



BRAND GUIDELINES
VERSION 3 - AUGUST 2021

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INTRO

MuslimGiving™ is a charity fundraising platform designed for Muslims by Muslims.

Our brand reflects the big hearts of all our fundraisers and the charities and all the people who donate from the pureness of their hearts.

The Muslim community is by far one of the most charitable in the world and our website offers a unique fundraising platform that displays the oneness of Muslims.

We are a part of the joy, the endurance, the companionship involved in fundraising. Together we can make it easier to donate, raise and distribute charity all over the world.

Be the change. Make the difference.

OUR LOGO

The **MuslimGiving™** Logo comprises of two elements, the logo mark and logo type. The logo mark is a heart shape that encompasses the letters M for Muslim and G for Giving. The heart shape represents the hearts of all those involved in charity and our use of the words MuslimGiving without any spaces represents the togetherness between the two subjects.

The distinct MG heart logo mark can be used without the logo type.

The logo type was carefully chosen to fit with the soft curves of the heart shape as well as compliment the sharper edges. The letter also emanate the humble nature of doing charity.

Our use of colours aim to grab the attention of our users, with a red to represent the urgency and need for charity as well as the passion and endurance fundraisers put in to hit their targets. The teal blue to represent the calm satisfaction and ease charity offers for both the fundraisers and the charity receivers.

General Logo

The main logo that is used on a white background.



Trade Mark

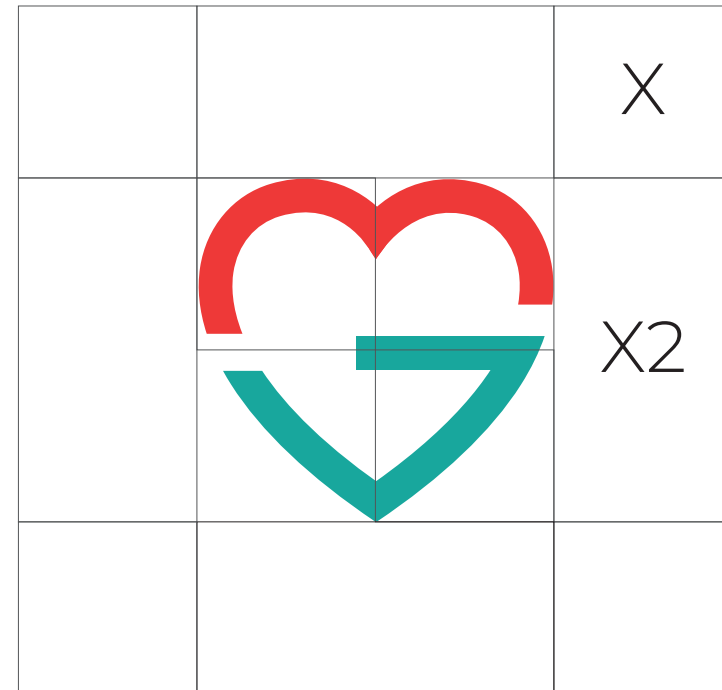
The name MuslimGiving is Trade Marked, so the TM symbol must be displayed.

OUR CLEAR SPACE

It is important to keep the **MuslimGiving™** Logo Mark and General Logo clear of any other graphic elements. To regulate this, an exclusive zone has been set around the mark's. This exclusion zone indicates that the closest a graphic element or message can be positioned, with relation to the symbol itself and our company name. They have a fixed relationship that should never be changed.



- General Logo Clear Space



- MG Logo Mark Clear Space



- Variant 2 Logo Clear Space

MINIMUM LOGO SIZE

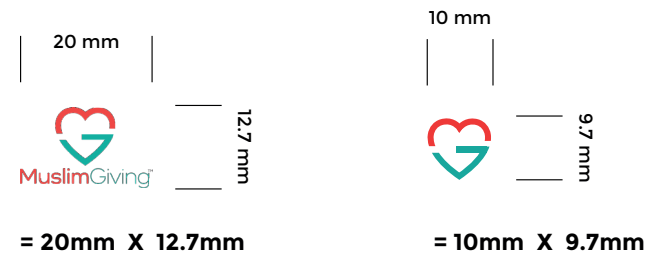
There are fixed sizes for print and web usage. The general logo cannot be used in print when smaller than 20mm x 12.7mm and on web when smaller than 48px x 46px.

