



الترباط من أجل المستقبل | NETWORKING FOR THE FUTURE

# Corporate Brand Guide





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# Understanding Minaret



## Purpose of this Guide

This brand guide is designed to ensure correct and consistent application of the Minaret brand. The various projects and events, as well as all visibility material should ultimately have the same spirit and level of professionalism, which will in turn allow MINARET to be represented and deliver a consistent message to its audience. It is essential that all projects and materials be instantly recognizable as belonging to the project.

When this visual brand is combined with a series of successful sustainable NEXUS projects, then MINARET will start to achieve a recognizable reputation and a visible presence which is identified with success.

## MINARET Objectives:

- Build the municipality's resilience to climate change through adopting renewable energy resources and energy efficiency applications, water management techniques and food security approaches.
- Strengthen institutional capacities of the relevant governmental authorities involved in the project, through promoting policy dialogue and implementing different capacity-building programs.
- Promote inter-municipal regional cooperation to enhance good governance, and equitably dealing with the needs and human rights especially for refugee's surviving in and around municipalities.
- Reinforce the role of women, youth and marginalized groups in developing and implementing NEXUS approach.
- Develop a MENA dialogue platform focusing on knowledge share, education and lesson learned at national, regional policy levels.

## Background

The MENA Region Initiative As a Model of NEXUS Approach and Renewable Energy Technologies (MINARET) aims to address the unique sustainability challenges and opportunities of the MENA region by increasing local and regional sustainability capacities using the synergies between renewable energy technology and efficiency, water management, and food security.

The 4-year project kicked off in the first quarter of 2017 to be implemented in Jordan, Tunisia and Lebanon.

The MINARET project intends to build the municipality's resilience to climate change through adopting renewable energy resources and energy efficiency, water management techniques and food security. This is in addition to strengthening institutional capacities of the relevant governmental authorities involved in the project through promoting policy dialogue and implementing capacity building programmes as well as promoting inter-municipal regional cooperation to enhance good governance and equitably dealing with the needs and human rights. The project also seeks to reinforce the role of women, youth and marginalized groups in developing and implementing NEXUS approach. The last objective of the project, is to develop a MENA dialogue on line platform and website focusing on knowledge sharing, education, and lesson learned at the national and regional policy levels.

NEXUS theory is that water, energy, and food security on a global level can be achieved through integrated management and governance across the three sectors.

The project partners include the Royal Scientific Society/National Energy Research Center (RSS/NERC), the International Union for Conservation of Nature (IUCN) and the Future Pioneers for Empowering Communities (FPEC).

The project is aligned with the Swedish International Development Cooperation's (SIDA) strategy and its goals of environmental improvement, reduced climate impact and increased resilience to environmental impacts, climate change and natural disasters. The project also embraces five of the UN Sustainable Development Goals: SDG 5- Gender equality; SDG 6-Water; SDG 7- Affordable and clean energy; SDG 11-Sustainable cities and communities and SDG 13-Climate action.

The project is funded by the Swedish International Development Cooperation (SIDA).

The long-term goal is for this initiative to be sustainable and replicable in more communities across the MENA region. This goal is proposed to be supported by a second phase of this project, MINARET II, which will be perused after the successful completion of the first phase

# The Logo

The MINARET logo consists of three sections, each of which is designed for a specific reason.

The Typeface:

The typeface consists of a single word written in gray. The word is MINARET, which is an anagram of the project title: *"The MENA Region Initiative As a Model of NEXUS Approach & Renewable Energy Technologies"*

The Hands:

The hands are visually an extension of the typeface, they use the same color, and they extend upwards in a gesture of nestling, nurturing, and protecting the cube.

The Cube:

The cube has three visible faces, which represent the three components of the synergy. Each face has a different color which was selected to represent the facet of the project that it is related to. Orange was chosen for energy, green for food, and blue for water. The little inverted triangle in the middle represents the NEXUS or the focal point between the three facets.

## Placement

The logo should be placed over a clean white background when possible.

One cover pages on main art-boards, the logo should be placed top left or center for English or mixed language designs, and top right or center for Arabic designs.

Logo Colors:



- Pantone 801c
- Pantone 360c
- Pantone 143c
- K 66, or cool gray 9c



- C 83, M 25, Y 0, K 0
- C 63, M 0, Y 100, K 0
- C 0, M 35, Y 85, K 0
- C 0, M 0, Y 0, K 66



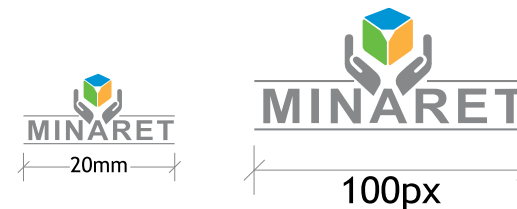
- K 66, or cool gray 9c

## Clear Space & Minimum Size

To maintain the integrity of the logo, there should always be space around and behind the logo which is clear of potentially competing visual elements. Take the letter M from MINARET in the logo, and this will be your guide for the clear distance around the logo. It is allowed for the tag-line to violate up to 50% of this space from below or the sides.

