Brand guidelines

September 2023

مؤسسة
متعب بن عبد العزيز
Mutib Bin Abdulaziz
Foundation

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01

Brand overview

Introduction

Welcome to the new Mutib Foundation brand.

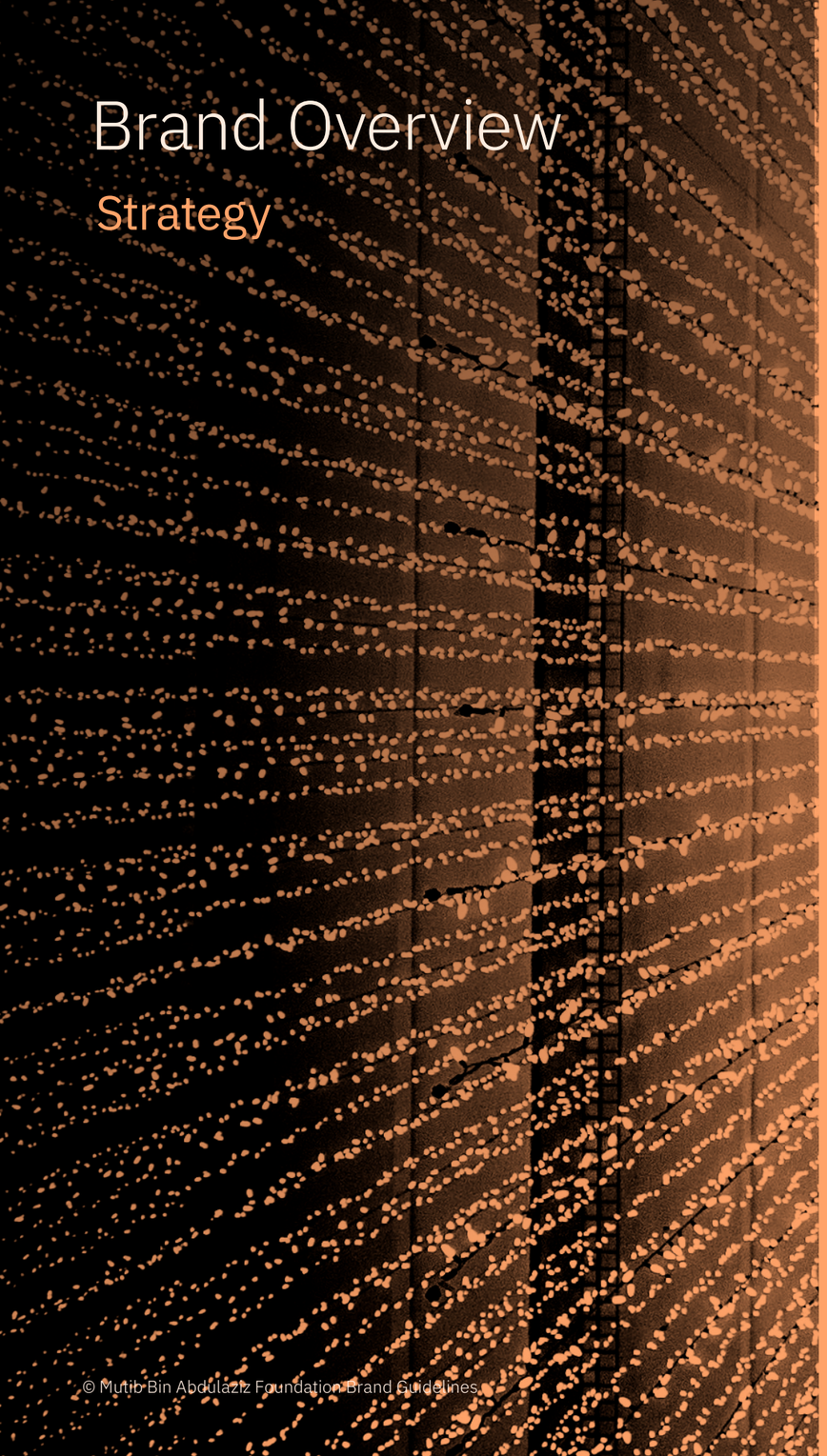
These guidelines have been created to help you build a strong and unified visual system that will in turn, strengthen the value of your brand.

The design principles have been carefully developed to ensure clear and consistent communication across various brand applications.

The contents of these guidelines include the brand toolkit and elements, with examples of how they come together to build brand applications that are consistent and impactful.

The Science of Benevolence

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We use the Science of Benevolence to bring ever more improvement to peoples' lives.

We are a new kind of foundation: open, energetic, curious and professional, operating objective, data-driven ways of delivering ever more benefit to ever more people.

We have the first-hand research, experts, culture, processes and resources to move beyond subjective guesswork and traditional, conservative ways of operating: always weighing impact against investment.

