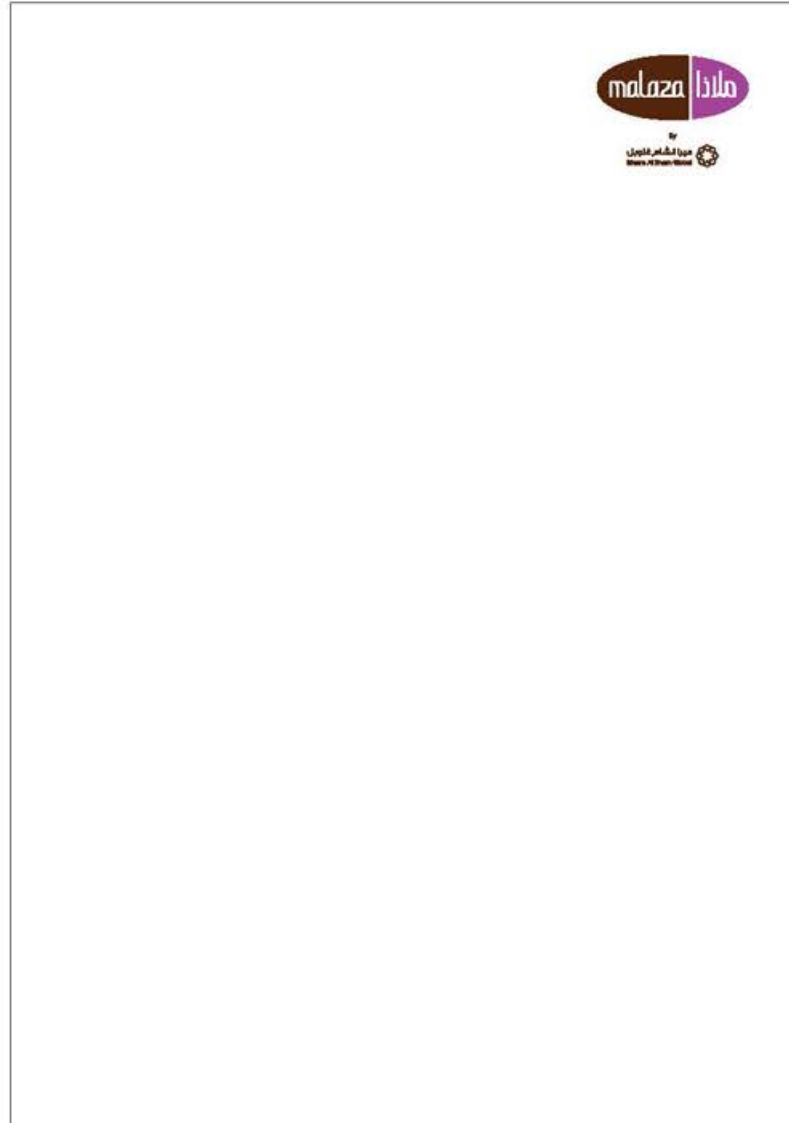
Paper specifications  
120 GSM Diamond White CX 22.

### DI Envelope

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## 02.4 A4 continuation sheet



Shown opposite is the Malaza continuation sheet.

Trimmed size  
A4 - 210MM X 297MM

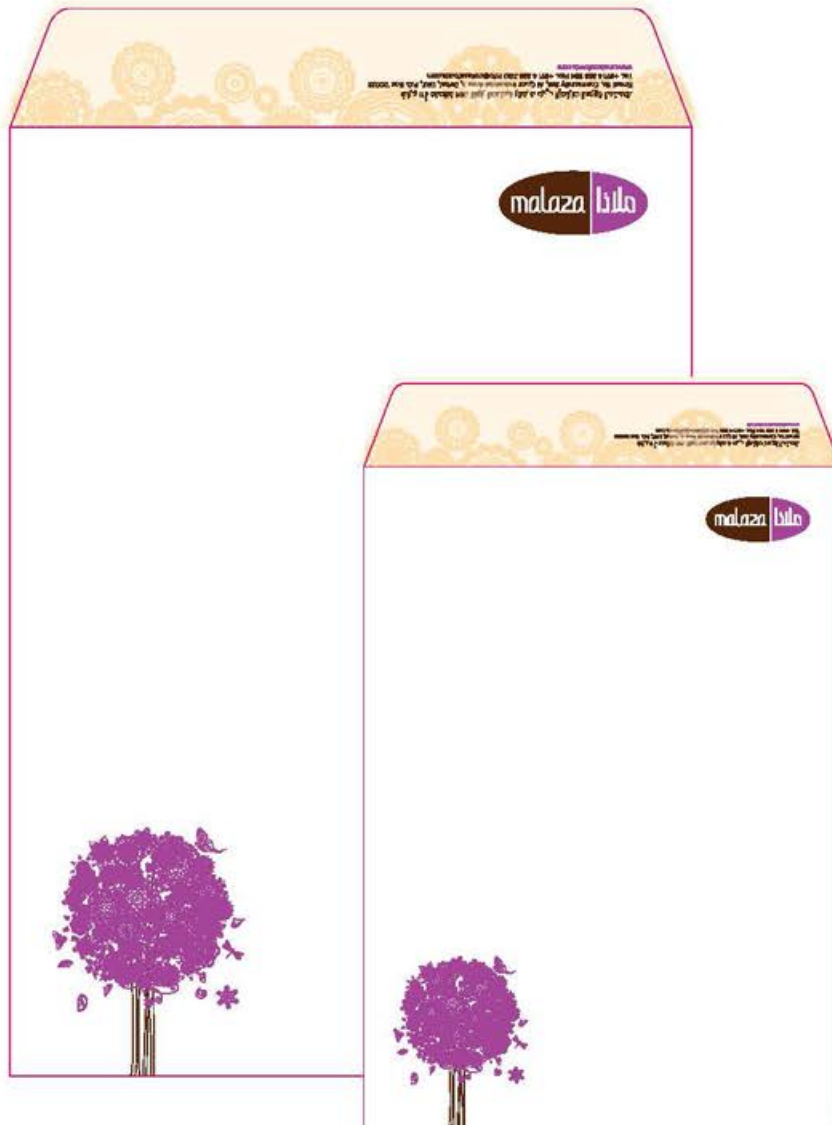
Print specifications  
Four colour: P 497 C AND P Purple C

Paper specifications  
120 GSM Diamond White CX 22.

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## 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

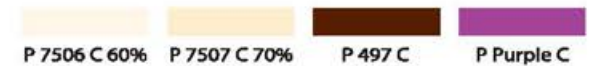
Print specifications

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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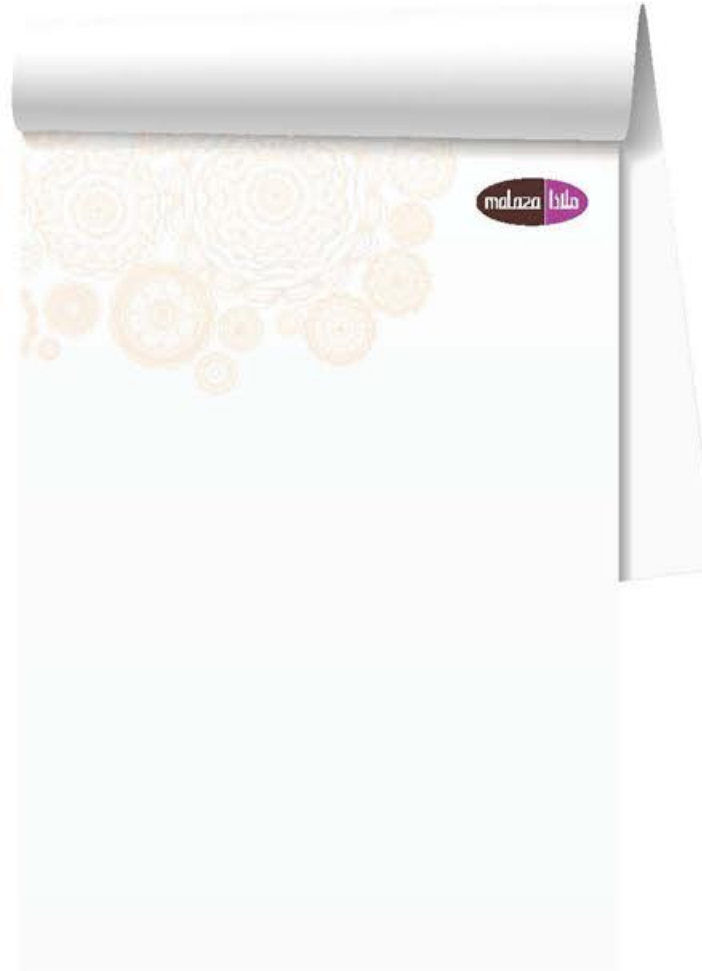
## 02.6 Notepad and Pen

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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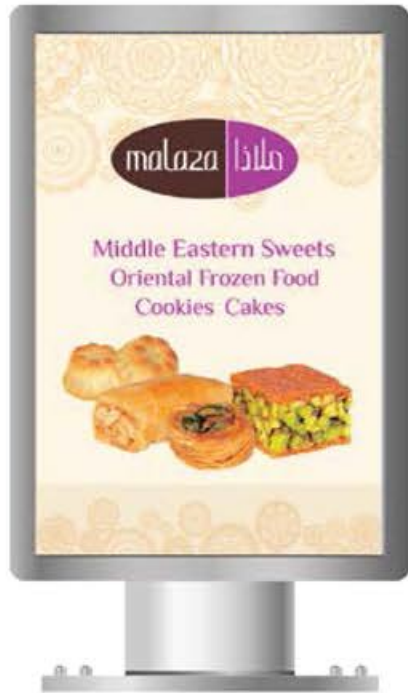


# ADVERTISING

03.0 Mupi/Billboard

03.1 Print Ads





# 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

MIDDLE EASTERN SWEETS  
COOKIES  
CAKES  
ORIENTAL FROZEN FOOD

### Story of Malaza

Malaza is a brand created by Group of Best Companies, offering a variety of Middle Eastern sweets, Cookies, Cakes. It addition to fresh and ready to eat meals, catering to the extensive needs of the young, dynamic crowd.

All products are made according to the latest international quality and hygiene standards, using only the best and freshest ingredients.

Malaza has adopted special packages in order to maintain the freshness and good quality of our industrial food products.

### Vision

Malaza is committed to bringing one of the top-rated food specialists brands in offering excellent product quality at very affordable prices.

### الرؤية

نحن ملتزمون بتقديم واحدة من أفضل تخصصات المصنّعين العالميين في تقديم منتجات غذائية عالية الجودة بأسعار منخفضة.

### Values

Our company's primary values in Malaza, reflect our culture and demonstrate our commitment to the following working process:

First, Malaza is not just a company, providing customers with superior food quality products enables us to diversify our customer base and expand our reach. Hence, all other Malaza's working processes have been geared to the international quality and food safety management systems. We ensure, in all its product offerings including frozen meals.

We are dedicated to meet and exceed Customer Satisfaction by delivering only exceptional, affordable and excellent quality products, using only the best and freshest ingredients.

Malaza's knowledge, experience, confidence and ingenuity by ensuring a friendly work atmosphere where each team member is motivated to flourish and realize, and therefore contribute positively to the company's development.

We always consider that the Community and Environment part of our support system, by maintaining ethical practices that are regularly monitoring and thereby establish a safe work environment.

### القِيم

تتميز قيمنا وقيمنا بمنتجاتنا المتميزة التي نقدمها مع أفضل تخصصات المصنّعين العالميين. نحن ملتزمون بتقديم واحدة من أفضل تخصصات المصنّعين العالميين في تقديم منتجات غذائية عالية الجودة بأسعار منخفضة.

نحن ملتزمون بتقديم واحدة من أفضل تخصصات المصنّعين العالميين في تقديم منتجات غذائية عالية الجودة بأسعار منخفضة.

نحن ملتزمون بتقديم واحدة من أفضل تخصصات المصنّعين العالميين في تقديم منتجات غذائية عالية الجودة بأسعار منخفضة.

### Mission

Malaza is committed to provide its customers with a unique variety of exceptional food-quality products at affordable prices through continuously identifying our product range and further developing and expanding our distribution area.


### المهمة

نحن ملتزمون بتقديم واحدة من أفضل تخصصات المصنّعين العالميين في تقديم منتجات غذائية عالية الجودة بأسعار منخفضة.

### Our Products

#### Middle Eastern Sweets


تتميز منتجاتنا بتنوعها من الحلويات الشرقية التي نقدمها مع أفضل تخصصات المصنّعين العالميين.



