منظومة النقل
MOT PLUS

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Marketing Solutions

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Brand Manual

Brand Manual
What is it for?

The Brand Manual is essentially a set of rules that explain **how your brand works.**

Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

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MOT PLUS
BRAND MANUAL

01

Brand Identity

LOGO CONCEPT

The main idea of the logo is based on two things: merging the emblems and indications of the authorities concerned with transport. As the emblem was based on the majestic palm of the emblem of the Kingdom, thereby mediating anchor inspired by the logo of the General Ports Authority, ending with cross lines that were woven in a more creative way so that they symbolize more than one side (the Aviation Authority Al-Madani, the Saudi Railways Company, and the General Transport Authority). In order to give an initial impression of its connotation of the system and interconnection, it was applied to simulate in harmony the slogan of the Ministry of Transport.

A. Symbol

A Symbol is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

B. LOGO TYPE

A logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

C. LOGO

A logo serves as a graphical representation of a company and is a key feature in its brand. The styling, fonts and colours used, all reflect what the business sells and even the target market of who they are wanting to sell to.

A

B

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C

LOGO USAGE

In the case of a white background or light colored photo, the logo must be used in its original colors and form. Another option is to use the gradient of dark and light blue colors for the background, and in any case of dark colored photo, negative logo must be used. Black logo is used in special cases such as stamps.

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your online ads and packaging.

Incorrect Usage

X

Never alter the spacial relationship between the Brand Identity elements

X

Never change the colour of the Brand Identity

X

Never change the proportions of the Brand Identity

X

Never place the Brand Identity on a colour which compromises the legibility of the Brand Identity

X

Never put a key-line around the Brand Identity

X

Never set the Brand Identity at any angle

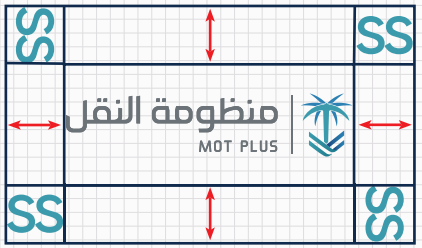
MINIMUM SIZE

Do not use the logo in smaller size in print or digital use. with respect to the logo lockup.

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype)

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of 2 “x”, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.



Double “S“ letter size of 2 “x”

The area that surrounds the logo known as “clear space” is as important as the logo itself

Why color is an important aspect of any logo?

Color has a powerful subconscious effect on every part of our lives, without even saying a word; an understanding of color meanings in business gives us an invaluable tool to get the best response to our marketing and promotional efforts and ultimately to create a successful business.

COLOR THEORY

We have used modern earthly colors - blue, grey, and silver to symbolize harmony between the 3 kinds of transportation as well as strength and professionalism.