We are not in the 'feel good' business, but in the 'do good'. And we lead the way in doing that. Because we operate The Science of Benevolence.

Attributes

Energetic & Action-oriented

We are the ‘startup' of foundations: buzzy, restless, driving harder, getting things done.

Progressive & Professional

We operate at the highest standards. Always.

We are enlightened, valuing equality and inclusiveness.

Curious & Open

We wonder about the world, welcome ideas, and look outside for ways to be ever better.

We share what we learn.

Humble & Human

Our organisation is not faceless, it's a fellowship of likeminded people that communicates as a person: ‘right-sized,’ with clarity, transparency and empathy.

Pushing for simple

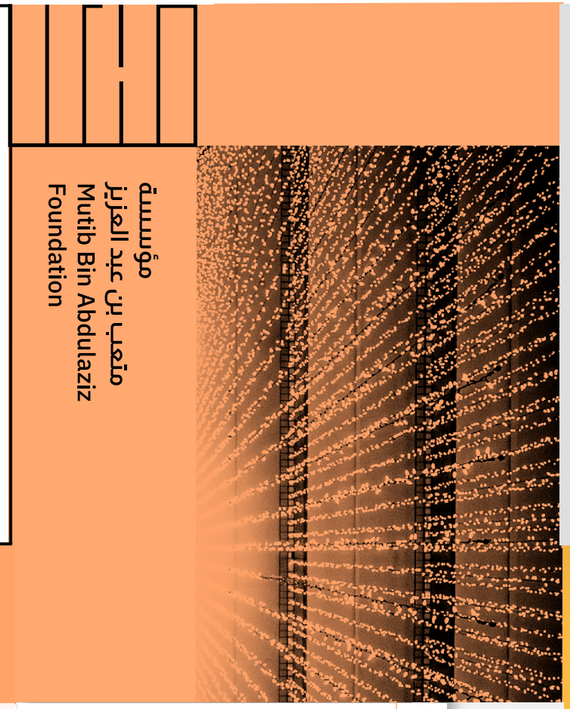
We see progress and sophistication as driving simplicity, not increasing complexity.
We are always pushing, and asking could this be simpler, easier, more timely?

Brand Overview

Visual summary

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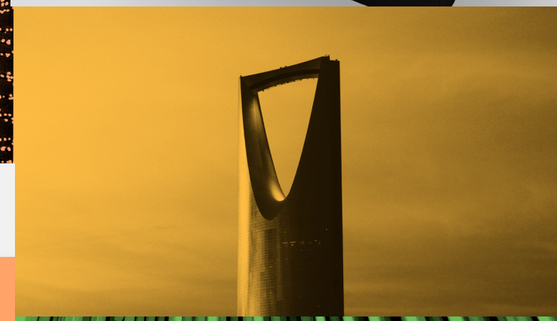






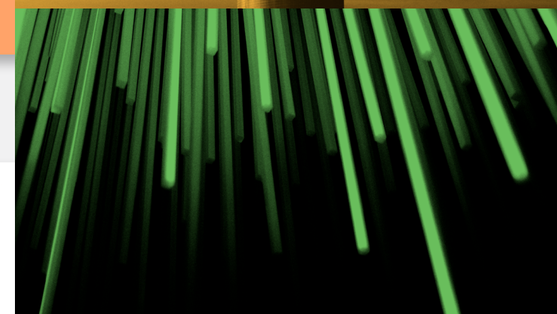
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1234567890



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impact

321,000 to have access to fresh water by 2024

02

Brandmark

Brandmark

Overview

The Mutib Foundation brandmark is made of two components: the Bilingual wordmark and the Mutib Signature.

The Mutib Signature, as you will come to learn, is a visual element that plays a strong role in the Mutib Foundation brand, outlined in **Chapter 6** of these guidelines.



Bilingual wordmark

Mutib Signature

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Brandmark

Clear space & Minimum size

Clear Space

The Mutib Foundation brandmark should always be surrounded by an area of clear space to ensure legibility and prominence. Text, images or graphic elements should not intrude this space.

The minimum clear space around the brandmark is X, defined as the space between any of the pillars within the Mutib Signature.

Minimum Size

The minimum size of the Mutib brandmark is 24 mm width in print, and 70 pixels in digital applications. The brandmark can be scaled proportionally and there is no limit to the maximum size.

Clear space



Minimum size



24 mm / 70 px

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Brandmark

Colors and backgrounds

The Mutib Foundation brandmark should primarily appear in Apricot Orange on white or light backgrounds, or in Rich Black on orange backgrounds.