### منتجاتنا

#### الحلويات العربية


تتميز منتجاتنا بتنوعها من الحلويات الشرقية التي نقدمها مع أفضل تخصصات المصنّعين العالميين.



### Our Products

#### Cookies


تتميز منتجاتنا بتنوعها من الحلويات الغربية التي نقدمها مع أفضل تخصصات المصنّعين العالميين.



### منتجاتنا

#### حلويات دمشقية


تتميز منتجاتنا بتنوعها من الحلويات الشرقية التي نقدمها مع أفضل تخصصات المصنّعين العالميين.



### Our Products

#### Cakes


تتميز منتجاتنا بتنوعها من الحلويات الغربية التي نقدمها مع أفضل تخصصات المصنّعين العالميين.



### منتجاتنا

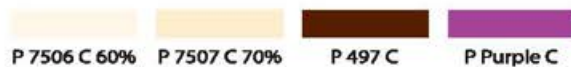
#### الكعك

تتميز منتجاتنا بتنوعها من الحلويات الغربية التي نقدمها مع أفضل تخصصات المصنّعين العالميين.



## 20CM X 20 CM MALAZA PROFILE BROCHURE

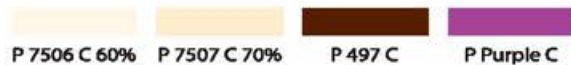
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## 04.1 Malaza Profile Brochure Flat



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### 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

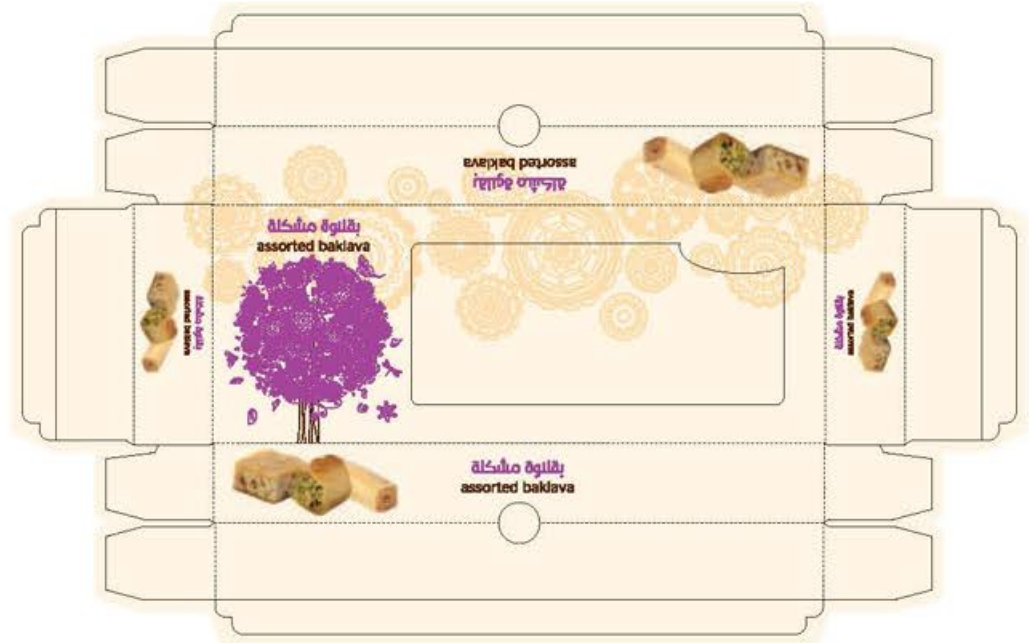
220 GSM and 320gsm for the cover

# PACKAGING

- |                                   |                   |
|-----------------------------------|-------------------|
| 05.0 Malaza Assorted Baklava 250g | 05.11 Cargo Boxes |
| 05.1 Malaza Assorted Baklava 500g | 05.12 Cargo Boxes |
| 05.2 Malaza Assorted Baklava 750g | 05.13 Cargo Boxes |
| 05.3 Malaza Assorted Baklava 22g  | 05.14 Cargo Boxes |
| 05.4 Malaza Date Maamoul 250g     | 05.15 Cargo Boxes |
| 05.5 Malaza Date Maamoul 500g     | 05.16 Medium Box  |
| 05.6 Malaza Variety 500 Mani      | 05.17 Small Box   |
| 05.7 Malaza Variety 250 New Mani  | 05.18 Big Box     |
| 05.8 Malaza Barazek 75g           |                   |
| 05.9 Malaza Ghraybeh 250g         |                   |
| 05.10 Malaza Bag H24XW33XD23 CM   |                   |

# 05. Packaging

## Malaza Assorted Baklava 250g



30% reduced of actual size

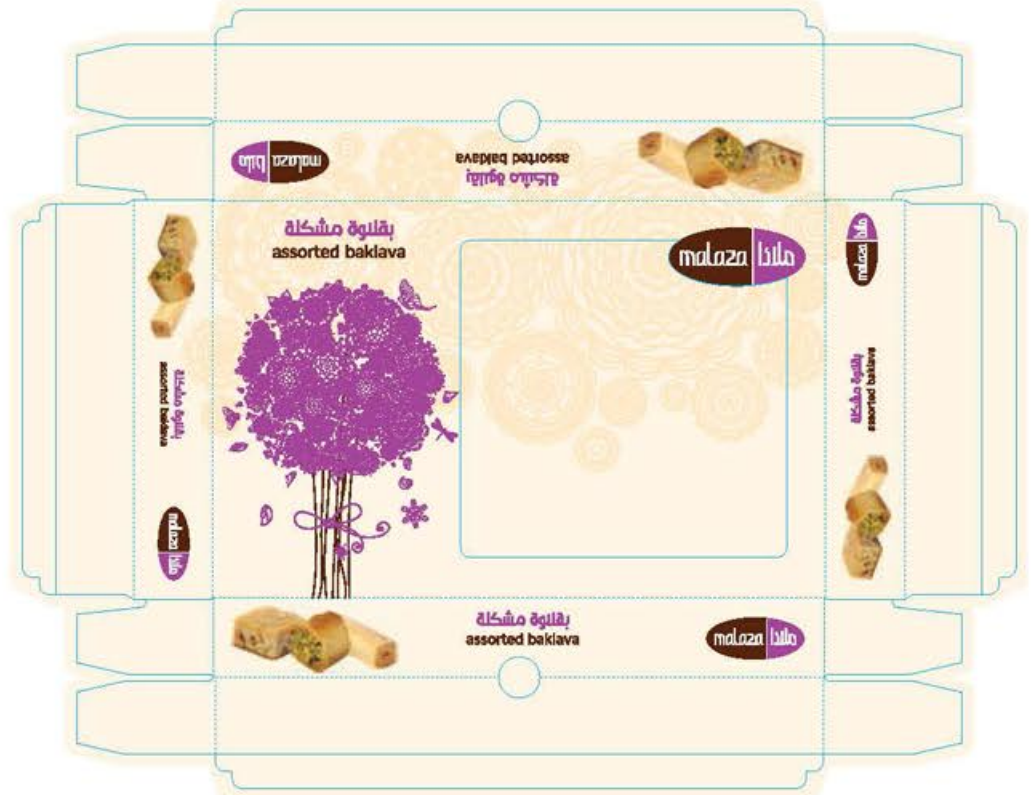
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# 05.1 Packaging

