

Altamayyuz Identity Guidelines

Contents

Introduction	03	Colors	16
Brand Personality	05	Typography	17
Brand Values	06	Graphic Style	18
Brand Idea	07		
Our Logo	08		
Logo Variations	09		
Clear Spaces	10		
Minimum Size	11		
Logo Placement	12		
Logo and Colors	13		
Logo Misuses	14		
Co-Branding	15		

Welcome to Altamayyuz Brand Guideline. A guideline guides the usages of the brand to reflect a consistent & ideal appearance.

This guideline exist to govern the composition, design, and general look-and-feel of Altamayyuz branding. Follow these guidelines as you create your website, marketing materials, internal & external communications.

Our Design Foundation.

Our brand is more than a logo. It is a design scheme made up of a number of core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognisable as Altamayyuz.

This guide will assist to familiarize you with the core brand elements to assist you in designing and producing credible and impactful communications with a degree of flexibility.

Introduction

Altamayyuz

Genuine effort to create a pipeline of visionary talent pool by opening gateway to the best finance & accounting companies from across the world to mentor them in order to cope with the kingdom's ambitious vision of 2030.

Make human capital in finance ready for the next big change, so to say a complete paradigm shift in the world of finance.

The following pages clearly outline the core elements of our identity to embrace it in our communication and maintain a consistent & well-designed brand.

Brand Personality

Our brand personality defines who we are, how we do things, how we treat each other & our target audience.

To capitalize on the future, we must stay true to who we are:

Prestigious

Excellence in what we do to excel above all, deliver more than what is promised. Shaping up next generation visionaries with global exposure at very early stage of their career path, to give that required boost to maintain the prestige of future finance.

Dynamic

Change is the next new normal, learning to ride on the waves of change is need of the hour, and we instill multi-dimensional thinking, ideas, attitude, and ambition to excel with changing dynamics.

Visionary

Most sought after training ground for any student to strive for with worlds top finance & accounting giants opening windows at early stage of student life, leaving you with broad vision and immense possibilities to be the next visionary face of finance.

Powerful yet Ethical

Responsibility comes along with power. Being ethical simply helping restore faith and belief at every stage of life, embracing peace as byproduct. Finance is power, ethics in finance is peace of mind.

Brand Values

Our values are the principles and competencies that drive us in thought and in action. It reflects the pillars of the brand & the strategic elements that guide our decisions.

Responsible

Esteemed

Ethical Practice

Enlightenment

Anticipation

Brand Idea

Launchpad for the Trailblazers in Finance

World's best consulting firms coming together with esteemed faculty, giving global exposure and shaping their students to be next generation visionary leaders. It is simply fair to label them as privileged community of future finance.

Our Logo

Our logo is the most visible element of our identity that will provide a unique presence.

Upwardly moving stairs bridged with a slope pointing towards the sky, representing a strong Launchpad for the future finance take off at every step to offer exponential growth, using the letter “Ta” from Tamayyuz to provide sense of enlightenment and smooth transition from student to a future visionary.

The dots of the letter are reflected as squares of different sizes that look upward towards a progressive future. The above square is of a narrower, smaller shape to represent how students enter the academy with broad knowledge then learn how to use the knowledge & skills with specific goals to achieve.



Clear Spaces

To guarantee that the logo with the typography is clearly visible in all applications, surround it with sufficient clear space.

To ensure prominence and legibility, the Icon is always surrounded by an area of clear space which remains free of other design elements, such as other logos or patterns.

The construction of the exclusion zone area for the logo is based on the width of the big rectangle as demonstrated here.



Minimum Size

To ensure the legibility and clarity of the logo, the minimum size usage of it must be considered.

For print uses, the logo should not be used smaller than the size detailed here.

For Digital uses, the logo should not be used smaller than the size detailed here.

The given size demonstrated is the ideal height of the logo to be always used.