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Rich black on Apricot orange

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Mutib Bin Abdulaziz
Foundation

Rich Black on Glaze

مؤسسة
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Mutib Bin Abdulaziz
Foundation

Apricot Orange on Glaze

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Rich Black on White

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Apricot Orange on White

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Brandmark

Alignment and positioning

Alignment

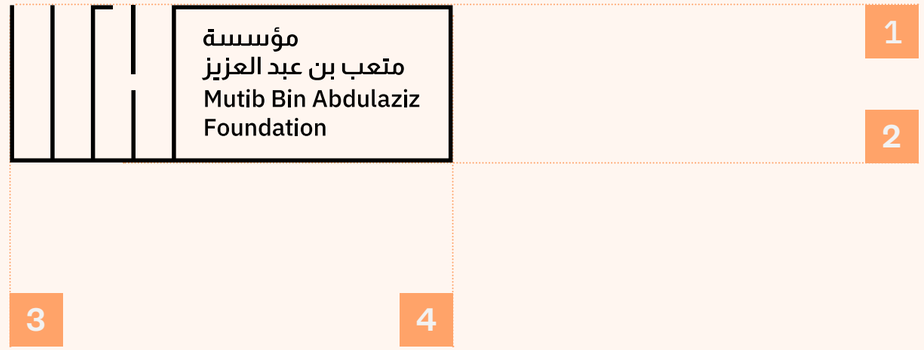
The figure to the right illustrates how to align text, objects, or imagery to the brandmark. These can be aligned to the top, bottom, left, or right of the brandmark.

Positioning

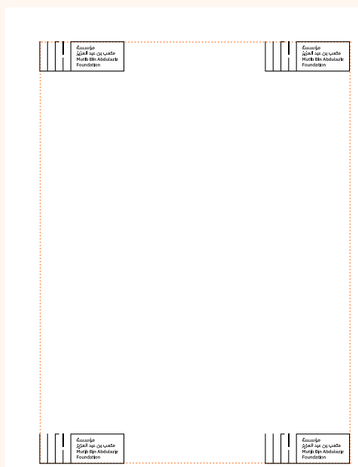
On any given format, there are four recommended positions for the brandmark to be placed. It is also possible to position the brandmark in the center of the format if required for advertising, merchandise and alike.

There are unique positioning principles when it comes to using the brandmark with the graphic device. Please refer to **Chapter 6** of these guidelines for more information on this.

Alignment points



Positioning



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Brandmark

Special-use brandmark

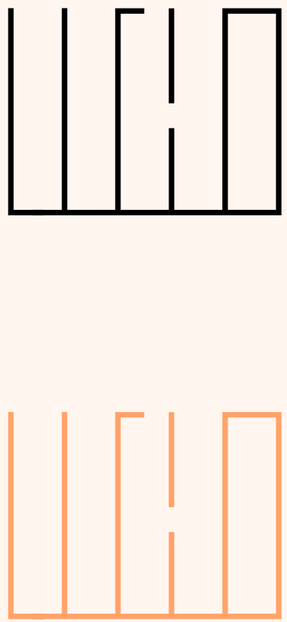
For specific applications such as water bottles, disposable coffee cups or paper cups, the special-use brandmark may be used.

This version of the brandmark focuses on the Mutib Signature, and is the basis of the graphic device as outlined in **Chapter 5** of these guidelines.

All rules outlined in this chapter regarding clear space and minimum size, colours and backgrounds, alignments and positioning, and misuses apply to the special-use brandmark.

Please contact the marketing department should you have any further questions about the special-use brandmark.

Special-use brandmarks





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Brandmark

Misuses

The following are some examples of what not to do with the brandmark to ensure consistency and legibility of the brand.