The size of the logo should be determined based on the media being used, however there is a minimum size which the logo should not go below at full size. Minimum width of the full logo should be no less than 20mm.

If a smaller size is required for any reason, then the typeface will be used alone, as shown on the right.



## Logo Usage

It is always preferable to use the full logo comprising of the graphic element and the typeface, and in full color.

When absolutely necessary, the typeface of the logo can be used by itself, this will usually be on small giveaways, such as pens. The Typeface should be either gray or white.

The graphic element alone can also be used, but only as a watermark when needed.



Primary logo



Black logo



Grey logo



White logo



# Unacceptable Logo Usage

Avoid placing the logo on top of high color images. It is always preferable to place the logo on top of a plain white or very light colored background.

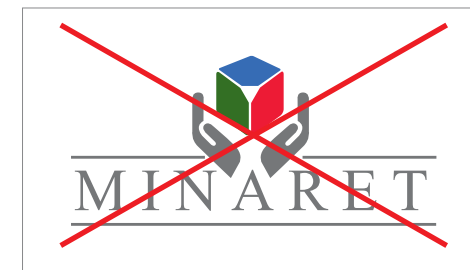
Logo should not be placed on top of strong colors or high color images. Preferred background is solid white, or a very light plain color.

Logo should not be stretched, vertically or horizontally.

The logo colors should never be adjusted.

The typeface inside the logo may not be adjusted or replaced.

The parts of the logo cannot be moved relative to each other, and may not be used individually in place of the logo.



# Partner Logos

MINARET is a sponsored program, paid for by our partners. It is essential that the branding requirements of our partners be met. The logos by default should be placed at the bottom of the cover page (or the main display art-board) as shown at the bottom of this page.

Occasionally, some logos will need to be added to the five below, when this is the case, the logos will be added to the right of the RSS logo, and the entire set re-spaced to have equal spaces between the logos.

These logos can only appear on a plain white background, and the necessary designed adjustments must be made to accommodate them in all art-works.

These may be removed from the design only when the media is too small to support them, (such as business cards, giveaways etc...), or when otherwise requested by the MINARET communications team.

If the media or the design will not allow them to sit next to each other, then they may be split into two separate rows. In such a case arrangement of the logos must be decided by Minaret communications team.



Example usage of partner logos



# The Tag-line

Our tag-line is “Networking for the Future”. This tag-line has been carefully created to represent the ultimate method and goal of the program. The tag-line must always appear in both Arabic and English.

There are two acceptable placements for the tag-line:

- **Vertical:** The tag-line is placed directly below logo, and must have the same exact width as the logo, and must meet the minimum space requirements of the logo (as shown on the right).
- **Horizontal:** The tag-line can be placed to the left or to the right of the logo (depending on the page layout). In this case, the tag-line must also respect the minimum space requirements of the logo, and must be aligned so that it is centered vertically to the typeface section of the logo (as shown on the right).



The tag-line should appear in the Minaret Orange. Although it may be converted to Minaret Green, Blue, or Gray, that should only happen after consulting with the Minaret communications team.

The tag-line is the only design element that is allowed to violate the white space around the logo, but only by up to 50% of the M distance, and only from the bottom or the sides.



Preferred



الترابط من أجل المستقبل  
NETWORKING FOR THE FUTURE

Not Preferred



الترابط من أجل المستقبل  
NETWORKING FOR THE FUTURE

# The Wave

The wave is a combination of a particular shape along with a color gradient. The gradient is a simple but smooth merging of the three logo colors (Minaret green, Minaret blue, and Minaret orange), and represents the seamless integration between water, food, and energy that MINARET delivers.