Colour Palette

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CMYK
C81/M27/Y30/K8

Web
#08869D

RGB
R8/G134/B157

CMYK
C71/M21/Y27/K3

Web
#429BAF

RGB
R66/G155/B175

CMYK
C80/M41/Y9/K0

Web
#2D80B8

RGB
R45/G128/B184

CMYK
C100/M87/Y22/K7

Web
#233775

RGB
R35/G55/B117

CMYK
C55/M41/Y38/K21

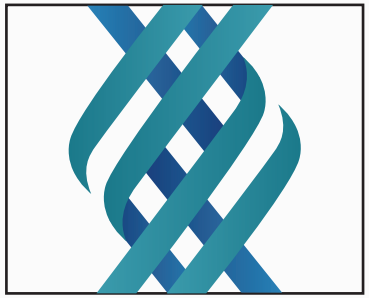
Web
#74787E

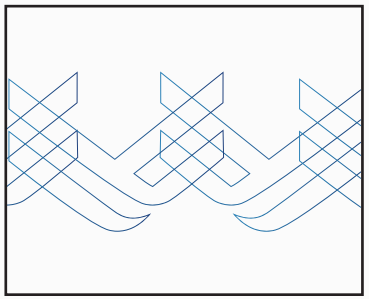
RGB
R116/G120/B126

02

Identity Elements

Patterns



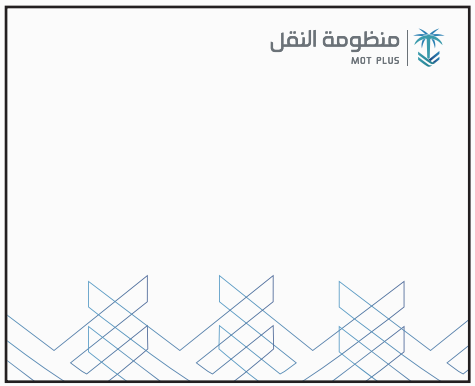


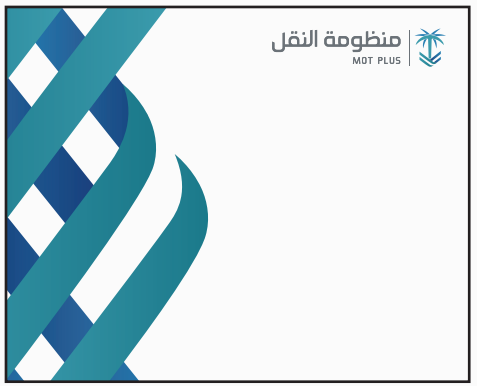
The pattern is used in brand advertising and packaging. It gives a feel the brand wants to deliver to its audience usually by patterns, colors, and lines.

Patterns Usage

1

Always use the logo in the right side with these patterns





2

Always use the logo in the center with these patterns

Tone of Font

There are things to consider when choosing the right font , for instance does the font offer a variety of styles and weights or is it just literally light, regular and bold? Also, we need to think about the print aspects when choosing a font to make sure it will be readable; this includes the colour, size and style. Most importantly, we need to make sure that the tone of a font is right for the brand. In this logo, the fonts have a simple and neat cut that emphasizes luxury. English and Arabic fonts are similar in the tone.

Hello I'm:
Israr-Syria

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Body Copy Font

Cairo

Cairo Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%&$#

Cairo Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%&$#

FONT INFO
cairo-regular.ttf
cairo-bold.ttf
Designed by Akira Kobayashi
Copyright : PT
Publisher : Google Fonts

Primary Arabic Typeface

مرحبا انا
Israr-Syria

أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ع غ ف ق ك
ل م ن هـ و ي
1234567890

Body Copy Font

Cairo

Light
أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ع غ ف ق ك
ل م ن هـ و ي
1234567890

Regular
أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ع غ ف ق ك
ل م ن هـ و ي
1234567890

Bold
أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ع غ ف ق ك
ل م ن هـ و ي
1234567890

FONT INFO
cairo-light.ttf
cairo-bold.ttf

Designed by Mohamed Gaber

Copyright : PT

Publisher : Google Fonts

MOT PLUS
BRAND MANUAL

منظومة النقل

H1

منظومة النقل

H2

منظومة النقل

H3

منظومة النقل

H4

منظومة النقل

BODY COPY

الوقود و الطاقة

CAPTION

منظومة النقل

CC

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

Pictography is a form of writing which uses rep - resentational, pictorial drawings, similarly to cuneiform and, to some extent, hieroglyphic writing

03

Brand Applications

STATIONARY

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Dear Mrs. Clementine
A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with sucha heading.
Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved.
Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.
Sincerely,
Dennis Phillips
Marketing Director
9123456789 INFO@MOTPLUS.COM WWW.MOTPLUS.COM
SAUDI ARABIA, RIYADH P.O. BOX 1178 المملكة العربية السعودية ، الرياض ص.ب
MOTPLUS
ناصر بن محمد الراشد
NASSER M. ALRASHED