Do not use the Mutib signature on its own



Do not recolor the brandmark



Do not alter proportions of elements within the brandmark



Do not use the brandmark on backgrounds without sufficient contrast



Do not distort the brandmark



Do not replace the wordmark with alternative text

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03

Color

Color

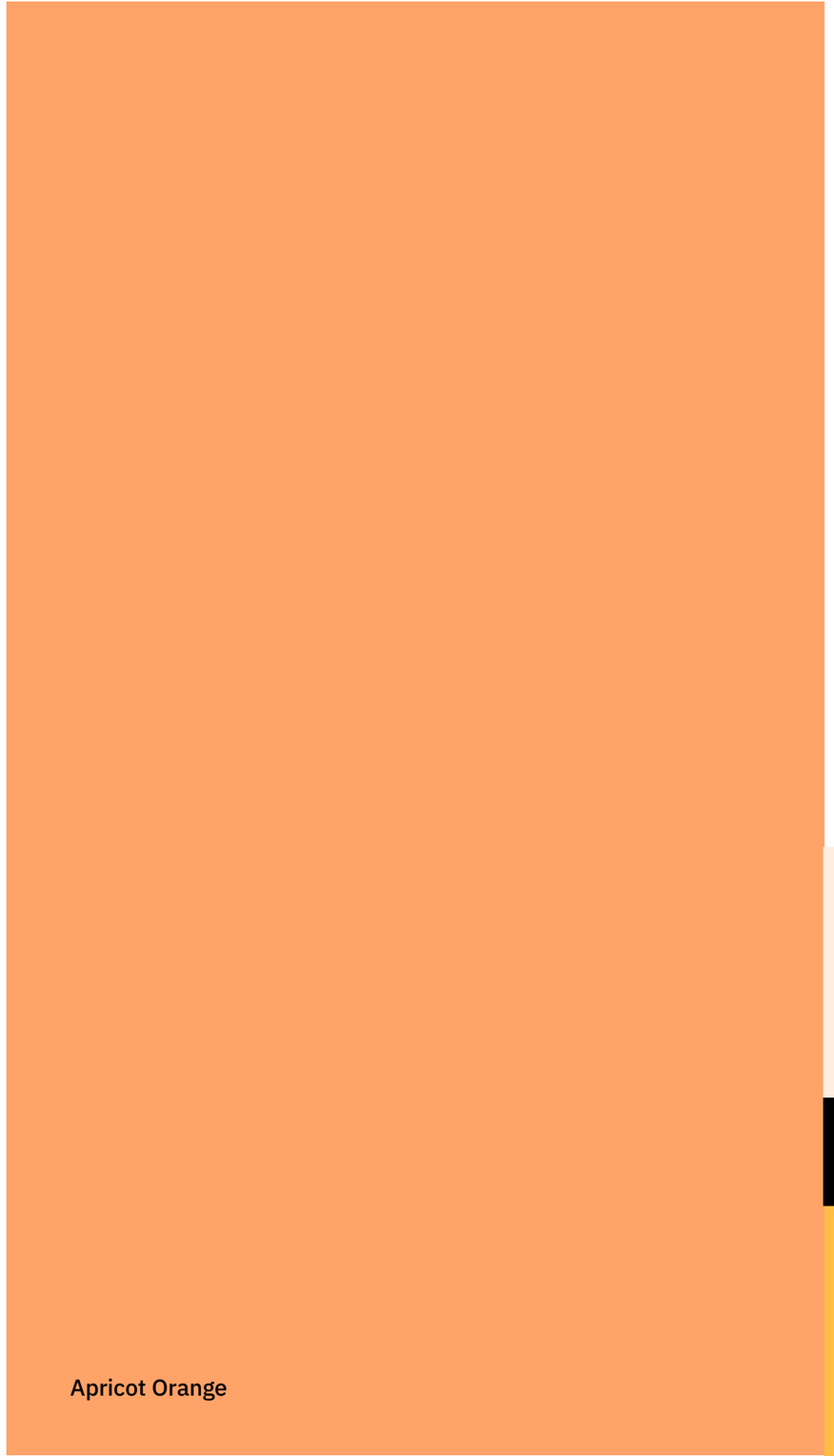
Overview

The primary color palette constitutes the main colors used in the brandmark, as well as across all of the Mutib Foundation communication pieces. They can be used in typography, as backgrounds, as image treatments, or within the graphic language.

The way the palette is displayed on the right indicates the relationship of color usage across the brand – Apricot Orange and Pure White have the most presence; Glaze Orange plays a supporting role; and Rich Black is used within the graphic device, the brandmark, and in typography.

The secondary palette is to be used only when the primary palette has been exhausted, and there is a need to use colors to help uplift and differentiate content.

Please refer to the applications section of these guidelines for examples of color use within brand communications.



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Color

Color values chart

This chart indicates the color values to be used when printing, or creating applications across digital mediums.

Color	Spot	CMYK	RGB	HEX
Apricot Orange	30-5 C	0 / 40 / 60 / 0	255 / 163 / 105	ffa369
Pure White	–	0 / 0 / 0 / 0	255 / 255 / 255	ffffff
Glaze Orange	9244 U	0 / 10 / 12 / 0	186 / 120 / 84	fee7d9
Rich Black	303 CP	0 / 0 / 0 / 100	0 / 0 / 0	000000
Warm Yellow	136 C	0 / 30 / 85 / 0	253 / 185 / 64	fdb940
Data Green	360 CP	60 / 0 / 85 / 0	110 / 192 / 93	69be5c
Energy Teal	2240 CP	75 / 0 / 60 / 0	51 / 178 / 138	33b28a

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04

Typography

Typography

Font family and styling – Latin

The brand font **IBM Plex Sans** has been selected to deliver the ideal balance between simplicity and modernism.

The diagram on the right serves as a guideline for weights and hierarchy when typesetting brand communications in English.