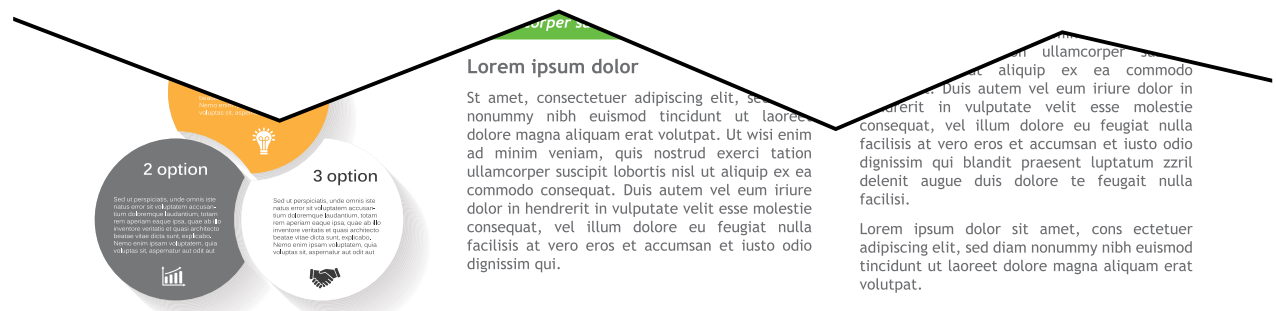
The curve must appear on all main artworks and cover pages, as well as on the project stationery.

The shape of the curve is loosely derived from the magic ratio and the Fibonacci sequence and spiral. However, for the sake of practicality, the shape can be stretched vertically, horizontally, or flipped horizontally, depending on the needs of the design.

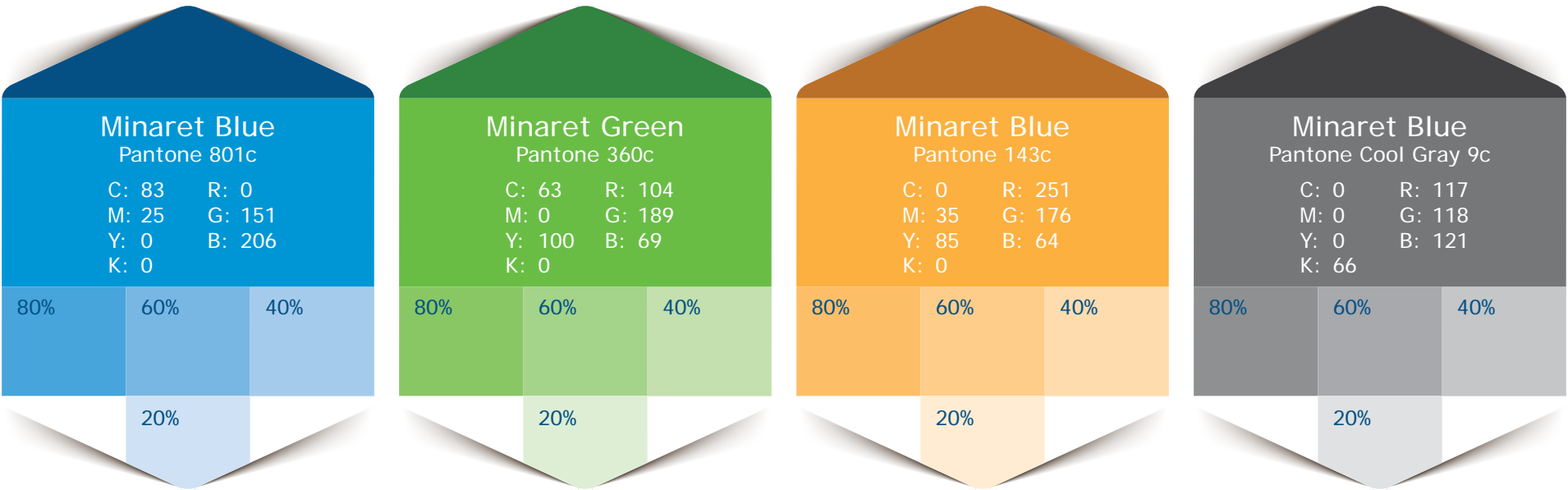
The flat edge of the gradient must always be facing down, and the curved edge facing up. The lower flat edge may either go all the way to the edge of the art-board, as is the case in the letterhead, or may leave a white space below for the partner logos, as in the rollout or brochure cover.

If there is an image behind (above) the curve, then it is acceptable to add a white “edge” between the gradient and the image for separation.

On inner pages, the gradient stays, but the curve should be changed to a simple strip at the bottom of the page. This is to simplify spaces and allow for more practical application of content. It is recommended that on inner pages, a strip appear along the bottom of the art-board with the continuous smooth gradient described above.



# Color Palette



## Primary Color Palette

The minaret color palette consists of four main colors, which are the colors used in the logo.

The blue represents water, the green

represents food, the yellow represents energy, and the gray is the hard work that holds them all together.

These colors are not exclusive, but they are the only colors that should be used for full page background col-

or, such as separators.