## Malaza Assorted Baklavas 500g



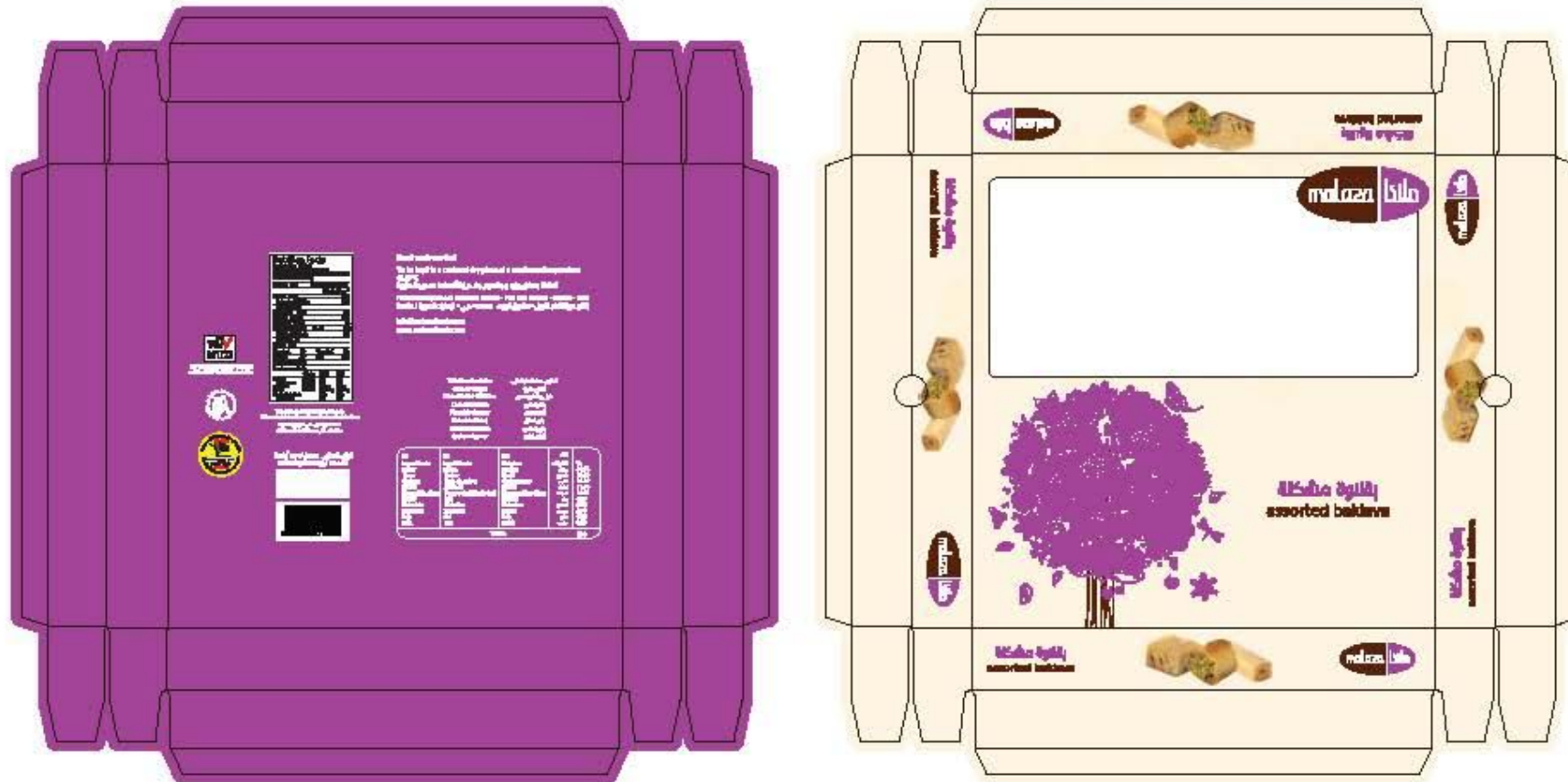
30% reduced of actual size

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## 05.2 Packaging

### Malaza Assorted Baklava 750g



25% reduced of actual size

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## 05.3 Packaging

### Malaza Assorted Baklava 22g



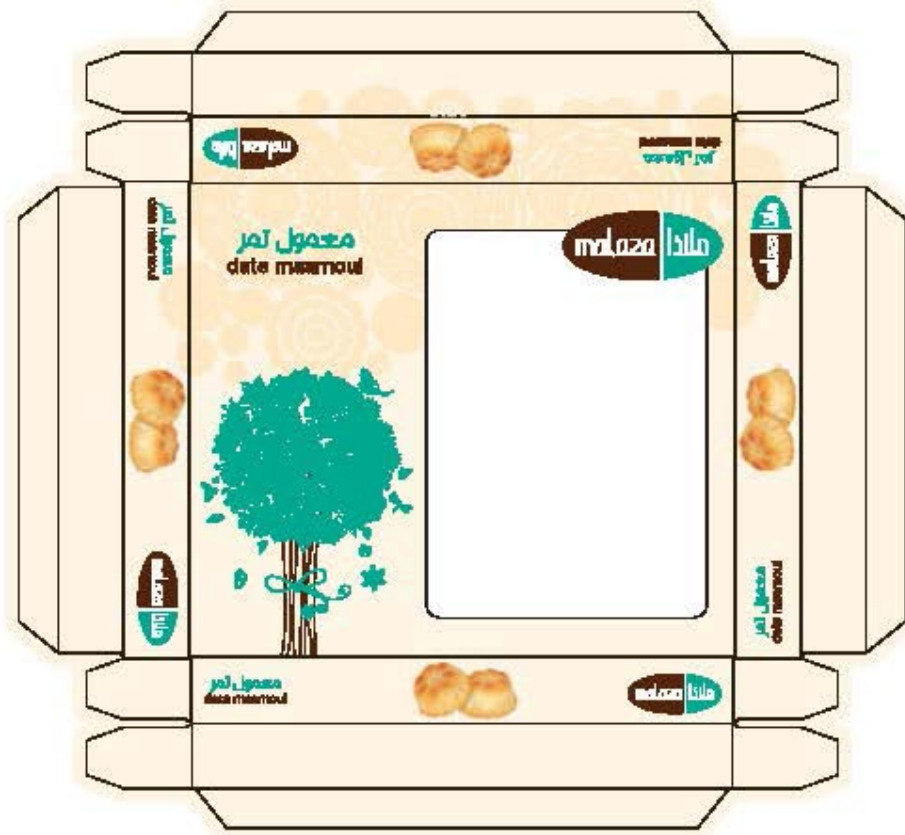
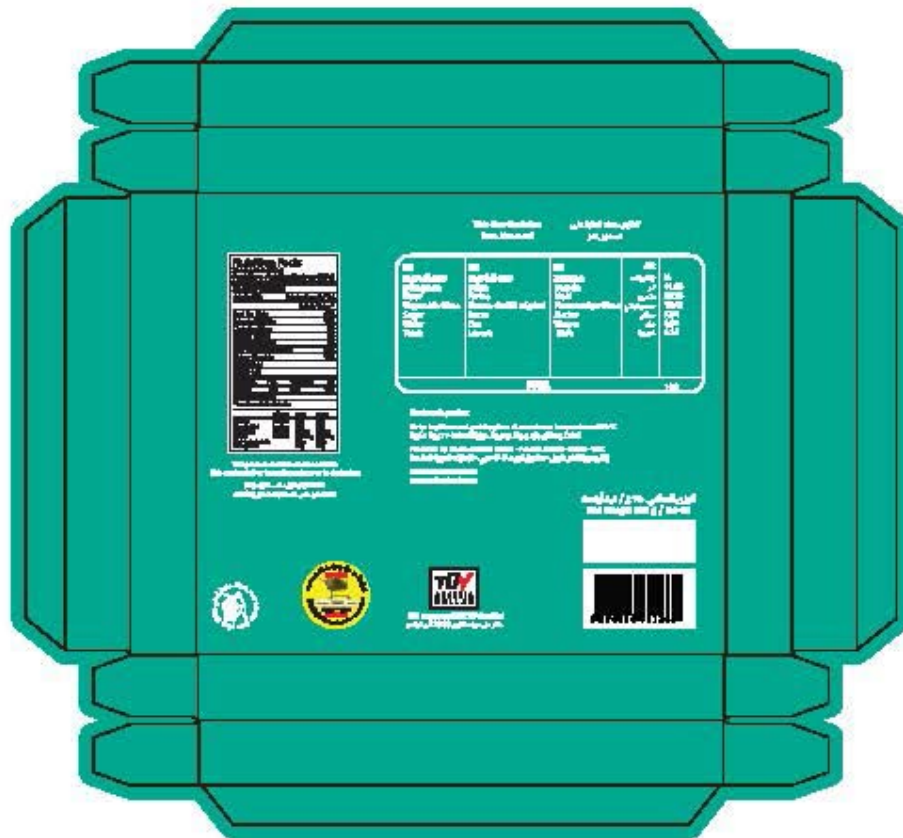
Actual Dimension

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## 05.4 Packaging

### Malaza Date Maamoul 250g

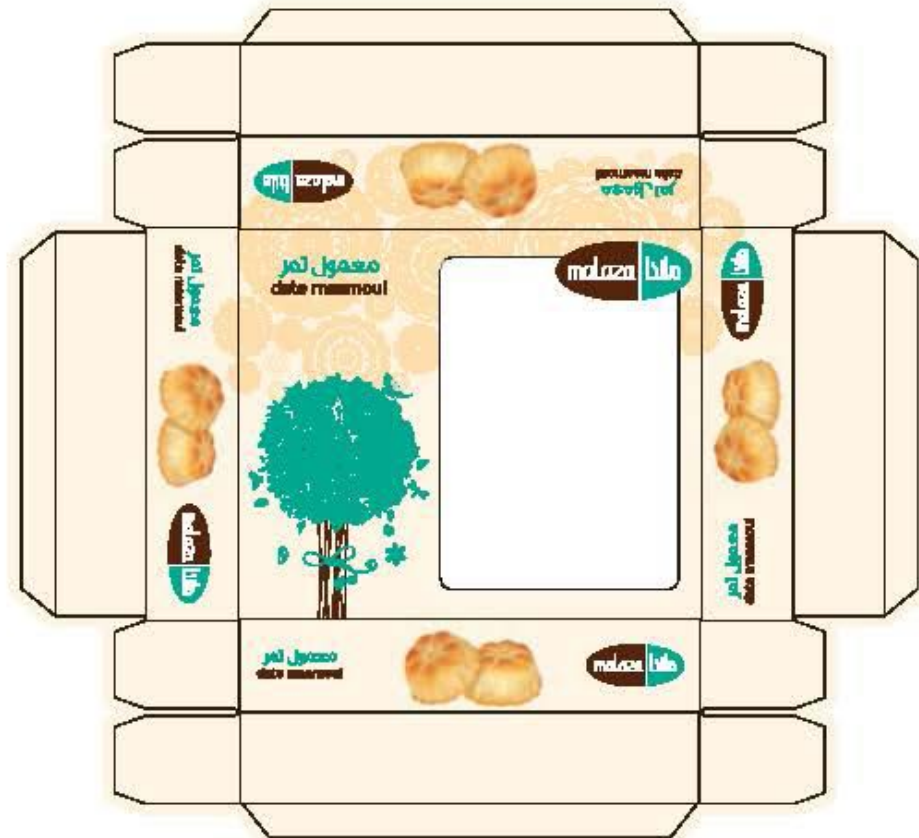
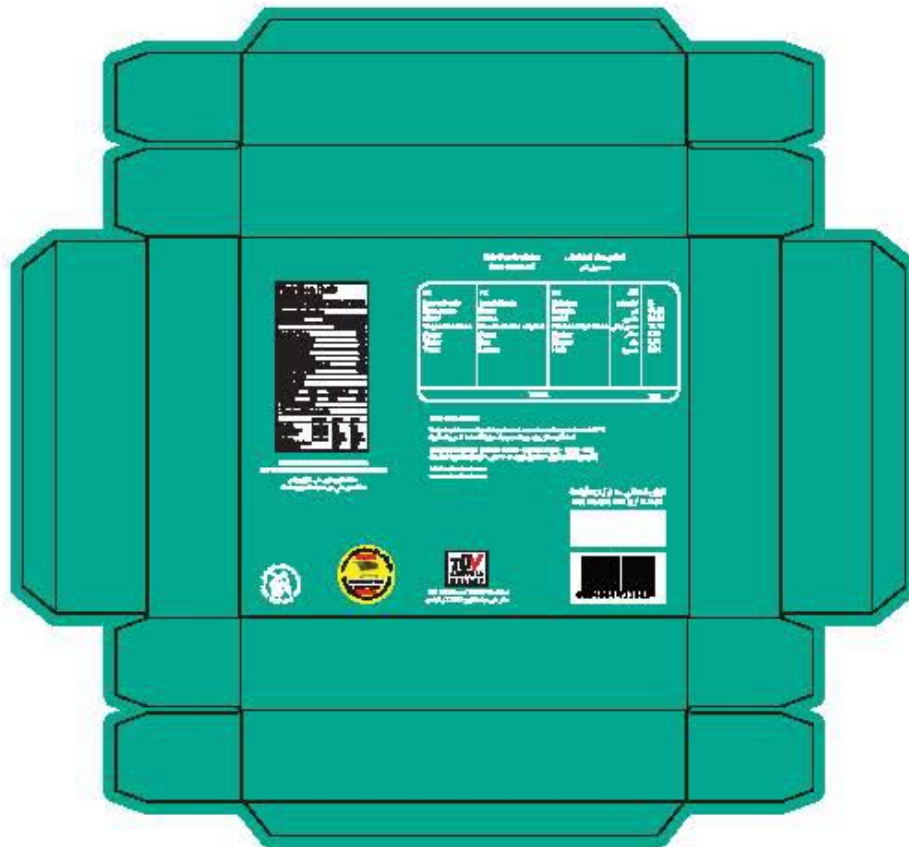