Digital: 80 px
Print: 15 mm



Logo and Colors

The background colors may be any from the color palette, as shown in this page.

The logo color should be consistent with the background, as shown.

Contrast is very important:
On colored backgrounds, colored logo or white logo shall be used.

The preferred color for our logo is in one of our chosen colors. In some cases, a full color logo may not be practical due to limitations in printing. Thus, a monochrome option is provided with taking contrast into consideration.



Logo Misuses

The logo should always be reproduced from the master artwork provided to maintain the integrity and promote the consistency of the brand. It should never be altered, redrawn, or manipulated in any way.

The examples shown here illustrate possible misuses of Altamayyuz logo that should be avoided.



Using unapproved colors



Using unapproved color combination with the background



Changing the logo lockup or elements order



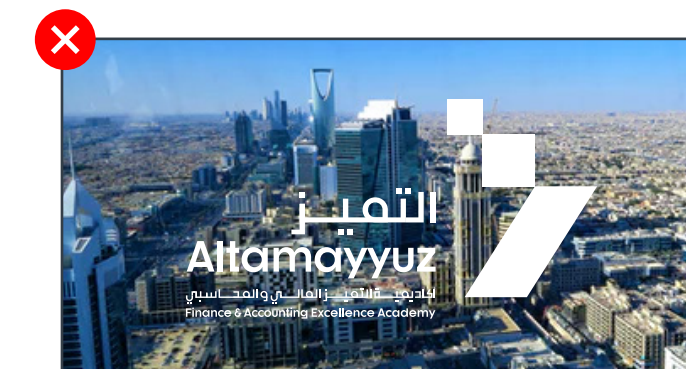
Rotating, stretching or distorting the logo in any way



Removing any part of the logo



Adding Drop shadow to the logo



Using the logo over a busy background



Adding gradient to the logo



Outlining the logo

Co-Branding

A feature of our brand is being dynamic yet solid, therefore, it will have a unique presence with any

Designer needs to ensure NDMC logo & any co-branded logo are visually balanced.



Colors

Our core colors are what give us our personality. We're credible, resourceful, negotiator, approachable, & reflect ingenuity.

The specification of colors across different media and substrates is not an exact science, they should be attached visually according to each particular application.

The color scheme is as demonstrated. The dominant colors are the two above. These colors are used in typography & backgrounds.

Dark grey is used mainly in the body text.

Lighter green is used with the dark

PANTONE
Colors for off-screen use
If not available, CMYK.

RGB
Colors for on-screen use

Please note:
- The colors shown on this PDF are not intended to match the Pantone Color Standards.
-This PDF is for on-screen use only.



Typography

The typography for the brand identity is carefully chosen to give a complete consistent look, matching with the look & feel of the brand.

The English typography reflects the brand personality of being credible. It gives the sense of formality & elegance.

The Arabic typography reflects authenticity & prudence.

Both typographies work well with each other to give a well-designed look & feel for the brand identity.

There are different weights which will be used to give a variety & maintain a visual hierarchy.

Latin

Montserrat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Arabic

FF Shamel

لوريم اييسوم دولار سيت اميت, كونسىكتيتور ادايبا
يسكينج ألبايت, سيت دو أيسمود تيمبور أنكايديد
يونتيوت لابوري ات دولار ماجنا أليكيوا. يوت انيم أد مينيم

Graphic Style

Our graphic identity is more than just a typeface and colors.

An important part of our graphic look and feel is the curves that reflect our brand idea, Fiscal Sensor.

Used along side our color palette and typography, the integrating curves provide a bold and engaging graphic look & feel to all our communications.



Graphic Style

This guides how the graphic element style shall be displayed on backgrounds & with photography.

Color palette balance should be taken into consideration when designing visuals.
This displays the complete design.. after working on the photography with the background & graphic elements,

the branding will be displayed as shown.
It is flexible & diverse, images could be displayed in different formats, landscape or vertical with following the color palette & graphic element style.



Thank you