When used for font, these colors should be used carefully, and the background color should be considered as legibility is of paramount importance, and far out-weights basic

branding issues.

Main body text color should be either MINARET gray or black.

## Secondary Color Palette

This color palette is secondary, and should be used for the sake of variety from time to time. The selected col-

ors are essentially darker versions of the main colors provided. Designers are permitted to use colors not listed in these palettes, but should use their judgment to select colors that

are compatible and fit with the spirit of the brand.



# Typography

## Font Types (English/Arabic)

Typography is one of the most recognizable elements of an identity and helps portray and reinforce the personality of an organization.

Our fonts were selected for their contemporary, clear designs as well as their legibility, and most importantly for their usability, to maximize compliance. Consistent use of typography will help build brand recognition and provide consistency and professionalism throughout all communications.

We have listed several variants of our fonts but other variants may also be used (italic, bold, semi-bold, etc...)

English basic font is Trebuchet MS..

English alternative font, when a serif font is required will be Georgia.

The Main Arabic font will be Ara Hamah 1964\*

The alternative Arabic font, for use in large bodies of text or when required is Adobe Arabic.

The alternative fonts should only be used when necessary, such as large bodies of text in reports or booklets. Even then, heading and titles should use the main fonts.

# Hello World

### Trebuchet MS (Main English Font)

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

### Georgia (Alternative English Font - Serif)

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

### Ara Hamah (Main Arabic Font)

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 ه و ي  
0 9 8 7 6 5 4 3 2 1

### Adobe Arabic (Alternative Arabic Font)

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 ه و ي  
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١



## Font Sizes

Font size should always be selected appropriately, and it is recommended that any page be printed out on paper on a regular printer in actual size before being sent for production to confirm that all font sizes are appropriate. For internal documents it is recommended that all letters/reports be printed on A4 paper, and that the Arabic body text font be Adobe Arabic or Ara Hamah 1964, font size 14, and the English body text font be either Trebuchet MS, size 11, or Georgia, size 12 (using only 1 font per document).

Consistency is the most important factor when dealing with font sizes. If for example you use Georgia font size 12 for body text in a document (regardless of the number of pages), then that font and size must be used for all body text throughout the document. The same goes for using left (or right) vs full justification for the paragraphs.

Titles should be recognized easily by giving them a larger size, at least “+2 points” than body text and by changing style to a bold typeface. Size increase for the titles can be larger if there are different level headers, but consistency is essential.

To emphasize a sentence you simply change its type to a bold style or italic but do NOT increase the font size.

Leaving blank white space at the bottom of a page is perfectly acceptable, do not increase font size or spacing to fill up white spaces.

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Sed in tempus dui. Integer ornare eleifend condimentum. Ut aliquet molestie felis, at sollicitudin ipsum imperdiet eu. Nunc ligula quam, viverra sed malesuada eget, convallis quis lacus. Nam fringilla sapien non neque semper a luctus est malesuada. Maecenas imperdiet ante sit amet elit cursus vitae pharetra nunc congue. Vivamus ac nisi Fusce at mauris sed tellus ultricies molestie vel eget nisi. Aenean a ipsum a risus luctus bibendum nec nec sapien. Vestibulum eu lectus nec lacus venenatis interdum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam eu ipsum eros, a lobortis lectus. Integer elit leo, dictum in iaculis vel, feugiat et felis. Quisque at justo lac feugiat auctor lectus.

Donec viverra dignissim consectetur. In ante nulla, pulvinar adipiscing interdum at, congue ac enim. Aenean posuere, nisi ac eu nunc. Maecenas elementum felis nisi, eget pellentesque augue. Nam sed purus nunc. Nunc luctus gravida consequat. Curabitur dui ante, lacinia fermentum ultrices non, rutrum eget diam. Proin eu elit libero.

posuere et aliquam in, scelerisque quis; nulla id justo luctus eu volutpat nibh nisi sed purus pellentesque luctus vitae si at orci convallis ultrices sit amet sed tae enim auctor condimentum vitae vel nulla ut arcu ultrices eleifend. Mauris plutpat sollicitudin. Pellentesque a nisi utate. Vestibulum eu ante sed urna Donec lacinia pharetra lacus vel que habitant morbi tristique senectus et mes ac turpis egestas. Sed eleifend, erat stique, sapien augue dictum nisi, eget tae elit. Mauris semper lobortis felis sit sodales rhoncus quam, eu ultricies erat cinia, ante in egestas aliquet, libero elit venenatis ante neque non risus. primis in faucibus orci luctus et ultrices



In documents, you need to maintain consistency in terms of text size, spacing, alignments and so on.