STATIONARY LETTERHEAD

Option 1

Option 2

FRONT

منظومة النقل
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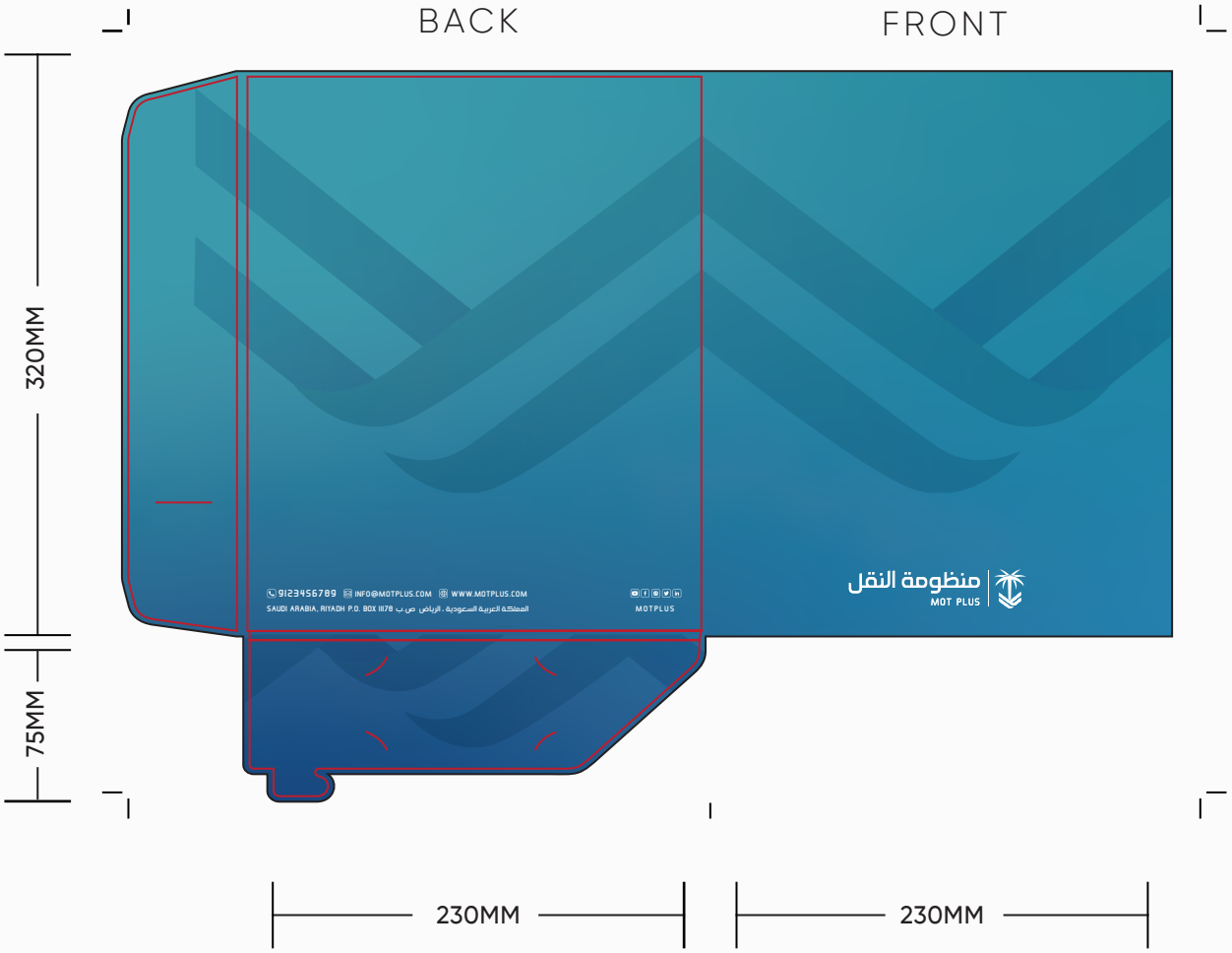
ناصر بن محمد الراشد
NASSER M. ALRASHED
مدير عـــام التسويق
MARKETING, DIRECTOR GENERAL
+966555474848
NRASHED@MOTPLUS.COM