35% reduced of actual size



## 05.5 Packaging

### Malaza Date Maamoul 500g

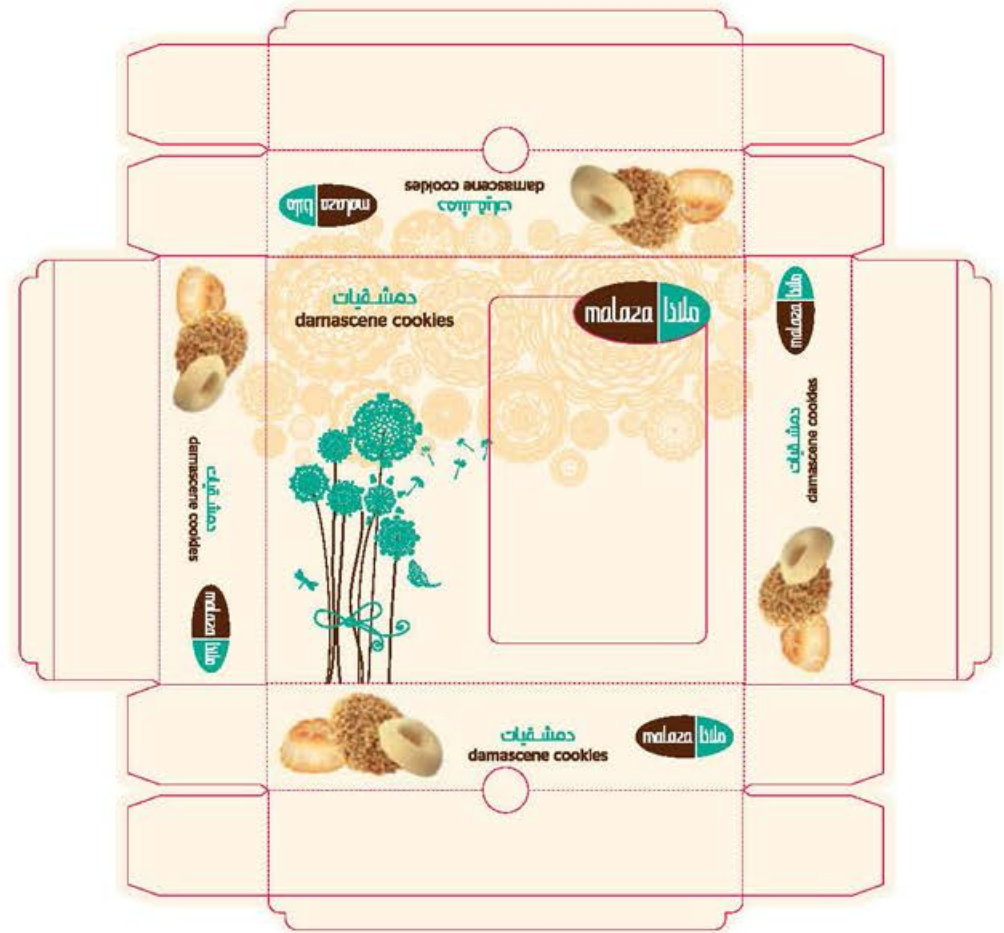


30% reduced of actual size



## 05.6 Packaging

### Malaza Variety 500 Mani



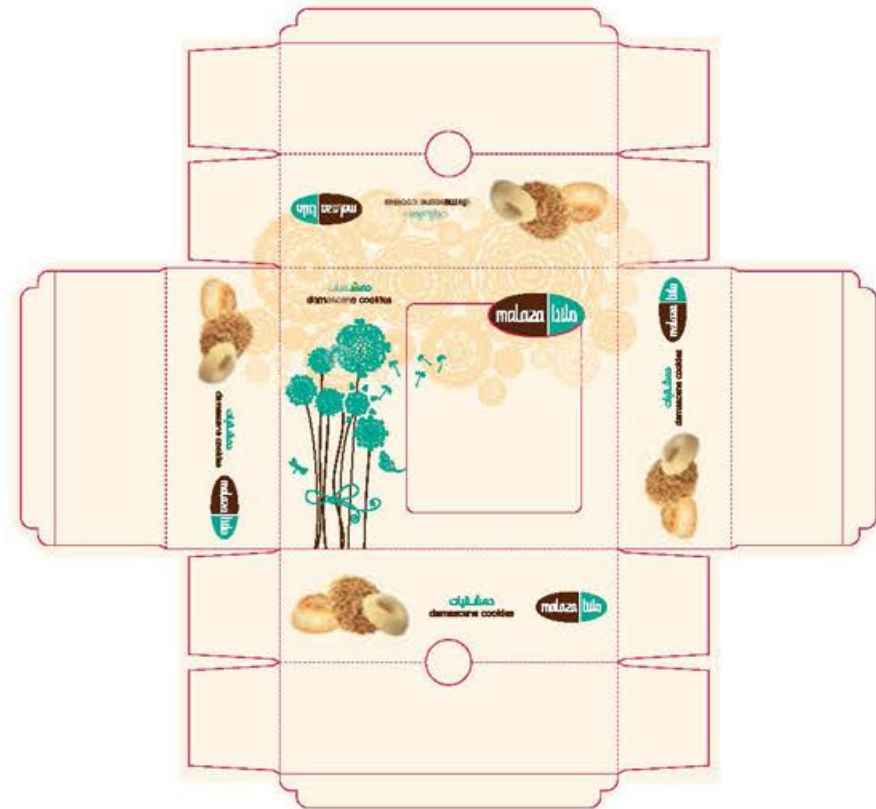
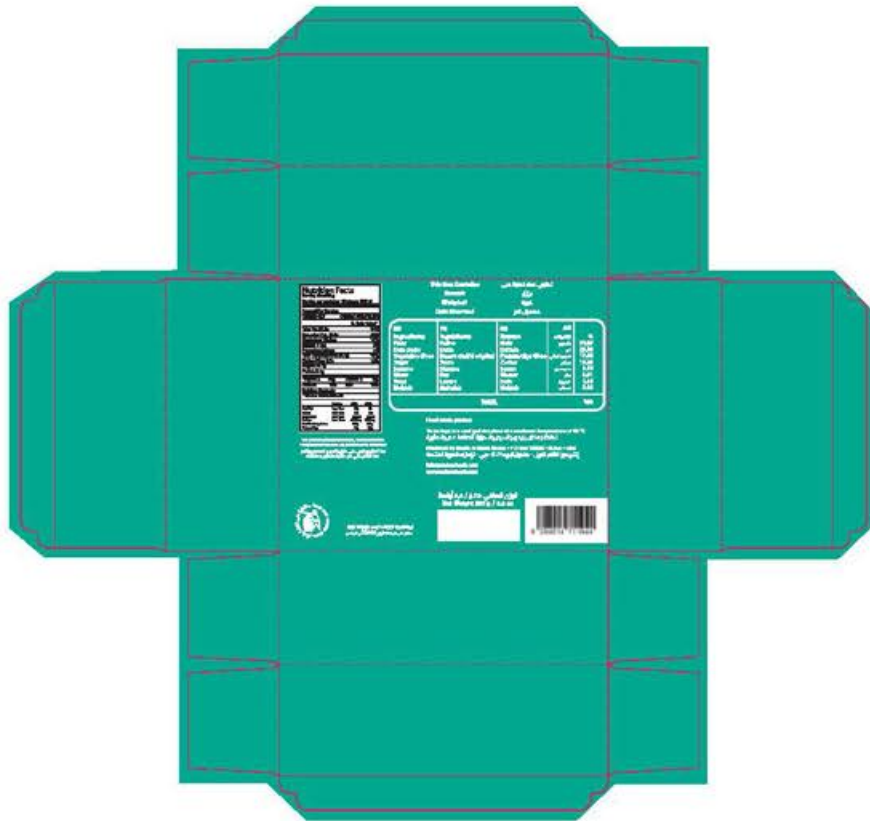
30% reduced of actual size



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.

# 05.7 Packaging

## Malaza Variety 250 New Mani



30% reduced of actual size

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# 05.8 Packaging

## Malaza Barazek 75g



70% reduced of actual size

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**Nutrition Facts**  
Barazek (30g) (100g)  
Serving size 10g (1/3 box)

Amount Per Serving		% Daily Value*
Total Fat	10g	20%
Saturated Fat	3.5g	7%
Cholesterol	0g	0%
Sodium	0g	0%
Total Carbohydrate	10g	20%
Dietary Fiber	0g	0%
Sugars	0g	0%
<b>% Daily Value*</b>		
Total Fat	10g	20%
Saturated Fat	3.5g	7%
Cholesterol	0g	0%
Sodium	0g	0%
Total Carbohydrate	10g	20%
Dietary Fiber	0g	0%
Sugars	0g	0%

\*Percent Daily Values are based on a diet of other people's secrets.

**This Box Contains**  
Barazek  
برازق

Ingredients	Net Weight
Wheat Flour	50g
Salt	20.0g
Spices	11.0g
Vegetable Oil	4.0g
Water	0.5g
Malaza	0.5g
Yeast	0.5g
<b>TOTAL</b>	<b>100g</b>

This product contains wheat and sesame.  
This product is not for sale in the following countries:  
USA, Canada, Mexico, Brazil, Chile, Argentina, Peru, Colombia, Venezuela, Ecuador, Cuba, Haiti, Dominican Republic, Puerto Rico, Guam, American Samoa, Northern Mariana Islands, Virgin Islands, United States of America, and the United Kingdom.

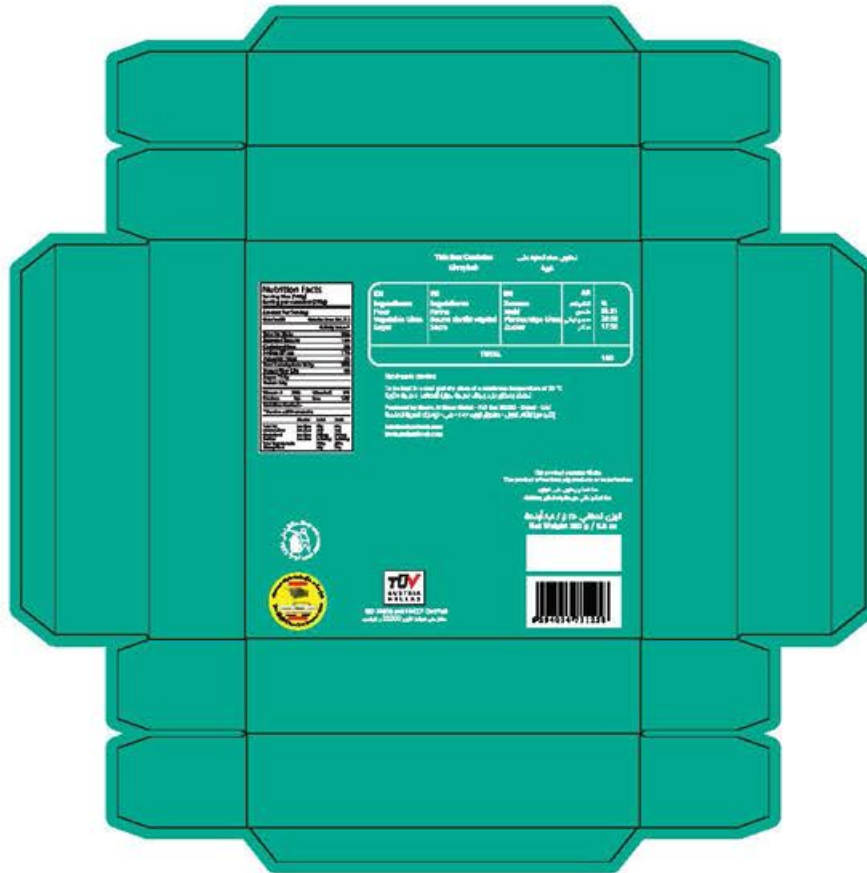
**Important information**  
To be kept in a cool and dry place at a maximum temperature of 30°C.  
لا تتركها في مكان رطب أو دافئ، في درجة حرارة لا تزيد عن 30°C.  
Prepared in House at Beirut, Lebanon. **Prepared in Lebanon**  
70 Box 50250 - Beirut - 194 **Beirut, Lebanon**  
info@malaza.com [www.malaza.com](http://www.malaza.com)

**أول تلميح / يا برازق**  
**Net Weight 75 g / 2.64 oz**



## 05.9 Packaging

### Malaza Ghraybeh 250g



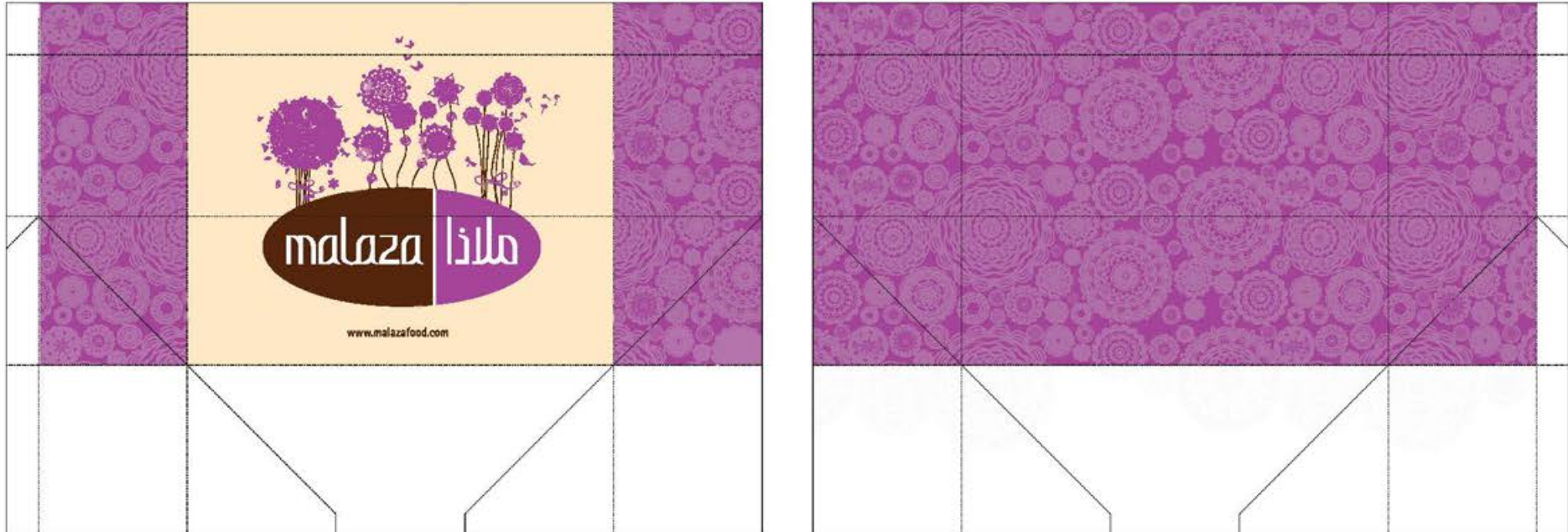
30% reduced of actual size

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.