### Lorem ipsum

dolor sit amet, consectetur adipiscing elit. Sed in tempus dui. Integer ornare eleifend condimentum. Ut aliquet molestie felis, at sollicitudin ipsum imperdiet eu. Nunc ligula quam, viverra sed malesuada eget, convallis quis lacus.

Nam fringilla sapien non neque semper a luctus est malesuada. Maecenas imperdiet ante sit.



Paragraphs should follow the rules of text size and font, with the alignment set to full justify (preferred but optional) and with the last line aligned left/right (depending on language).

## Text Backgrounds

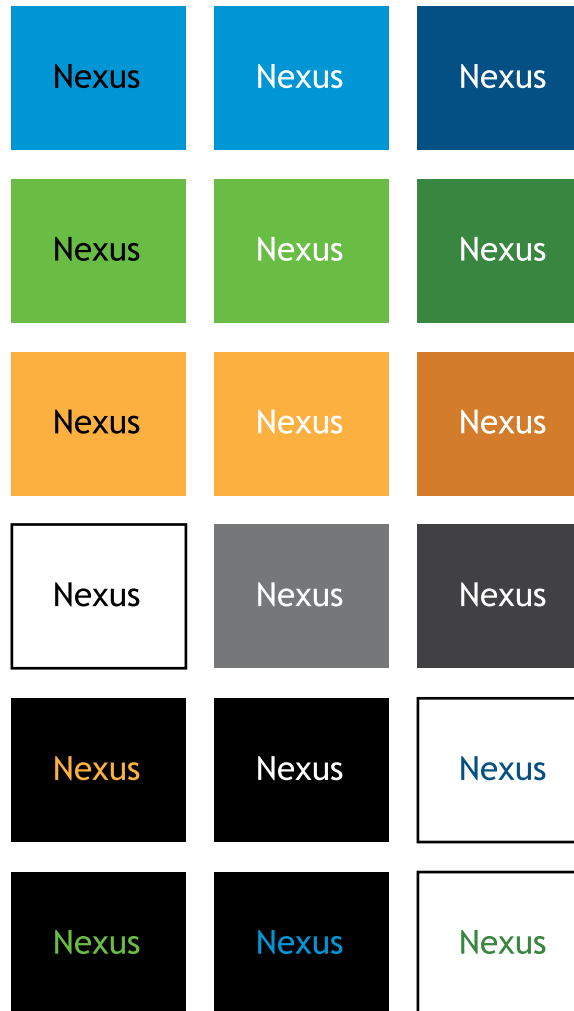
All text is intended to be legible, consequently the designer should choose his text and background colors carefully to maintain maximum legibility.

If the color of the background is going to compromise the readability of the font, then the background should be removed or changed.

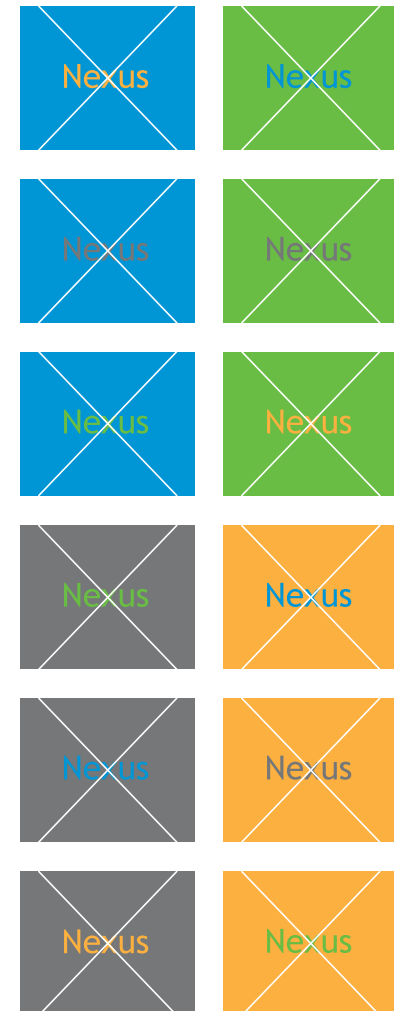
Do not use any patterns or other colors in the background as that will greatly reduce the legibility of text.

The font can appear in any of the primary or secondary colors listed in this guide, but consistency is paramount.

### Acceptable



### Unacceptable



## Text on Images

If you need to combine typography with images, it is preferable to create a solid colored box as a background to add text on. This box can be placed below or to the side.

Should you choose to place the box directly over the image, be careful to place the box on the very edge, and do not place it directly over sensitive parts of the image. Also never make such a box transparent.