Please refer to the **Stationery** and **Digital** sections of these guidelines for more examples on type styling.

Font licenses can be downloaded from the following link: IBM Plex Sans

Header
IBM Plex Sans Light or Regular

Mutib Foundation

Sub Headers
IBM Plex Sans Regular

The Science of Benevolence

Body
IBM Plex Sans Light

Highlights
Apricot Orange underline

Visual numbers and data
IBM Plex Sans Bold
Outline text + subtract edges

%

The Mutib Foundation uses the Science of Benevolence to bring ever more improvement to peoples' lives. We are a new kind of foundation; open, energetic, curious and professional, operating objective, data-driven ways of delivering evermore benefit to ever more people.

URL
IBM Plex Sans SemiBold

mutib.org

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Typography

Font family and styling – Arabic

The brand font **IBM Plex Sans Arabic** has been selected to deliver the ideal balance between simplicity and modernism.

The diagram on the right serves as a guideline for weights and hierarchy when typesetting brand communications in Arabic.

Please refer to the **Stationery** and **Digital** sections of these guidelines for more examples on type styling.

Font licenses can be downloaded from the following link: IBM Plex Sans Arabic

متعب
بن عبد العزيز

علم العلطاء الخيري

نمثل نوعية جديدة من المؤسسات الخيرية: فنحن منفتحون على الأفكار الجديدة، كما نتسم بالنشاط و الفوضل لمزيدٍ من المعرفة وبدرجةٍ عالية من الاحترافية، و نمعل بطرق موضوعية قائمة على البيانات لتقديم قدرٍ أكبر من المنافع لعددٍ أكبر من أفراد المجتمع. مع الحرص دائمًا على قياس اتأثير الحاصل في مقابل الاستثمار المقدم.

%

mutib.org

Header
IBM Plex Sans Arabic
Light or Regular

Sub Headers
IBM Plex Sans Arabic Regular

Body
IBM Plex Sans Arabic Light

Highlights
Apricot Orange underline

Visual numbers and data
IBM Plex Sans Bold
Outline text + subtract edges

URL
IBM Plex Sans SemiBold

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Typography

Type in color

This page displays the possible combinations of typography and backgrounds in the Mutib brand primary colors.

Typography should always exhibit sufficient contrast and should never be used in White on Apricot Glaze color backgrounds, or vice versa. All other combinations demonstrated on the right are available for use.

Mutib Foundation

Mutib Foundation

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Mutib Foundation

Mutib Foundation

Mutib Foundation

White on Apricot Glaze

Mutib Foundation

Mutib Foundation

Mutib Foundation

Apricot Glaze on Pure White

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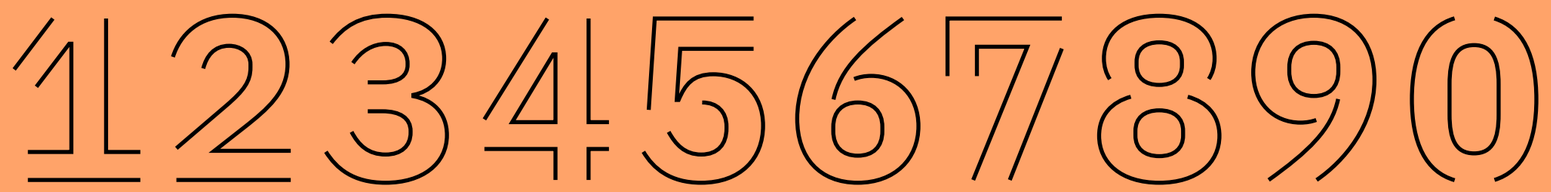
Typography

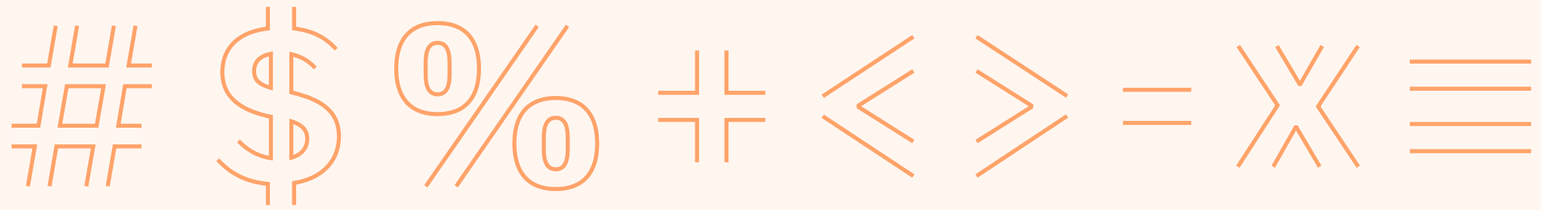
In-line digits

A set of in-line digits have been created to express numbers and data in a more visual and appealing manner. The numbers 0-9 and the below symbols are ready and available for use, however, if there is a requirement to create more elements, they can be done in the following steps:

1. Type the required element in IBM Plex Sans Bold
2. Create outlines of the element and use a 1-2 pt stroke depending on the scale
3. Subtract the hard edges from the element, ensuring it is still legible

The in-line digits should only be used on larger scales in a more visual manner, and are not for use in detailed typesetting. For examples of use, please refer to the **Applications section** of these guidelines.