## 05.10 Malaza Bag

Malaza Bag H24XW33XD23 CM



CMYK



P 7507 C %70



P 497 C



P Purple C

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

## 05.11 Cargo Boxes

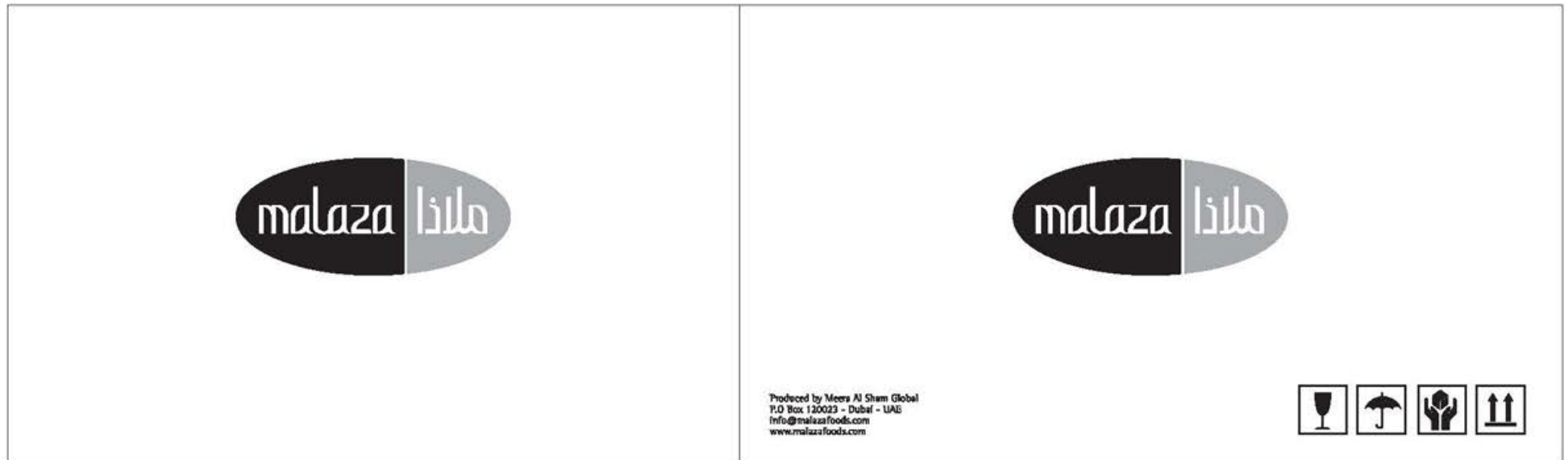


35 cm x 27 cm

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)

## 05.12 Cargo Boxes



46 cm x 32 cm



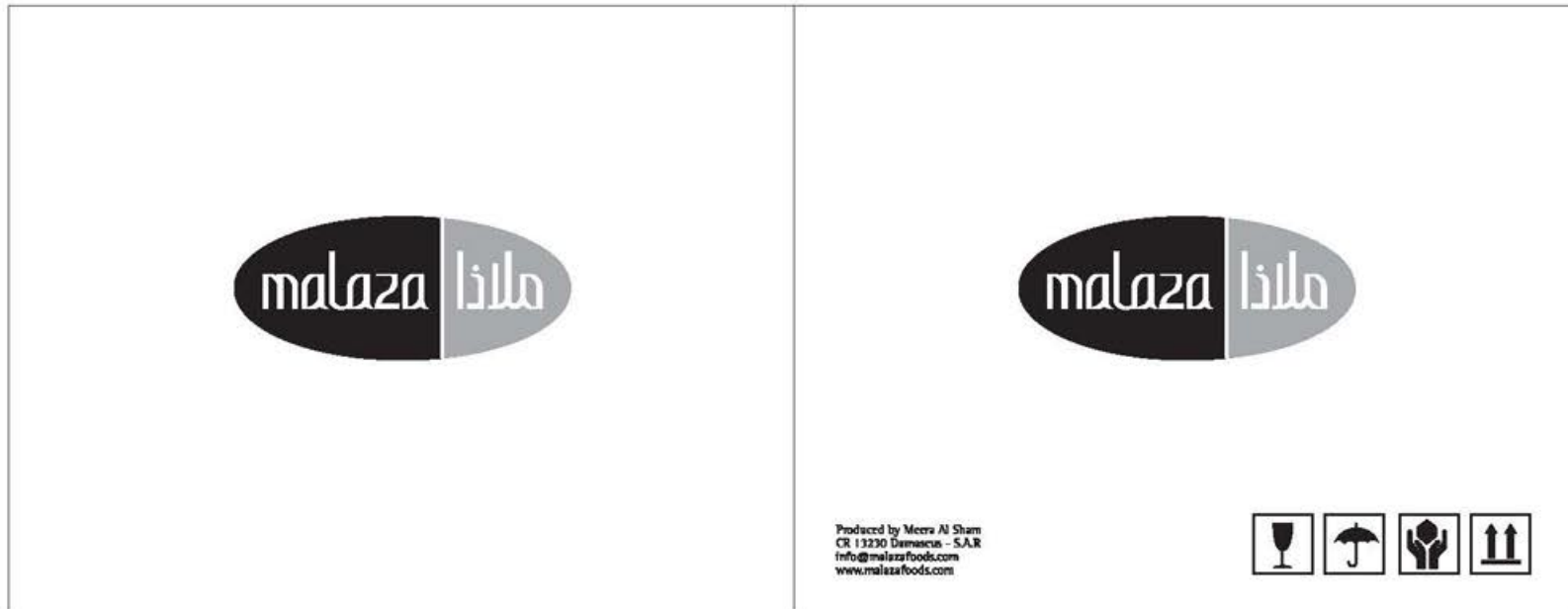
Produced by Meem Al Sham Global  
P.O Box 120023 - Dubai - UAE  
info@malazafoods.com  
www.malazafoods.com



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



Produced by Meera Al Siam  
CR 13230 Damascus - S.A.R  
Info@malazafoods.com  
www.malazafoods.com



45 cm x 25 cm

30% of the actual size (Damascus)

## 05.15 Cargo Boxes



46 cm x 32 cm



Produced by Meera Al Sham  
CR 13230 Damascus - S.A.R  
Info@malazafoods.com  
www.malazafoods.com



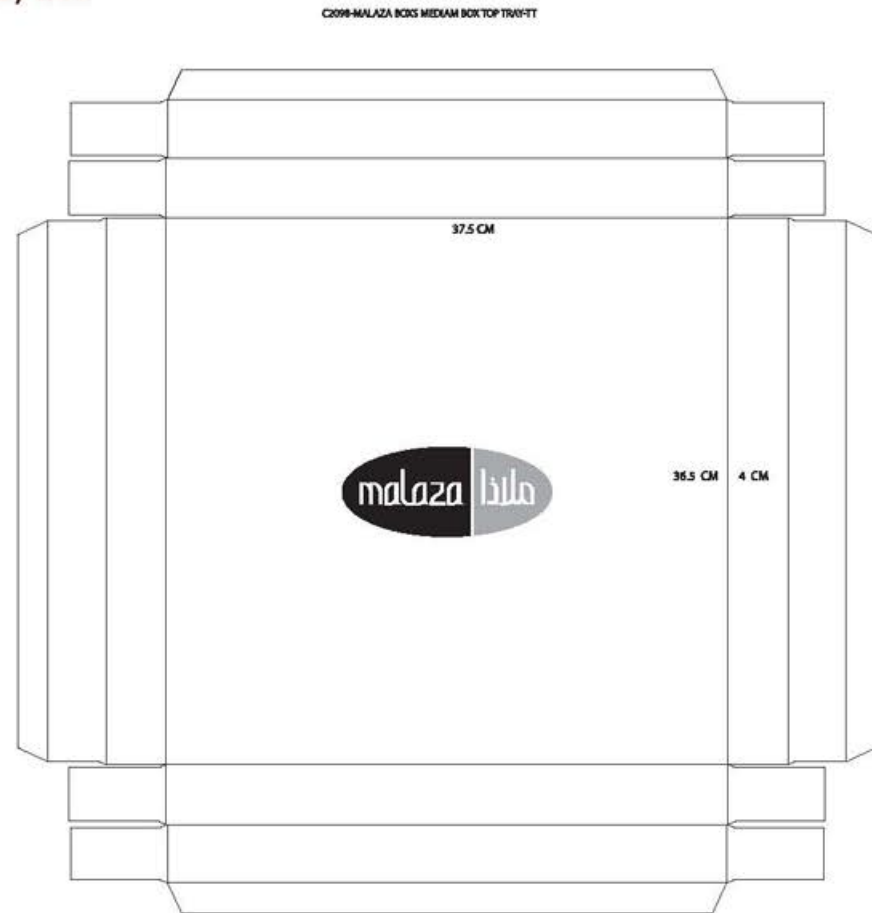
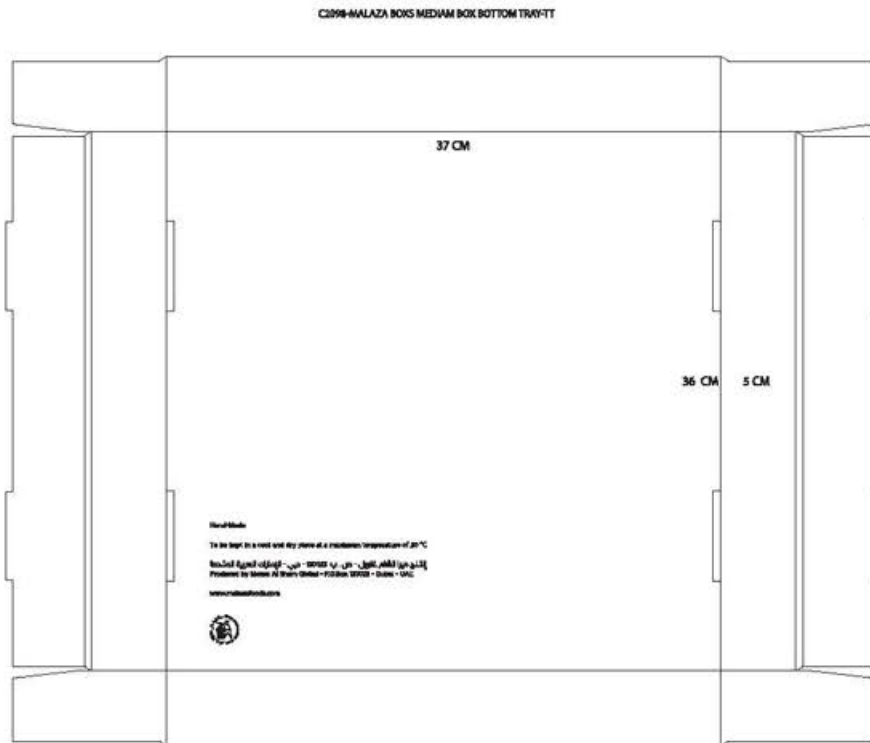
25 cm x 32 cm

30% of the actual size (Damascus)