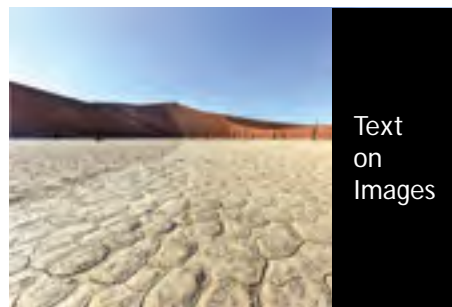
When placing text over an image, make sure that the location is appropriate (close to the edge) and make sure that all text is completely legible.

Do not mix and match within one publication as consistency is key.

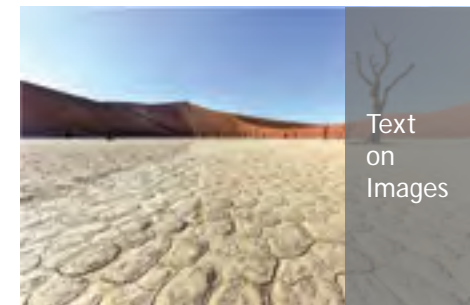
### Preferred



Text on Images



### Not Preferred



# Stationery

## Bag

The below design may be applied to fabric or paper bags. The wave stays on the front, and the Minaret logo and tag-line at the top and the logos at the bottom. Different designs can be adapted so long as they fit in with the theme and spirit of the design.

Different fabric types will handle different level of details, the smallest fonts should always be checked against the selected fabric type before production.



## CD Cover & CD Label

CD Labels should preferably be printed on uncoated paper, with spaces for information to be added. All CDs should match the design below for continuity, though custom designs can be created for specifically branded projects depending on the needs and branding of such projects.

The sleeve (cover) design will ultimately depend on the selected die cut, but should be adapted so the faces match the design on the right. Preferred paper is glassé matte, 300gsm+ with lamination. Writing on the spaces provided will need to happen using a special type of permanent marker.



# Envelopes

A3



A4+



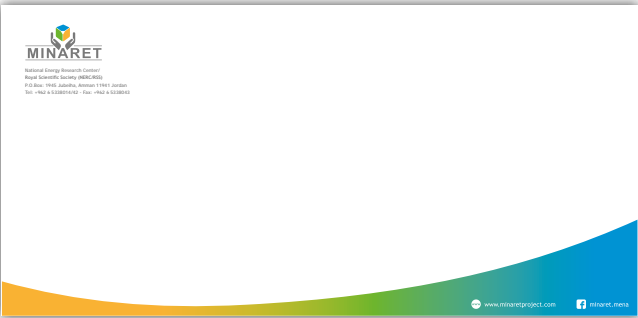
A4



A5



DL



## Notepad

Typical size for notepads is A4 or A5. Spiral or glue binding are considered acceptable. Typically notepads bound from the top should have one sided sheets inside, while side bound notepads should have two sided sheets.



## Business Card

For the sake of practicality, business cards should be two sided, with a different language on each side (Arabic and English). If French language is required, then it would replace the English side.



## Folder

The design on the right shows a typical folder design. Images should be replaced as necessary. The attached option is English, which is the preferred setup for a folder. The inside of the folder has only one pocket in this design, but this can be adjusted to two pockets, depending on the requirements of any project.

It is recommended that when possible, the inner pocket sheet be part of the same folder sheet (not just glued on).





## Letterhead

Letterheads are provided in English and separately in Arabic. If a second “inner sheet” letter head is needed, it would simply be a plain white sheet with the wave at the bottom. No header required.