The Print Size Guidelines below, specify the full logo correct proportion (in mm).

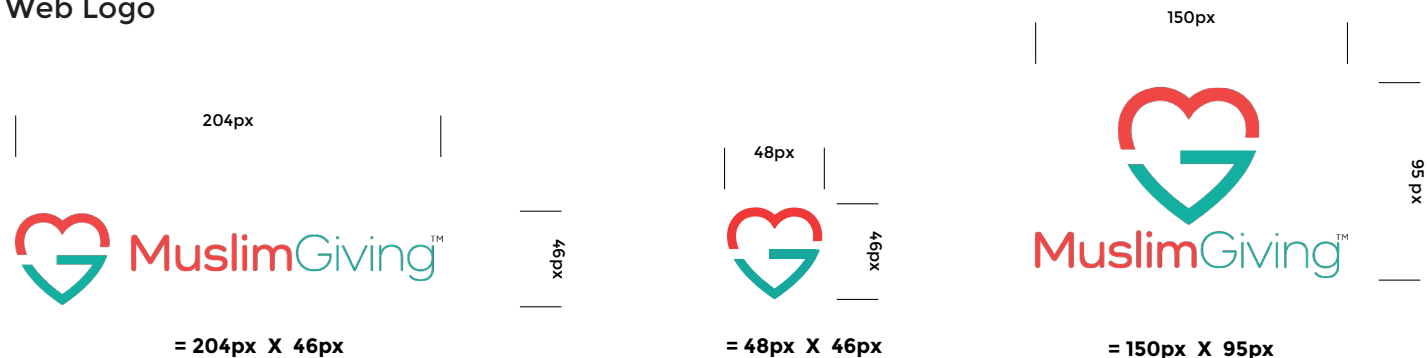
Print Size Guidelines (full logo only) in mm:

AO: 160mm x 101.6mm	AT: 92.8mm x 58.1mm
A2: 80mm x 50.8mm	A3: 58mm x 36.8mm
A4: 40mm x 25.4mm	A5: 28.2mm x 17.9mm
A6: 20mm x 12.7mm	

Print Logo



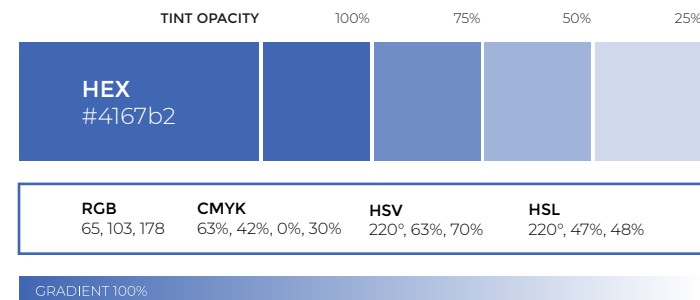
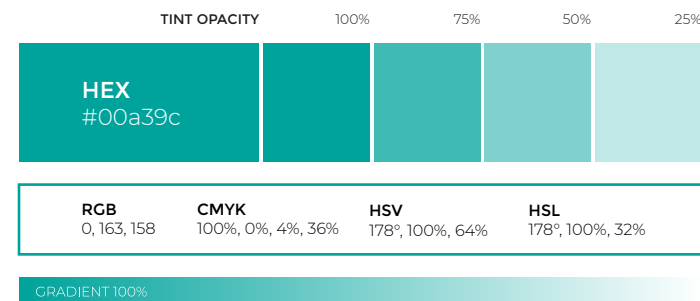
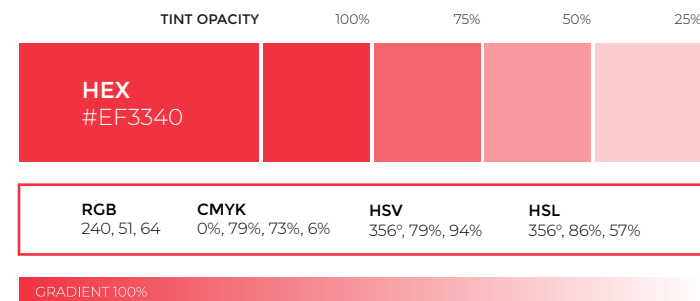
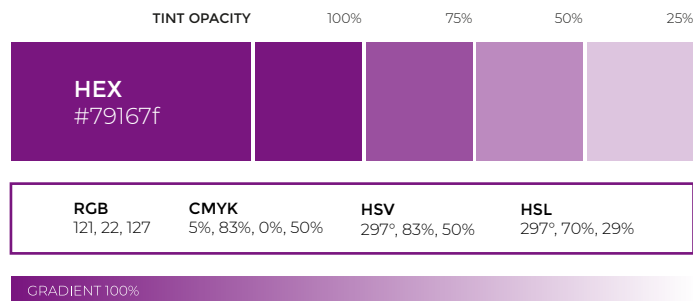
Web Logo