## 05.16 Medium Box

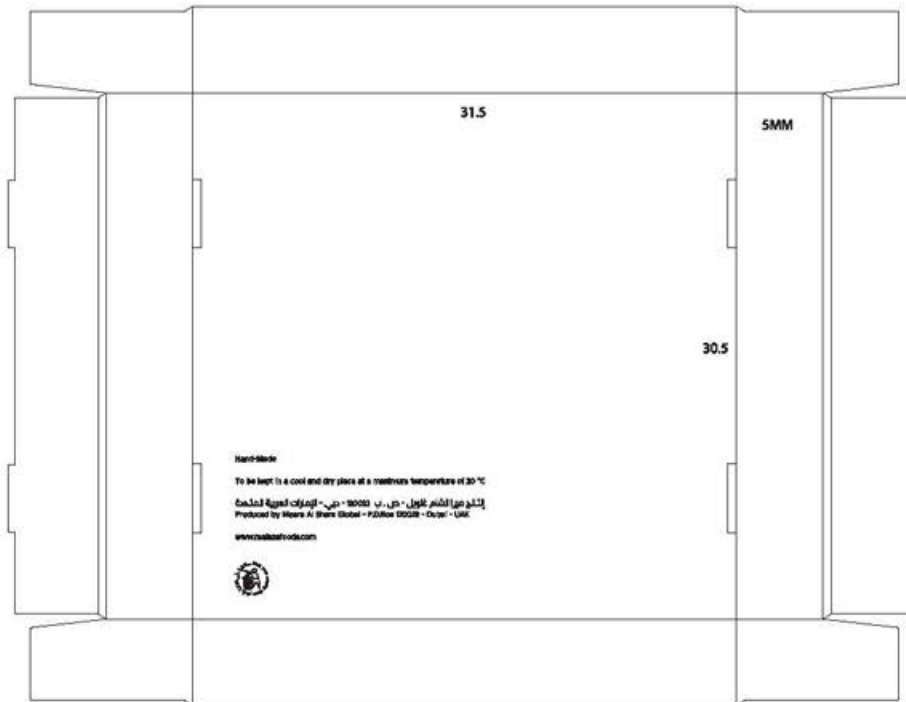
### Malaza Tray Box



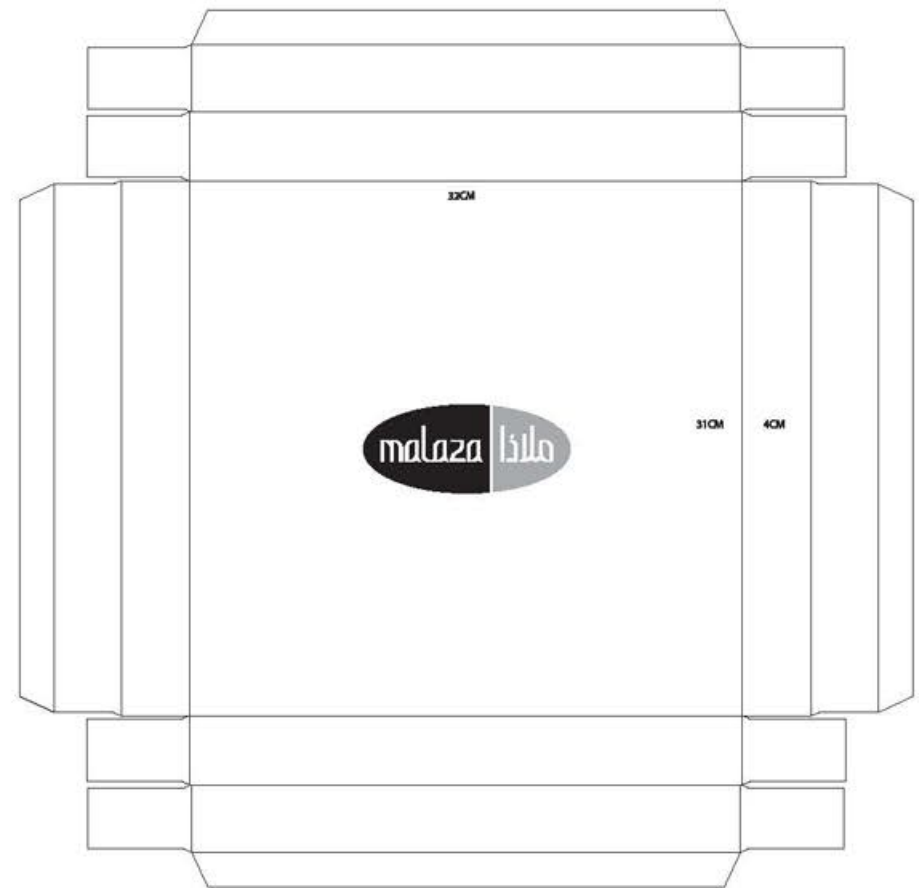
# 05.17 Small Box

## Malaza Tray Box

C209-MALAZA SMALL BOXES BOTTOM TRAY/T



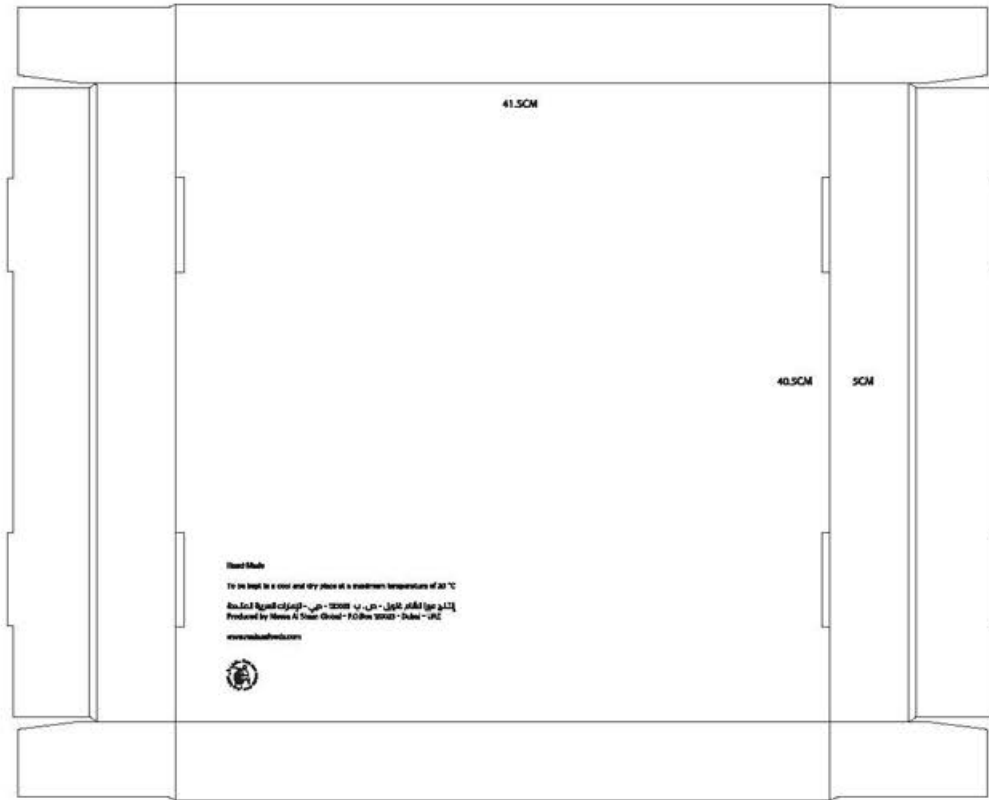
C209-MALAZA SMALL BOXES TOP TRAY/T



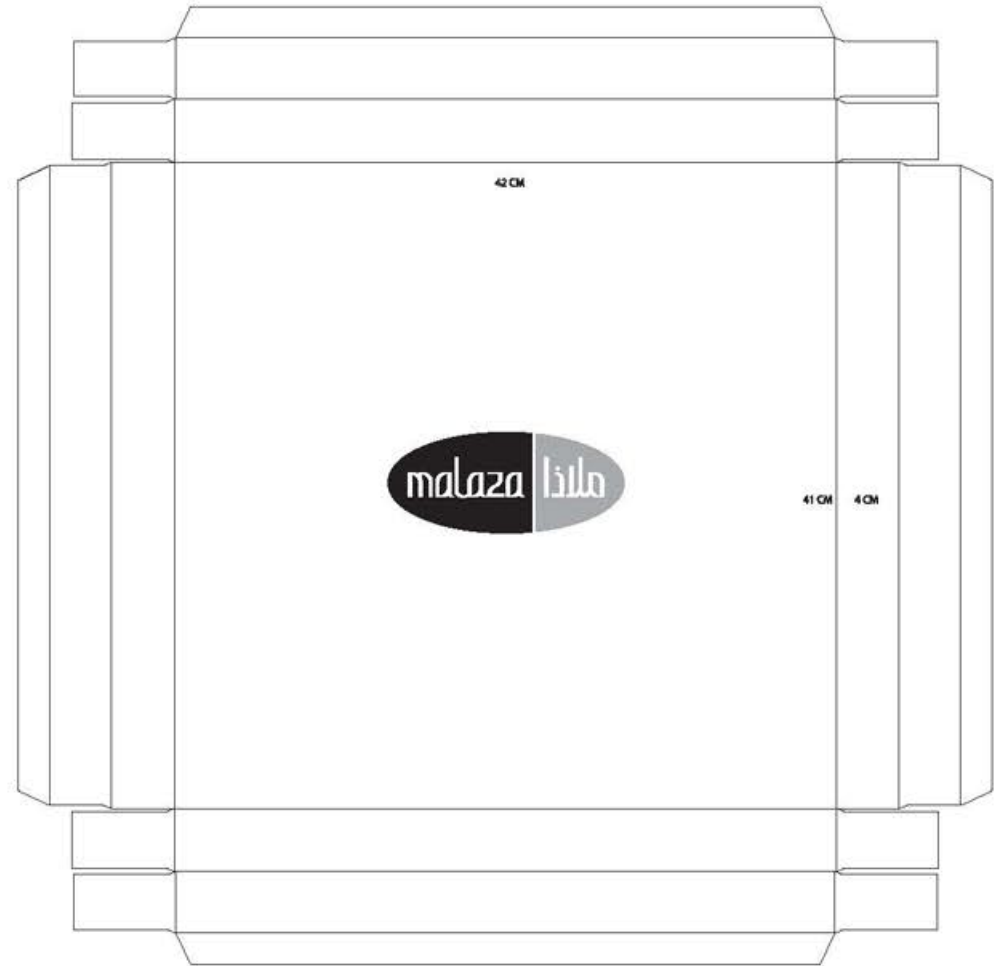
# 05.18 Big Box

## Malaza Tray Box

C2098-MALAZA BOXS LARGE BOX BOTTOM TRAY-TT



C2099-MALAZA BOXS LARGE BOX TOP TRAY-TT



# STAFF UNIFORMS

06.0 Showroom Uniforms

06.1 Factory Uniforms



POLO SHIRT EMBROIDERED BRANDING

10 Cm width logo in proportion



10 Cm width logo in proportion



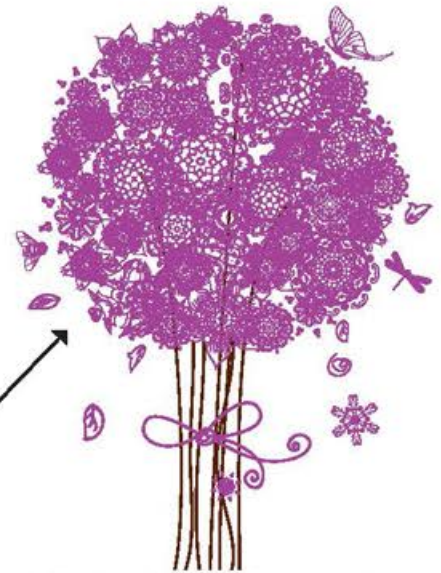
CAP EMBROIDERED BRANDING



# 06.1 Malaza Staff Uniform

10 Cm width logo in proportion

LONG SLEEVE PRINTED LOGO AND ELEMENTS



30 Cm height logo in proportion

Cap Design Elements



Embroidered logo on cap



# 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



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



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





## 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



## 07.2 Office Directional Sign



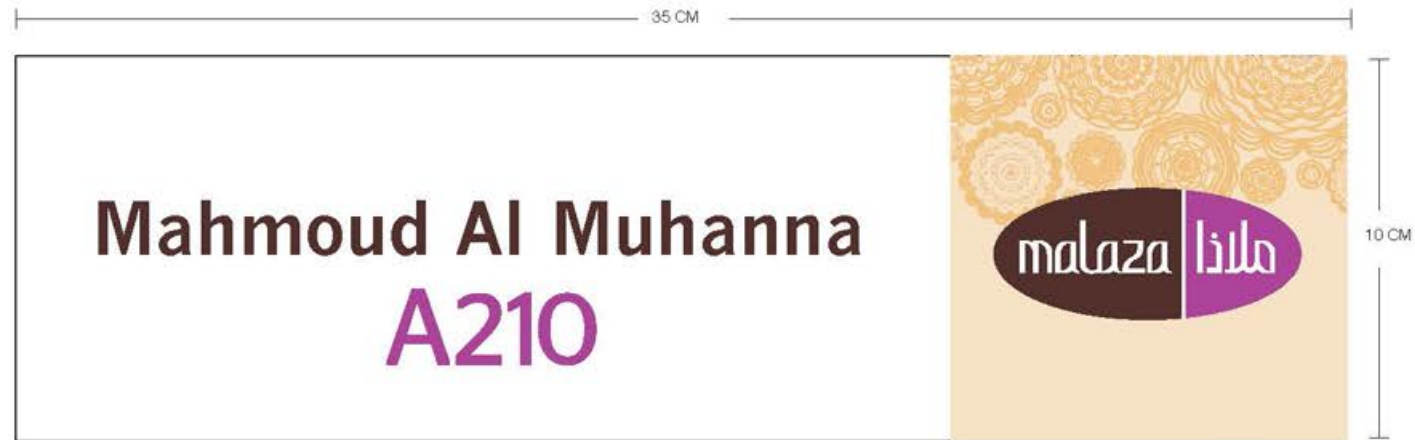
SIMULATION OF MAIN OFFICE SIGN



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



## 07.3 Workstation Sign



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

ACTUAL SIZE NOT SHOWN