90 mm
55 mm
منظومة النقل
MOT PLUS

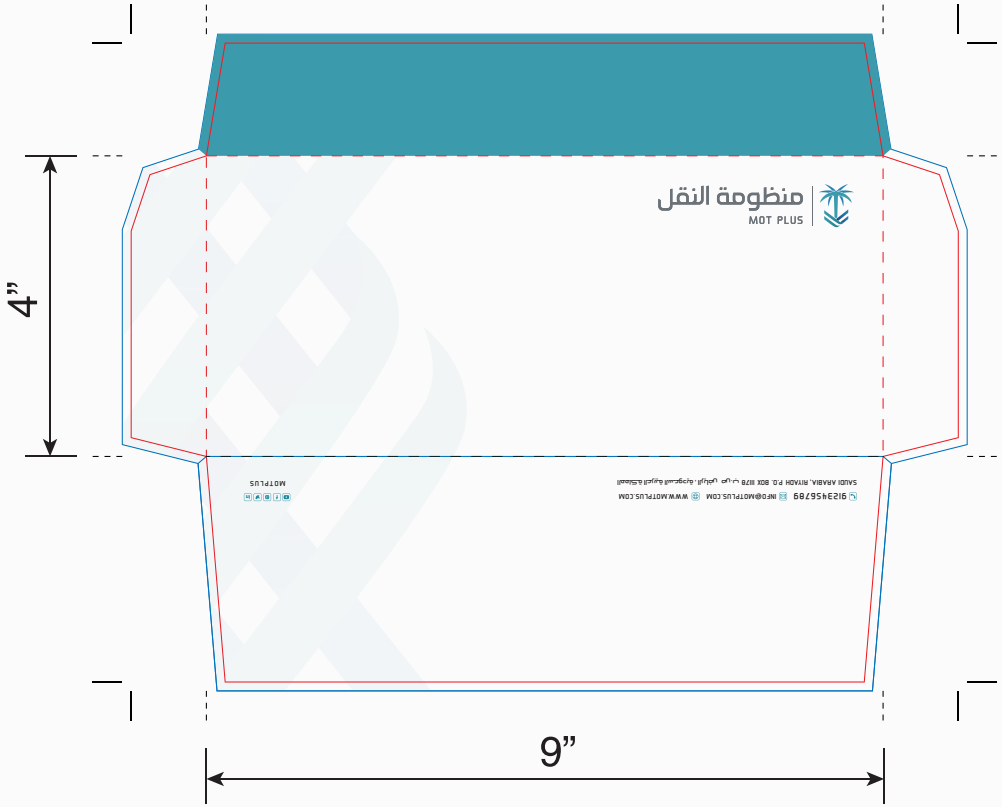
BACK

منظومة النقل
MOT PLUS
ناصر بن محمد الراشد
NASSER M. ALRASHED
مدير عـــام التسويق
MARKETING, DIRECTOR GENERAL
+966555474848
NRASHED@MOTPLUS.COM