COLOUR PALETTE

Our primary colours are Red and Teal Blue. The secondary colours are blue and purple. Please ensure the correct colour values are used and do not deviate from these values. Tints of the primary red and teal blue is acceptable in moderation and should only be used when necessary.

Do not introduce any new colours into the **MuslimGiving™** branding.



APPLICATION ON BACKGROUND

The preferred colours for the **MuslimGiving™** are Red and Teal Blue. In some cases, a full colour logo may not be practical or possible due to limitations in printing. For these instances we may use a one-color black or white logo or a flat colour version of the logo.

Usage on light background.



Usage on dark background.



APPLICATION ON IMAGES

It is very important to choose the most appropriate logo when it is used in conjunction with images. A wrong choice may affect its visibility.

In images with dark background is preferable to use a monochrome white version.



LOGO USAGE

To maintain the integrity of the **MuslimGiving™** logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuse of the **MuslimGiving™** logo that should be avoided and below the accepted versions of the MG Logo.

Correct Logo Version.



Incorrect logo versions.

1. Don't re-size elements in the logo



2. Don't change the colours



3. Don't move the symbols



4. Do not distort



5. Don't change the font



6. Do not add effects



TYPOGRAPHY

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic.

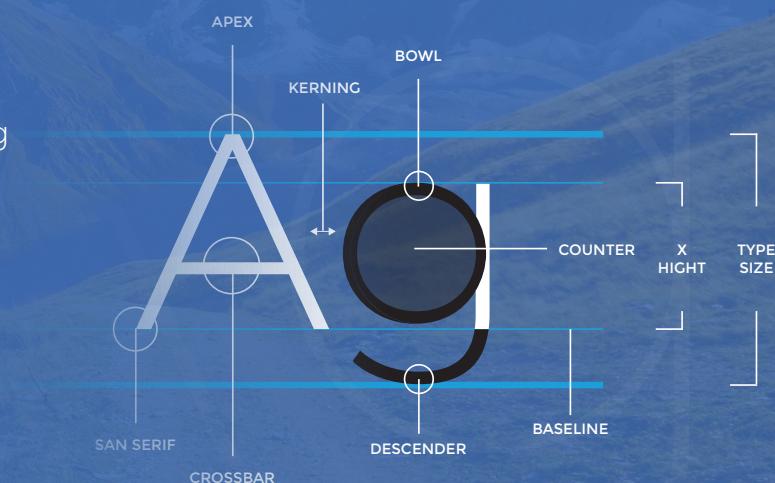
The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent

Como-SemiBold and **Como-Regular** typeface are used for headlines. These font variations are also used on the **MuslimGiving™** logotype.

Gotham Book Regular typeface is used for body-copy.

Montserrat-Regular

This typeface is used for web compatibility, this is a Google Font.



TYPOGRAPHY GUIDE

Como - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%&'()*?/

12345
67890

Aa

Como-Semi Bold

RBCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%A&'()*?/

12345
67890

Aa

Gotham Book Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%A&'()*?/

12345
67890

Aa

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%A&'()*?/

12345
67890

Aa

TYPESETTING GUIDE

Typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read.

When typesetting titles, the title should be 66.66% larger than the type size. To calculate, multiply the type size by 1.66 and add the result to the typesize.

Body column width should ideally be between 7-9 words long.

Title Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua egestas maecenas.

Title Heading

Malesuada proin libero nunc consequat. Ac turpis egestas maecenas pharetra convallis. Blandit aliquam etiam erat velit scelerisque.

Title Heading

Quam viverra orci sagittis eu. Egestas diam in arcu cursus euismod quis viverra nibh cras. Arcu dictum varius dui at consectetur lorem done.



THANK YOU

If you have any questions about the **MuslimGiving™** brand and how to use it, get in touch with our team via info@muslimgiving.org