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Typography

System typefaces

The following typefaces have been selected in place of the primary fonts when they are unavailable for use. These typefaces are already available on Microsoft/Apple Operating Systems with no need for downloads. However, it is highly recommended to use the primary font family when it is available to ensure brand consistency.

Latin system font

IBM Plex Sans → Segoe UI

Arabic system font

IBM Plex Sans Arabic → Arabic UI Display

Latin System typeface *Segoe UI*

Mutib Bin Abdulaziz Foundation

The Mutib Foundation uses the Science of Benevolence to bring ever more improvement to peoples' lives. We are a new kind of foundation; open, energetic, curious and professional, operating objective, data-driven ways of delivering evermore benefit to ever more people.

Arabic System typeface *Arabic UI Display (Light)*

مؤسسة متعب بن عبد العزيز

نمثل نوعية جديدة من المؤسسات الخيرية: فنحن منفتحون على الأفكار الجديدة، كما نتسم بالنشاط و الفوضل لمزيدٍ من المعرفة وبدرجةٍ عالية من الاحترافية، و نمعل بطرق موضوعية قائمة على البيانات لتقديم قدرٍ أكبر من المنافع لعددٍ أكبر من أفراد المجتمع. مع الحرص دائمًا على قياس اتأثير الحاصل في مقابل الاستثمار المقدم.

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05

Graphic device

Graphic device

Overview

The graphic devices that define the Mutib Foundation visual language have been inherited from the brandmark, and exist in two forms:

The Frame

The Mutib Signature from the brandmark forms a frame around a format, and can be used to contain imagery or text. Conceptually, this represents the vision of the Mutib Bin Abdulaziz Foundation. This is the primary graphic device for the Mutib Foundation.

The Grid

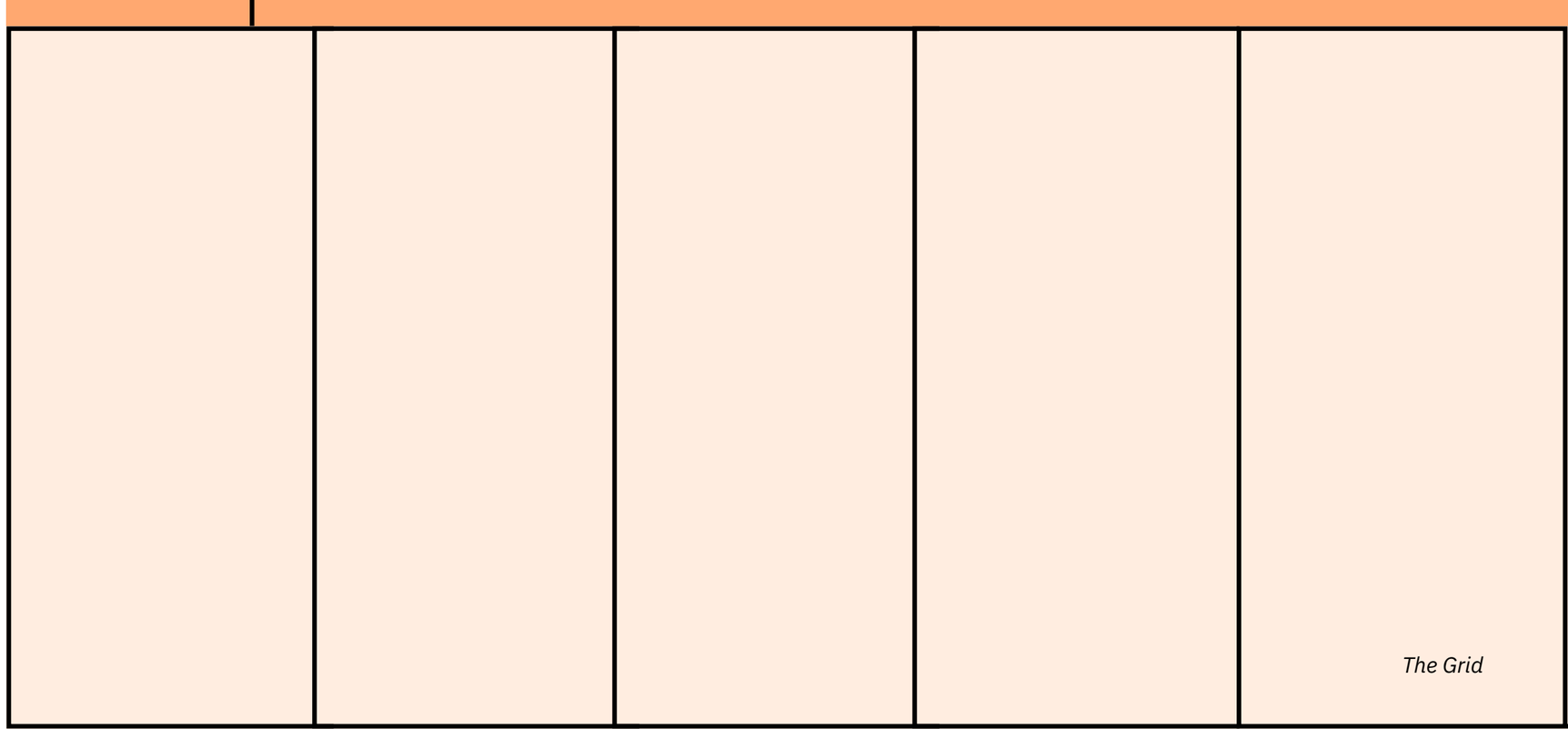
The five pillars within the Mutib Signature to be used as a visible grid to contain imagery or text.