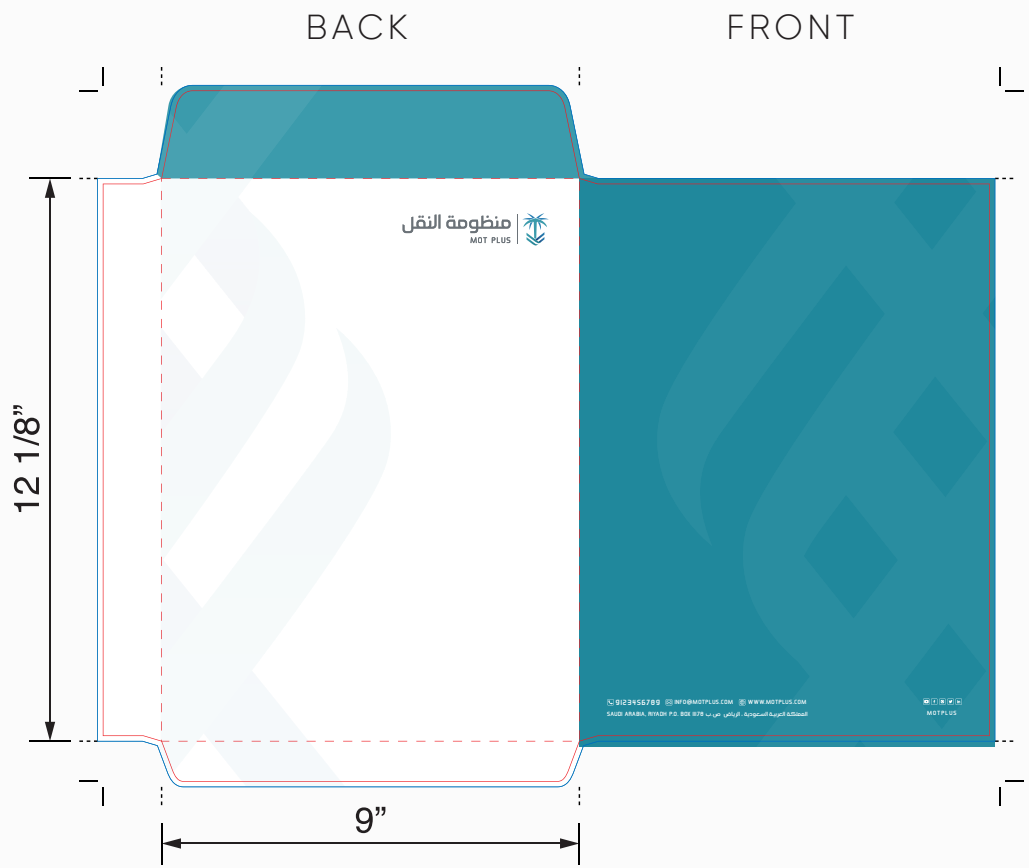
STATIONARY A4 FOLDER



STATIONARY DL ENVELOPE



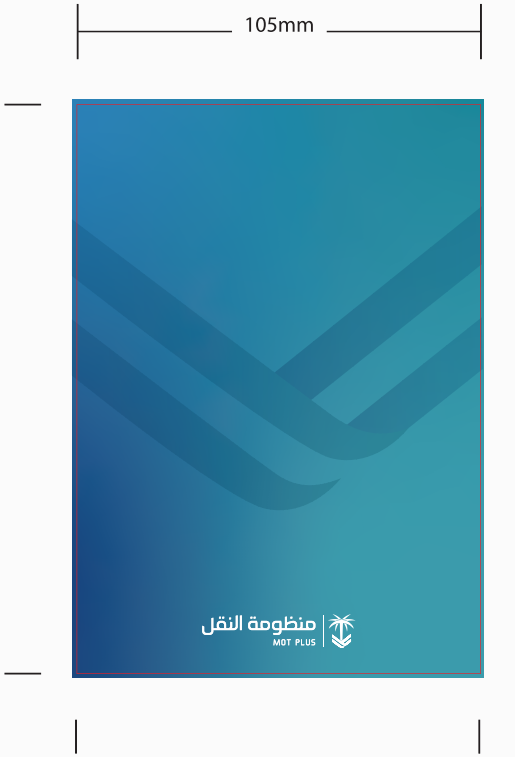
STATIONARY C4 ENVELOPE



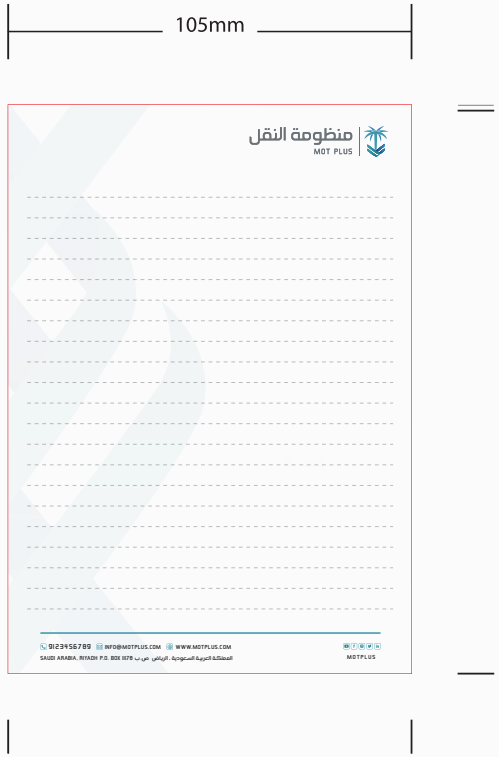
STATIONARY ID CARD

STATIONARY NOTEBOOK

COVER



PAGE



STATIONARY BOOKLET

COVER

148 mm

BACK

STATIONARY BROCHURE

OUTSIDE

INSIDE

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OPTION 1

OPTION 2

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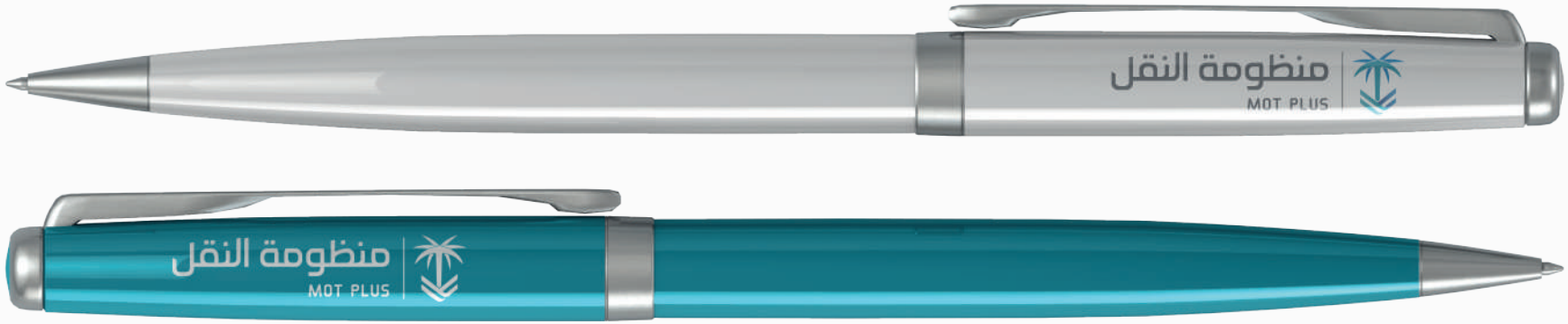
منظومة النقل
MOT PLUS
منظومة النقل
MOT PLUS

BRAND APPLICATIONS CUP

BRAND APPLICATIONS INVETATION

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العنوان الرئيسي
INFO@MOTPLUS.COM

منظومة النقل
MOT PLUS
العنوان الرئيسي
العنوان الفرعي
لوريم إيبسوم(LOREM IPSUM) هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويستخدم في صناعات المطابع ودور النشر. كان لوريم إيبسوم ولايزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص، لتكون كتيب بمثابة دليل أو مرجع شكلي لهذه الأحرف. خمسة قرون من الزمن لم تقضي على هذا النص، بل انه حتى صار مستخدماً وبشكله الأصلي في الطباعة والتنضيد الإلكتروني. انتشر بشكل كبير في ستينيات هذا القرن مع إصدار رقائق "ليتراسيت" (LETRASET) البلاستيكية تحوي مقاطع من هذا النص، وعاد ليتنشر مرة أخرى مؤخراً مع ظهور برامج النشر الإلكتروني مثل "ألدوس بايج مايكر" (ALDUS PAGEMAKER) والتي حوت أيضاً على نسخ من نص لوريم إيبسوم.
INFO@MOTPLUS.COM

منظومة النقل
MOT PLUS
العنوان الرئيسي
النشر. كان لوريم إيبسوم ولايزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت
INFO@MOTPLUS.COM

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INFO@MOTPLUS.COM
منظومة النقل
MOT PLUS
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العنوان الفرعي
INFO@MOTPLUS.COM
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العنوان الرئيسي

