



Brand Guidelines

Identity Manual





An Overview

This document communicates the brand identity of aras Media

Clearly articulating the mission, values and persona for the design of all subsequent brand artifacts.



Logo

The main logo consists of an icon and a word mark.

Our wordmark is minimal and sharp.



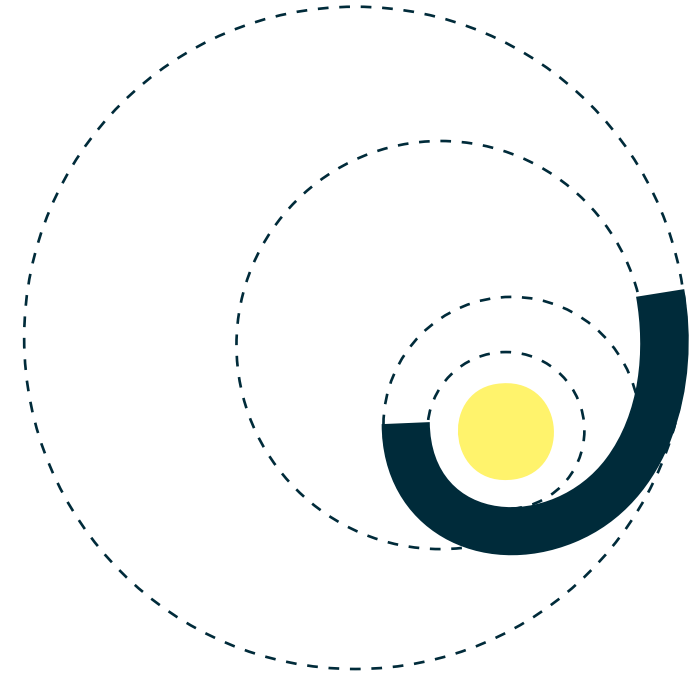
AHMED ALOHIB



Logo Grid System

The AHMED ALOHIB logo grid system ensures precision, balance, and consistency in every application of the brand identity.

Carefully constructed using geometric principles Like THE GOLDEN RATIO, the grid provides a structured framework for both the icon and wordmark, guaranteeing harmonious proportions and clear alignment





Reversed And Single Color





Typography





POPPINS

Aa Bb

X Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

X Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

jAWAD

أب أب

X Medium

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، هـ، و، ي

X 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، هـ، و، ي



Color





Primary Plattee



Dark blue
002b3a



Blue
086681



Light blue
01bce3



Patterns





Stationary





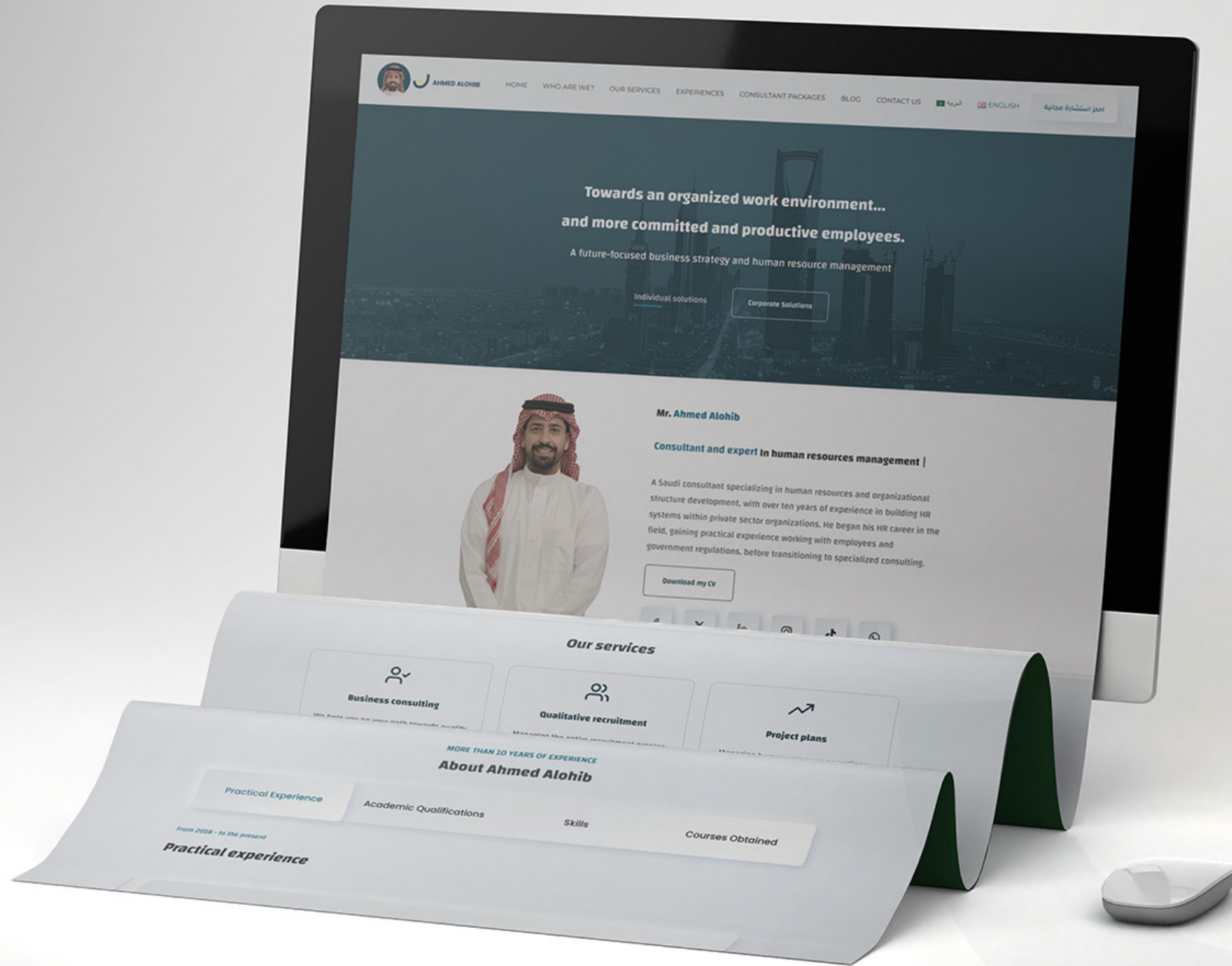
Business Card

Size: 5 cm * 9 cm.











Letterhead

Size: 29,7 cm * 21 cm (A4).



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