## 07.4 Outdoor Signage



ACTUAL SIZE NOT SHOWN



SIMULATION OF MAIN OFFICE SIGN



# VEHICLES

- 08.0 Truck
- 08.2 Car
- 08.3 Van



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

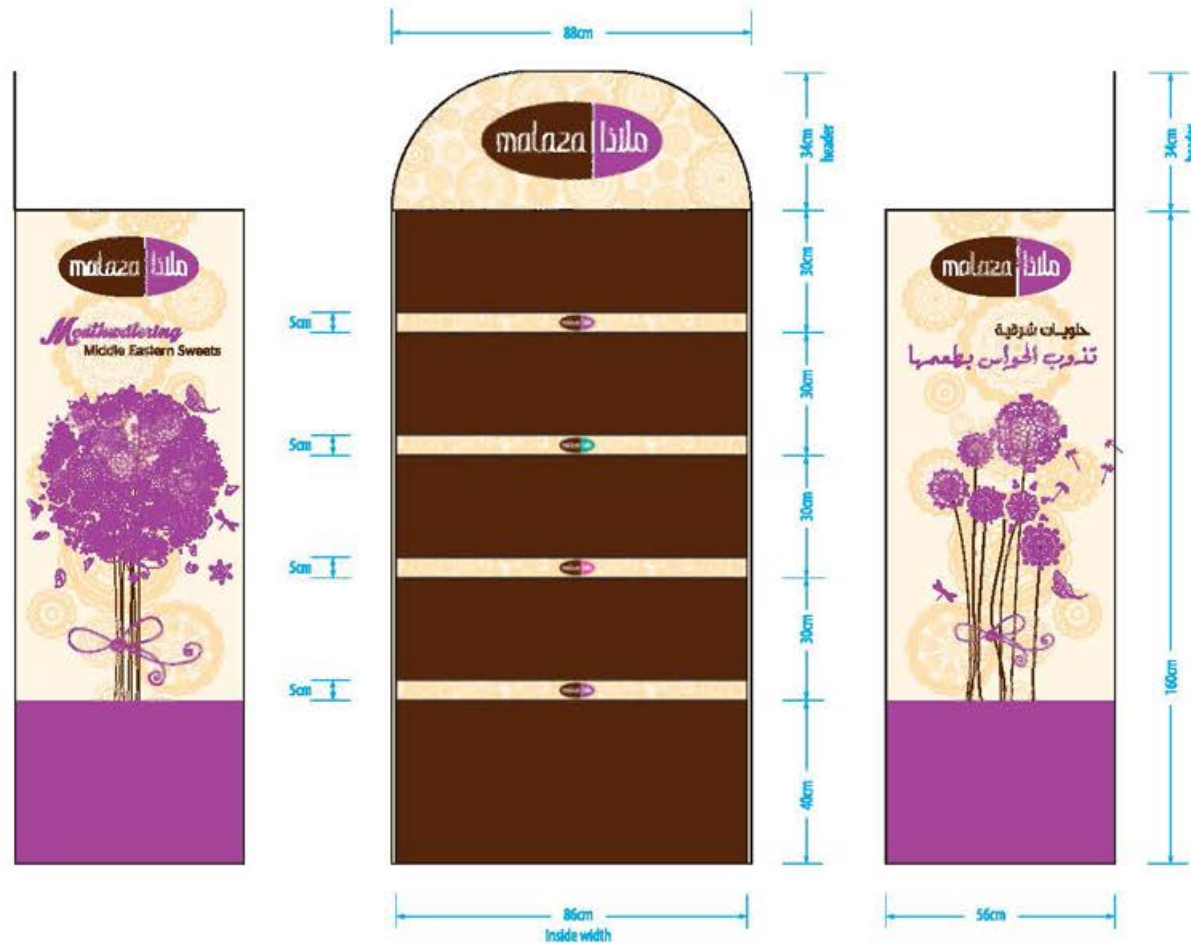


# STANDS /ROLLUP BANNERS

- 09.0 Supermarket Stand
- 09.1 Food Stand
- 09.2 Food Stand Left Side
- 09.3 Food Stand Right Side
- 09.4 Food Stand Middle
- 09.5 Rollup Banners
- 09.6 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



## 09.2 Food Stand Left Side

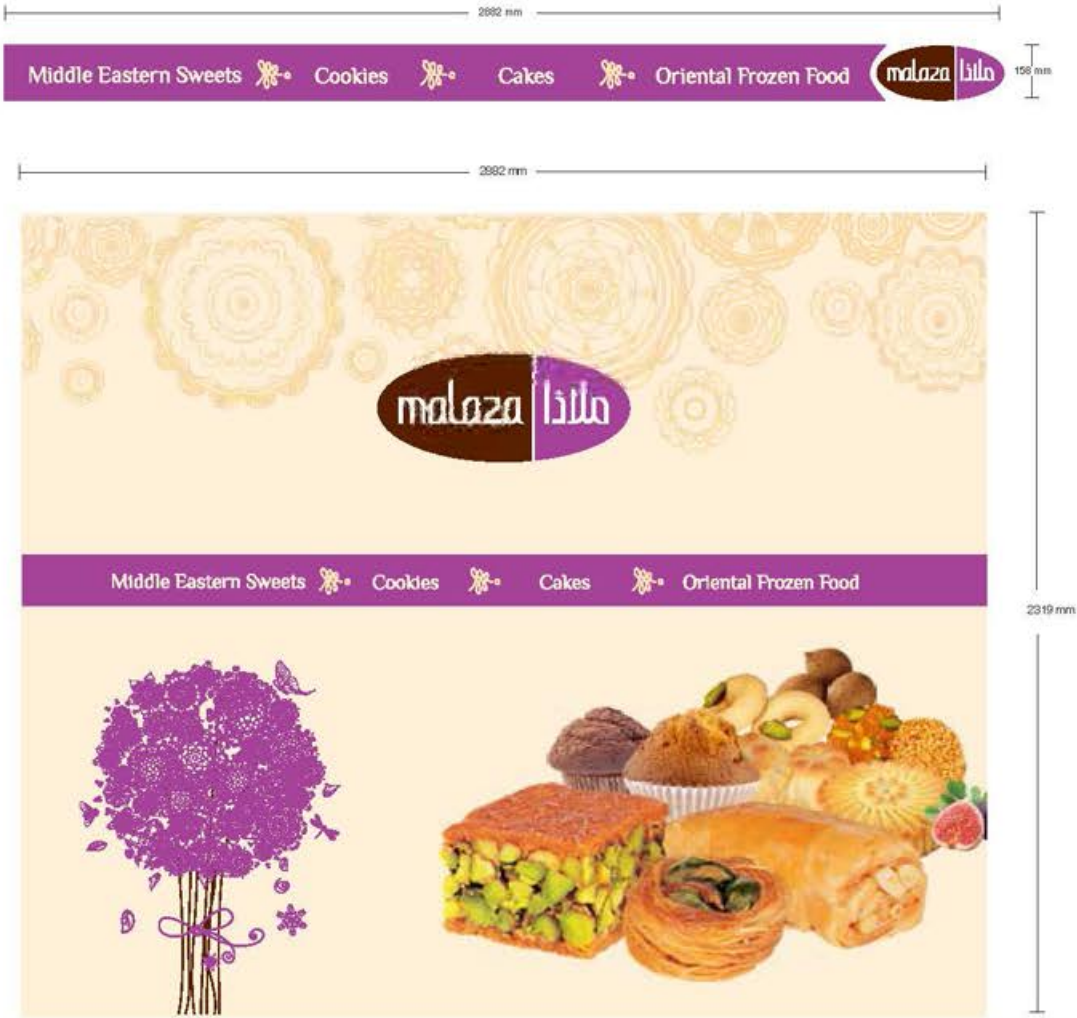


P 7506 C 60%
  P 7507 C 70%
  P 497 C
  P Purple C
  P Green C
  P Rhoadmine Red C

## 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 out photography. The examples shown are based on a size of 80cm x 200cm.



## 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.





# DIGITAL MEDIA

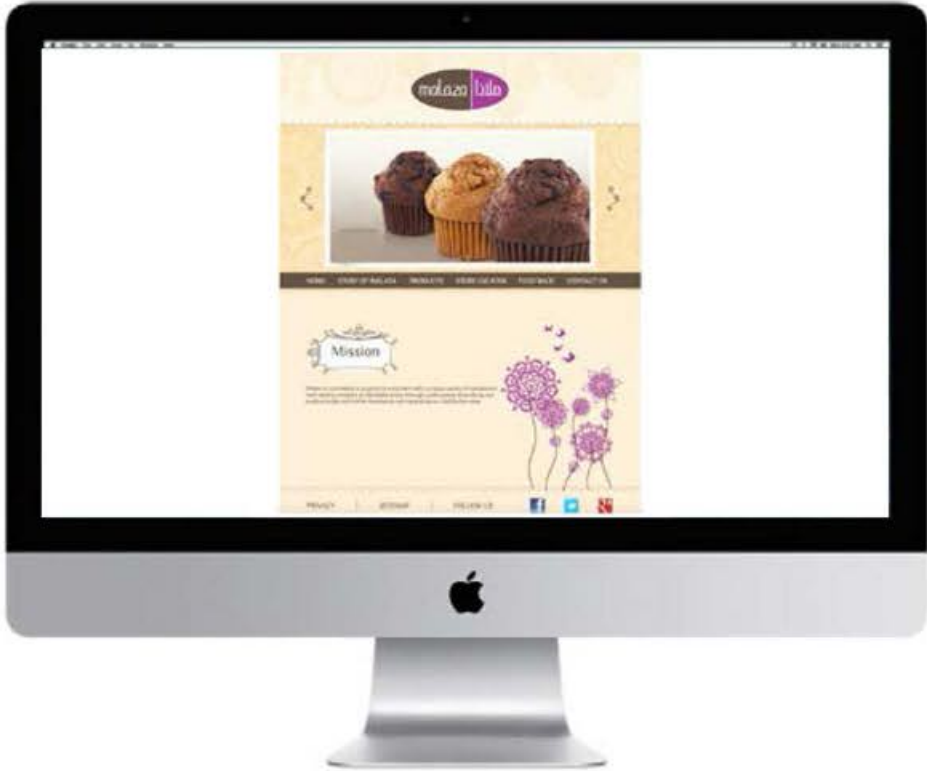
- 10.0 Malaza Website
- 10.1 E-mail Signature
- 10.2 HTML-Mailer
- 10.3 HTML E-newsletter
- 10.4 Instagram/Facebook
- 10.5 Youtube
- 10.6 Powerpoint Template



10.0 Digital Media / Website



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:



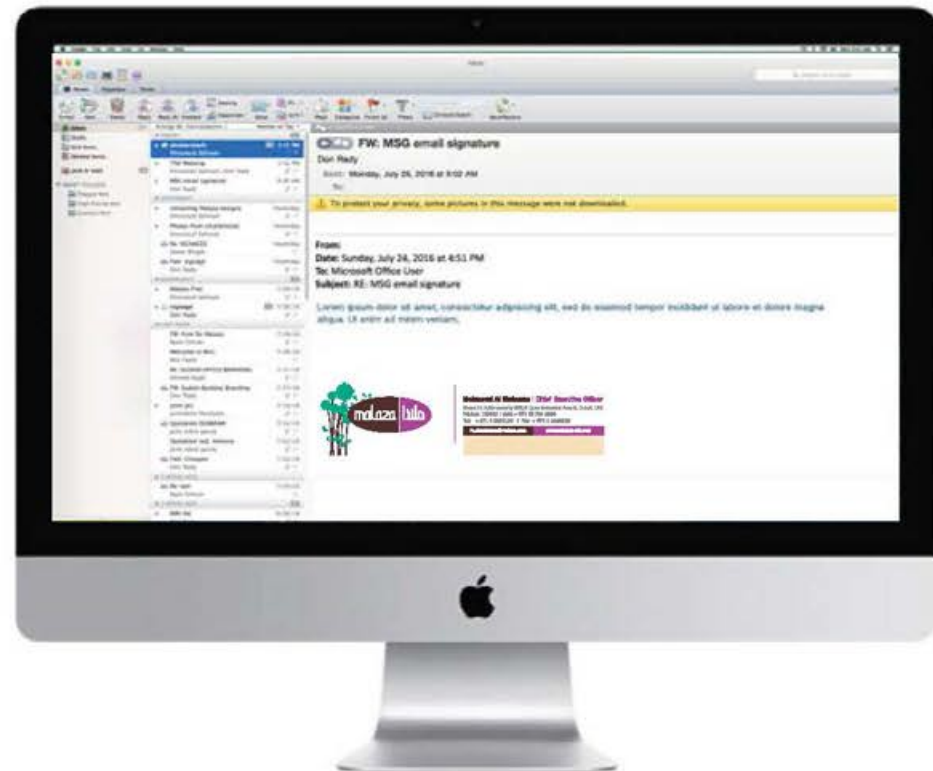
Mahmoud Al Muhanna | Chief Executive Officer  
Street 11 A, Community 368, Al Quoz Industrial Area 3, Dubai, UAE  
PO.Box: 120023 | Mob: + 971 52 784 9999  
Tel: + 971 4 3881184 | Fax: + 971 4 3883120  
m.almuhanna@malaza.com | www.malazafoods.com