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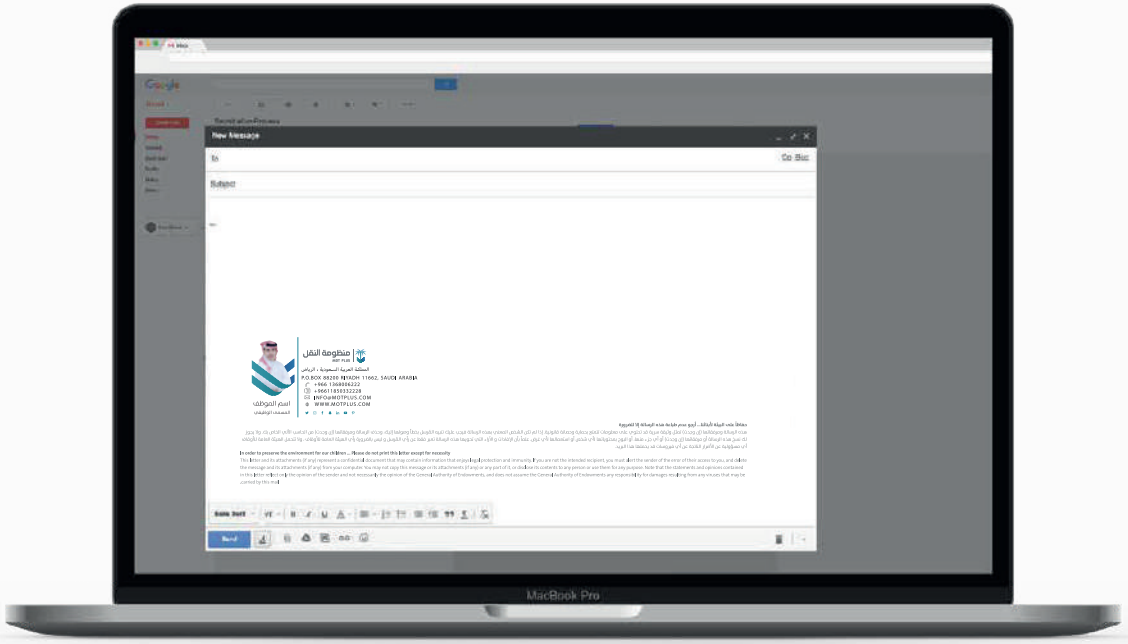
منظومة النقل
MOT PLUS



منظومة النقل
MOT PLUS

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P.O.BOX 88200 RIYADH 11662, SAUDI ARABIA
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+966118503322228
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WWW.MOTPLUS.COM

اسم الموظف
المسمى الوظيفي

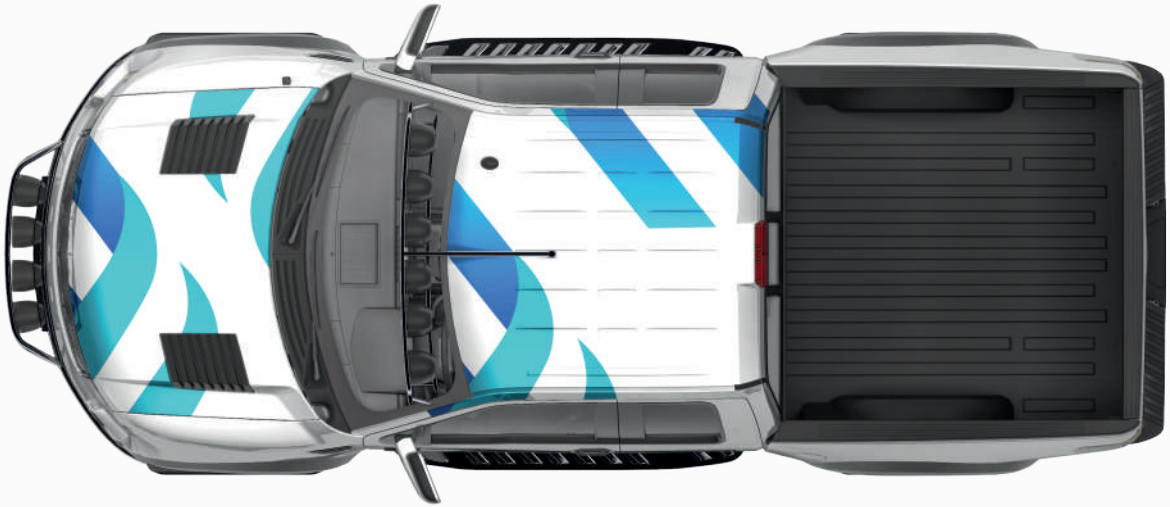
حفاظا على البيئة لأبنائنا... أرجو عدم طباعة هذه الرسالة إلا للضرورة