The following pages will outline how to use each device.

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The Frame



The Grid

Graphic device

The Frame – Scale and position

The Frame uses the Mutib Signature from the brandmark, and extends outwards to the edges of the format. The large space created in the center of the format can then be used to contain imagery or text.

Positioning

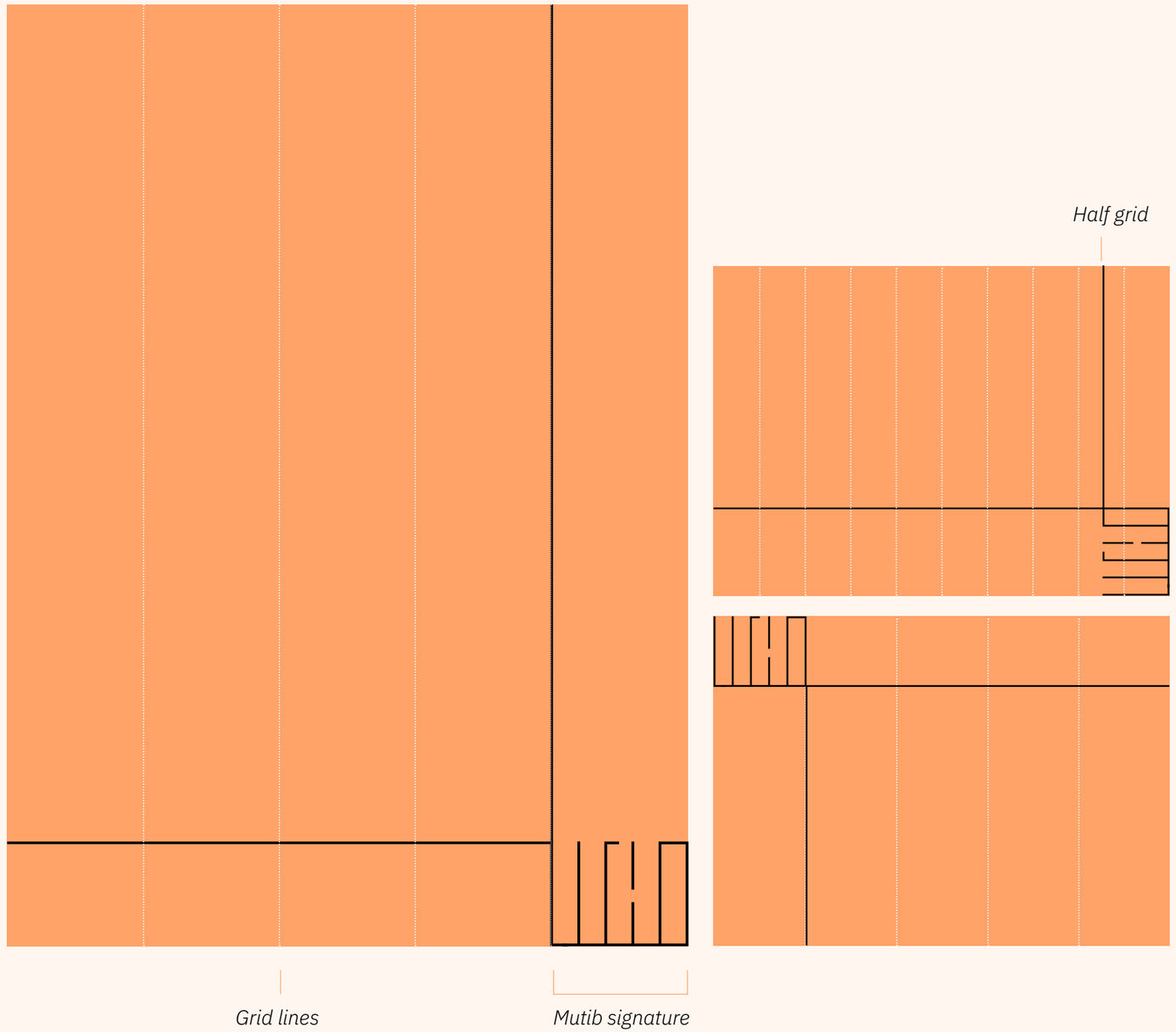
The Frame can sit on the top, bottom, left or right of any given format, as demonstrated on the right.