# Landscape Reports

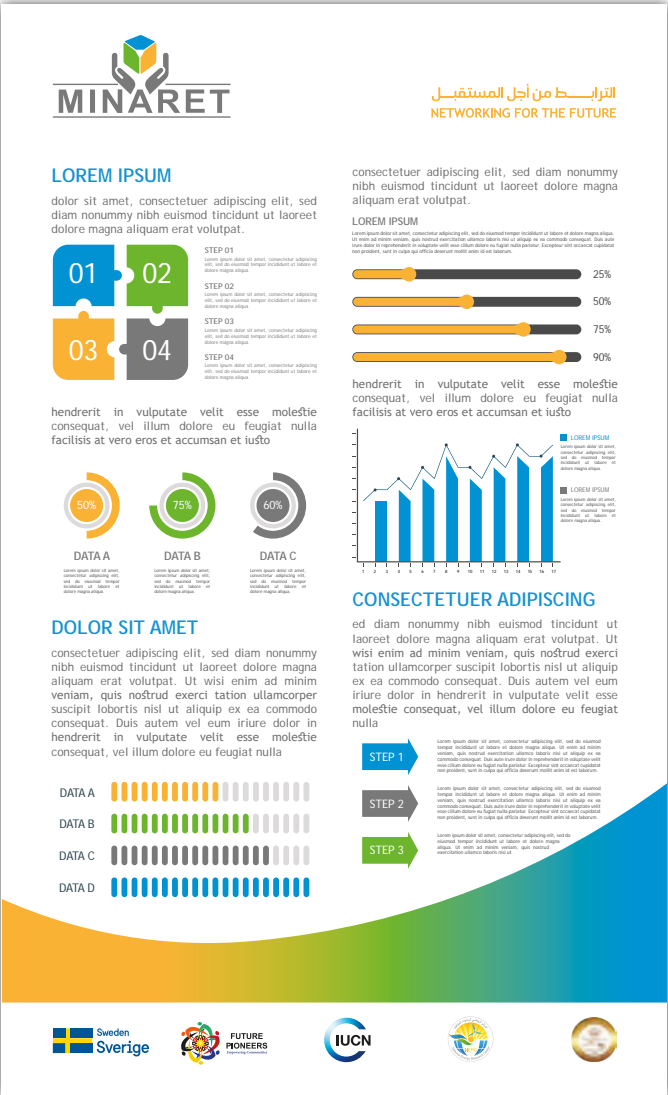
Landscape reports should only be prepared by professionals when needed and possible. Internal reports should be portrait.



Leaflet/Flyer

The provided flyer sample folds into 10 x 21cm approximately. This can be adjusted as per any project’s needs, but the general spirit and layout should be observed.

Fact Sheet



## Digital Newsletter

## Brochure

Again, the size of the brochure can be adjusted as necessary, but the spirit of the design and layout should be observed. Images should be replaced as necessary





# Event Branding

## Podium

Podium branding typically consist of a single sheet (sticker on foam) covering the front (and optionally the sides) of the podium. Size needs to be determined based on the actual podium that will be used.



## Badge & Lanyard

Badge design can be adjusted to reflect the event name, provided sample is just a guideline.



## Pop-up

Po-pups can be designed as per the requirements of any event. Lines between panels should be considered when designing.



## Poster



## Registration Table

Front and sides, sticker on foam. No details (information) should be added to the table, except optionally the name of the event.



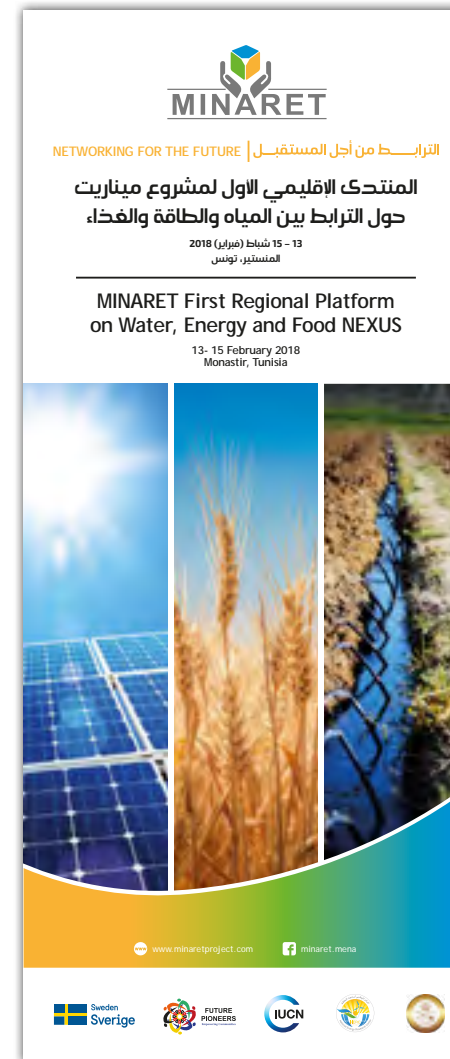


# Rollup

Standard rollup size is 85 x 200cm.

Designs provided show a typical design for a project (with images), and another with partner logos.