هذه الرسالة ومرفقاتها (إن وجدت) تمثل وثيقة سرية قد تحتوي على معلومات تتمتع بحماية وحصانة قانونية. إذا لم تكن الشخص المعني بهذه الرسالة فيجب عليك تنبيه المرسل بخطأ وصولها إليك، وحذف الرسالة ومرفقاتها (إن وجدت) من الحاسب الآلي الخاص بك. ولا يجوز لك نسخ هذه الرسالة أو مرفقاتها (إن وجدت) أو أي جزء منها، أو البوح بمحتوياتها لأي شخص أو استعمالها لأي غرض. علما بأن الإفادات و الآراء التي تحويها هذه الرسالة تعبر فقط عن رأي المرسل و ليس بالضرورة رأي الهيئة العامة للأوقاف ، ولا تتحمل الهيئة العامة للأوقاف أي مسؤولية عن الأضرار الناتجة عن أي فيروسات قد يحملها هذا البريد.

In order to preserve the environment for our children ... Please do not print this letter except for necessity
This letter and its attachments (if any) represent a confidential document that may contain information that enjoys legal protection and immunity. If you are not the intended recipient, you must alert the sender of the error of their access to you, and delete the message and its attachments (if any) from your computer. You may not copy this message or its attachments (if any) or any part of it, or disclose its contents to any person or use them for any purpose. Note that the statements and opinions contained in this letter reflect only the opinion of the sender and not necessarily the opinion of the General Authority of Endowments, and does not assume the General Authority of Endowments any responsibility for damages resulting from any viruses that may be carried by this mail.

BRAND APPLICATIONS SOCIAL MEDIA TEMPLATE

BRAND APPLICATIONS TRUCK



منظومة النقل
MOT PLUS
لقـاء معالي الوزير
مـع شركـــاء الـوزارة
رسمنـا الطـريـق
و للمستقبـل وجهتنـا
شـــراكة ...
و إلتـــــزام
منظومة النقل
MOT PLUS

Photography should reflect the organization's positive attitude towards the future.

It is best to use organization-made photography to ensure a perfect fit with the created content in a way that showcases the organization's values and transportation systems' all-around modernism. Transportation systems include road, air, and maritime transportation.

The main colors to be featured in photography are shades of blue in addition to solid grey.
Only real photography should be used, which showcases the connection between humans and transportation systems.

Lifestyle photography

The following examples should serve as guidelines for photographers about suitable photography styles.

Transportation systems and natural-scenes photography.

The following examples should serve as guidelines for photographers about suitable photography styles. Transportation systems and natural-scenes photography materials need to be locally shot, inside KSA, unless the communication and messages required otherwise.

Using the Logo on Photographs

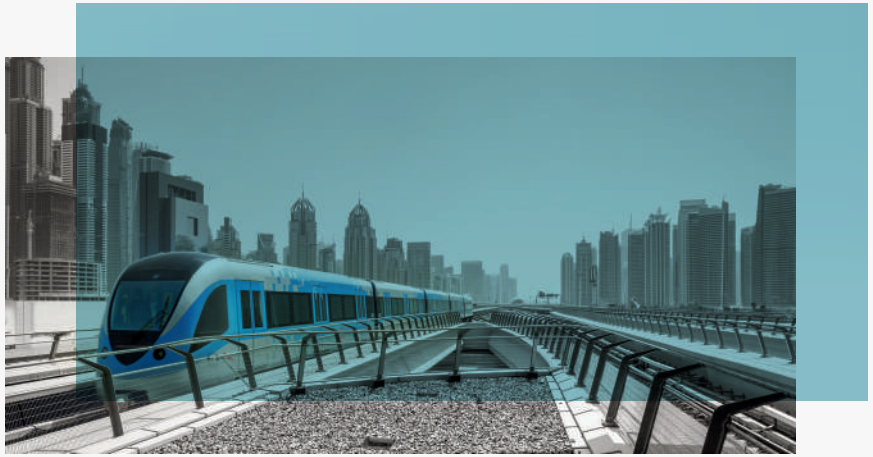
To use the original logo colors, photos must have light colors. Otherwise, it needs to be replaced with the white logo.
Additionally, it is permissible to use the original logo on top of a white logo background.

Photography Coloring

Photography can be re-colored using the basic colors in order to be used in designs as a supporting element of the identity.

Opacity %60

Opacity %60



Opacity %60

Thank You

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