OPTION 1



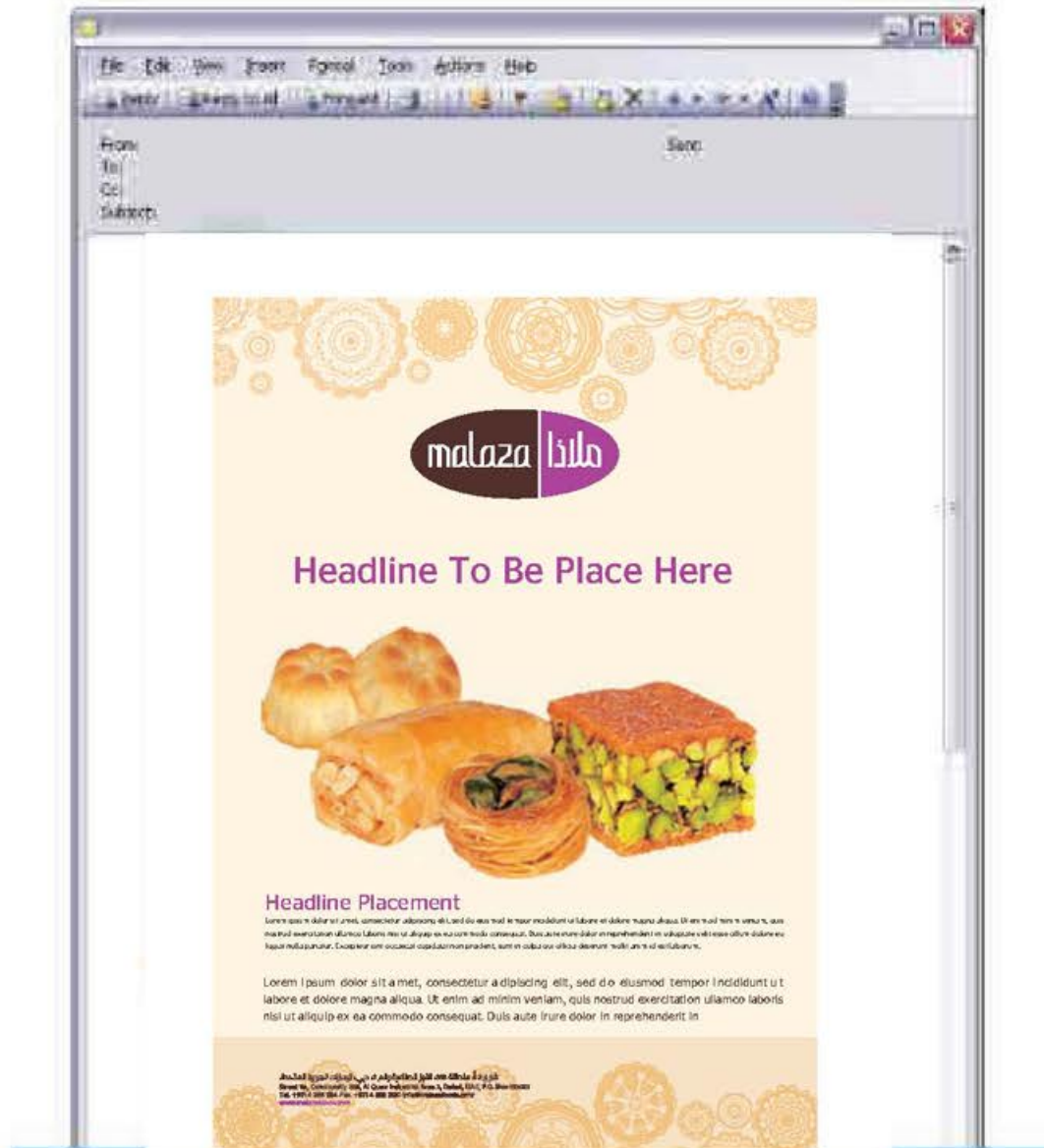
Mahmoud Al Muhanna | Chief Executive Officer  
Street 11 A, Community 368, Al Quoz Industrial Area 3, Dubai, UAE  
PO.Box: 120023 | Mob: + 971 52 784 9999  
Tel: + 971 4 3881184 | Fax: + 971 4 3883120  
m.almuhanna@malaza.com | www.malazafoods.com

OPTION 2



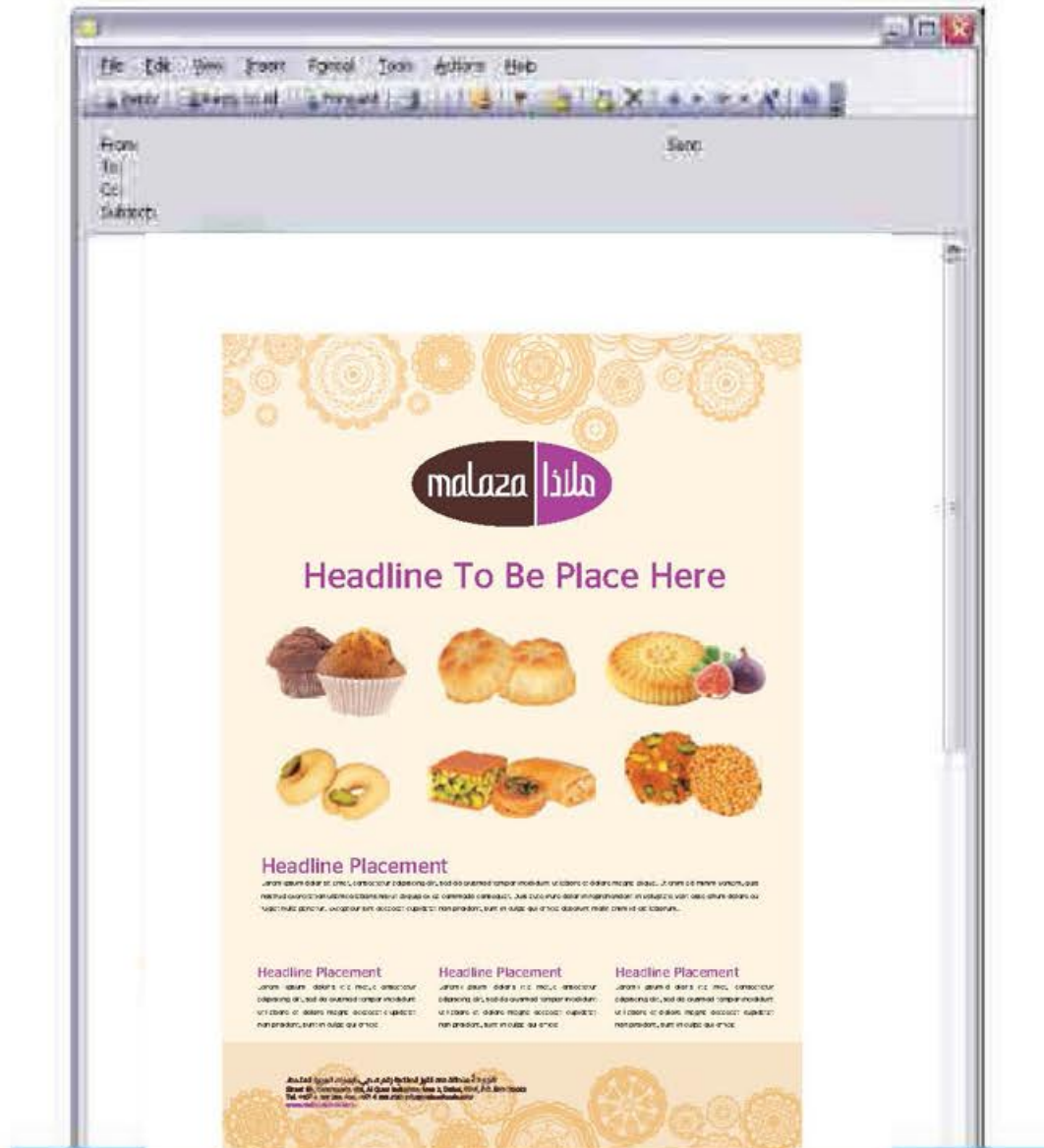
## 10.2 Digital Media / HTML Mailer

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

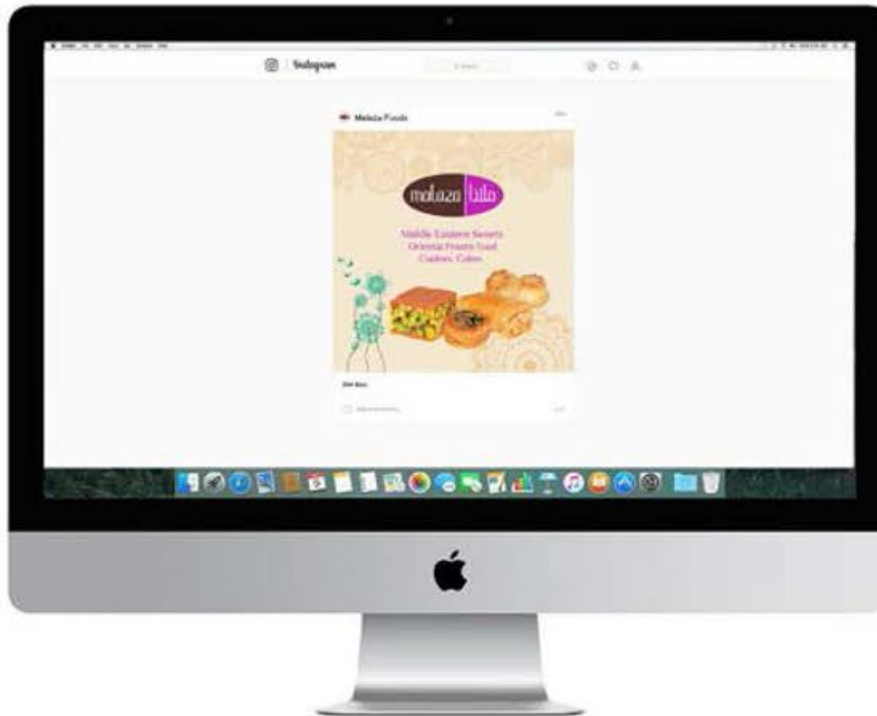
1080 X1080 PX INSTAGRAM



815 X315PX HEADER FACEBOOK



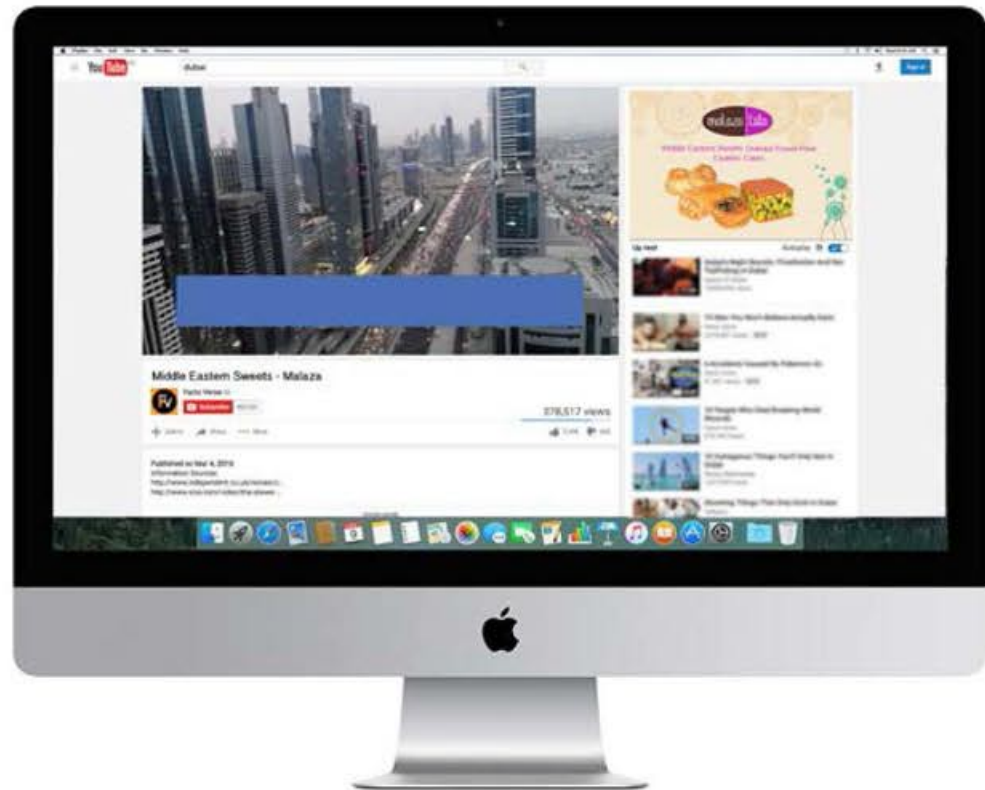
180 X180 PX AVATAR



## 10.5 Digital Media /Youtube



300 X 250 PX AD



## 10.6 Powerpoint Template



COVER PRESENTATION - A4 HORIZONTAL



SLIDE TEMPLATE - A4 HORIZONTAL