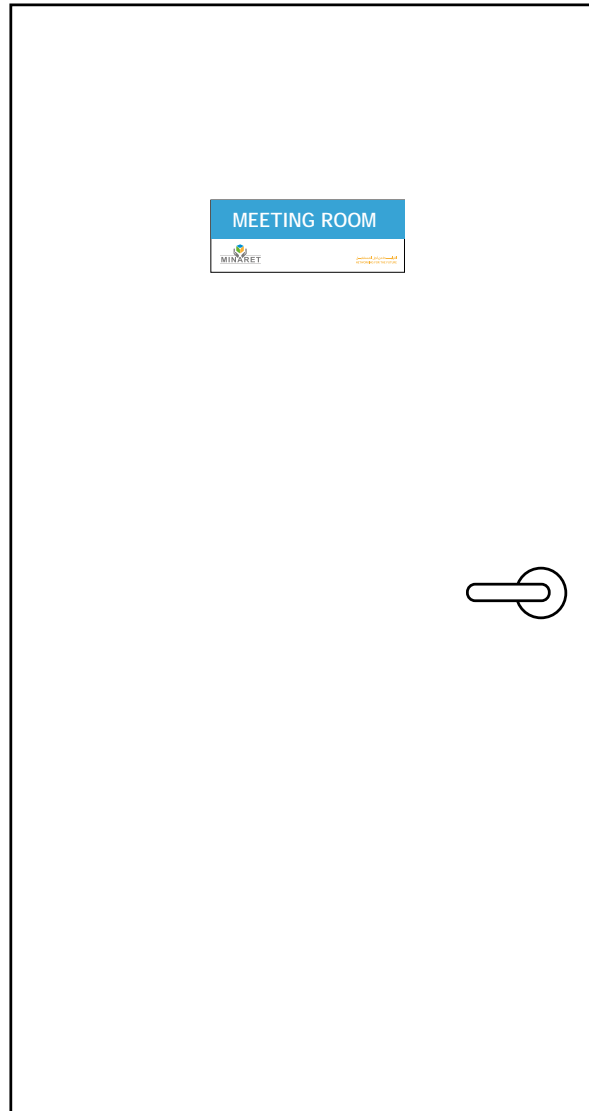
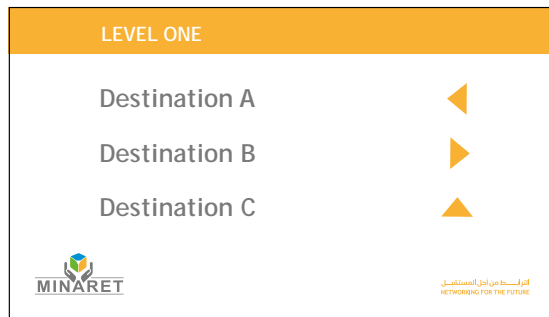
Images in the project rollup can be adjusted as per the project requirements.



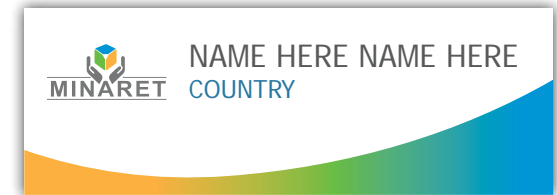
# Other Branding Items

## Signage

Signage will use a simplified version of the Minaret layout. Typically, one color will be used, and this can be expanded into a system where different floors or departments can have different colors.



## Speaker Tent Card



## Sticker



## Email Signature

For the sake of providing consistent communication, email signatures should have a consistent design based on the below. The address can change depending on which office the person works. Occasional messages can be added to signatures but these would have to be company wide messages applied to all emails.



Fulan  
Al Fulani  
Job Title

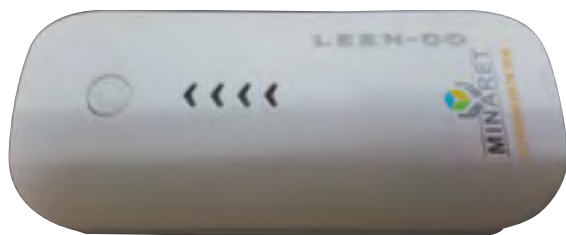
Mobile: +962 79 5338014  
Tel: +962 6 5338014/42  
Fax: +962 6 5338043  
Email: Fulan@minaret.com  
www.minaretproject.com

National Energy Research Center/Royal Scientific Society (NERC/RSS)  
P.O.Box: 1945 Jubeiha, Amman 11941 Jordan



## Branded Giveaways

Branding on giveaways can vary based on the area where printing will occur. For example, pens can use the MINARET typeface alone (with the lines above and below it). While on larger items such as a power-bank, the full logo can be used.



Occasionally, it may be possible to brand fully including the wave, title, and information, such as on branded memory USB cards. When possible, this should be done..





# MINARET

الترابط من أجل المستقبل  
NETWORKING FOR THE FUTURE



[www.minaretproject.com](http://www.minaretproject.com)



[minaret.mena](https://www.facebook.com/minaret.mena)

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