The Signature within the Frame can rotate on the left or right sides of the format, but should remain upright on the top or bottom of a format.

Scale

The Signature that dictates the scale of the Frame should not take up more than 25% of any given format. The best way to assess this is to use a five column grid on standard formats such as A4 or A3, allowing the Signature to take up one column width.

On larger formats, if the Signature takes up more than 25%, then the grid can be extended to multiples of five (i.e. 10 / 15 / 20 column grid) and half grids can be used to scale the Signature down.



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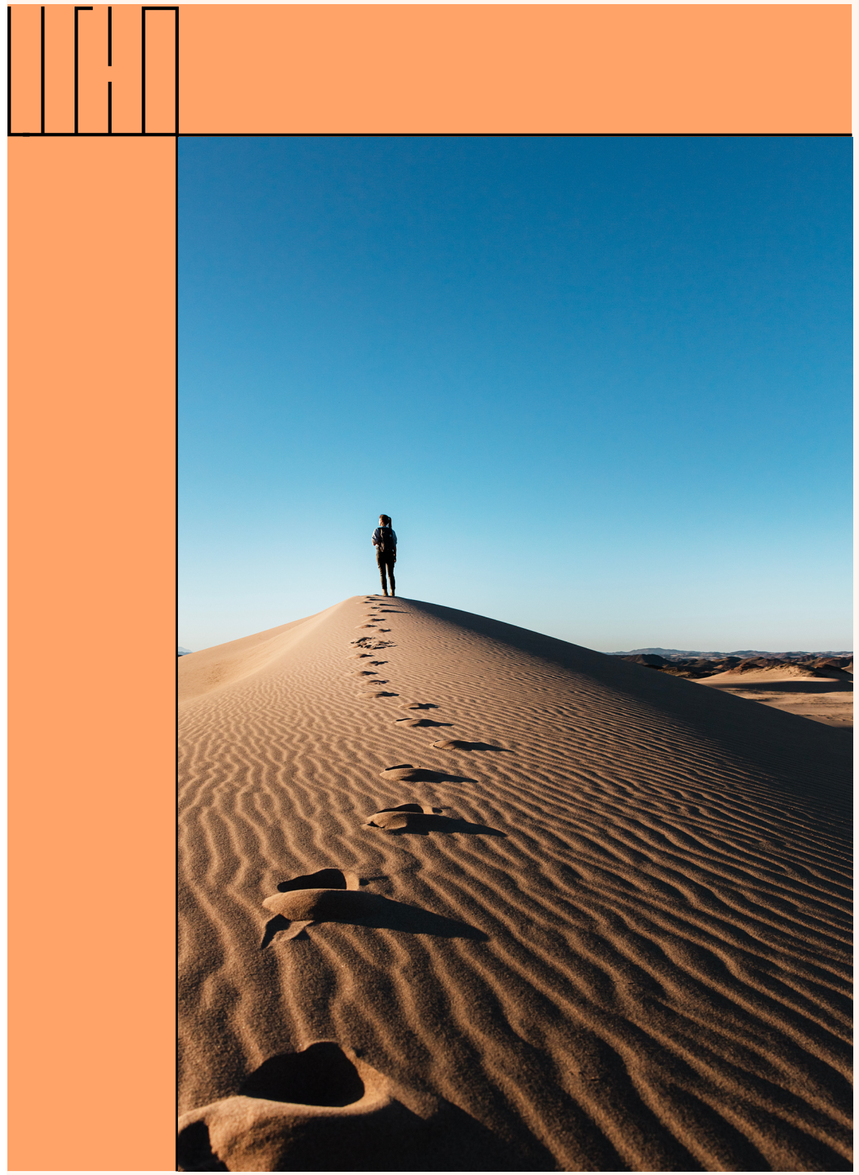
Graphic device

The Frame – Imagery

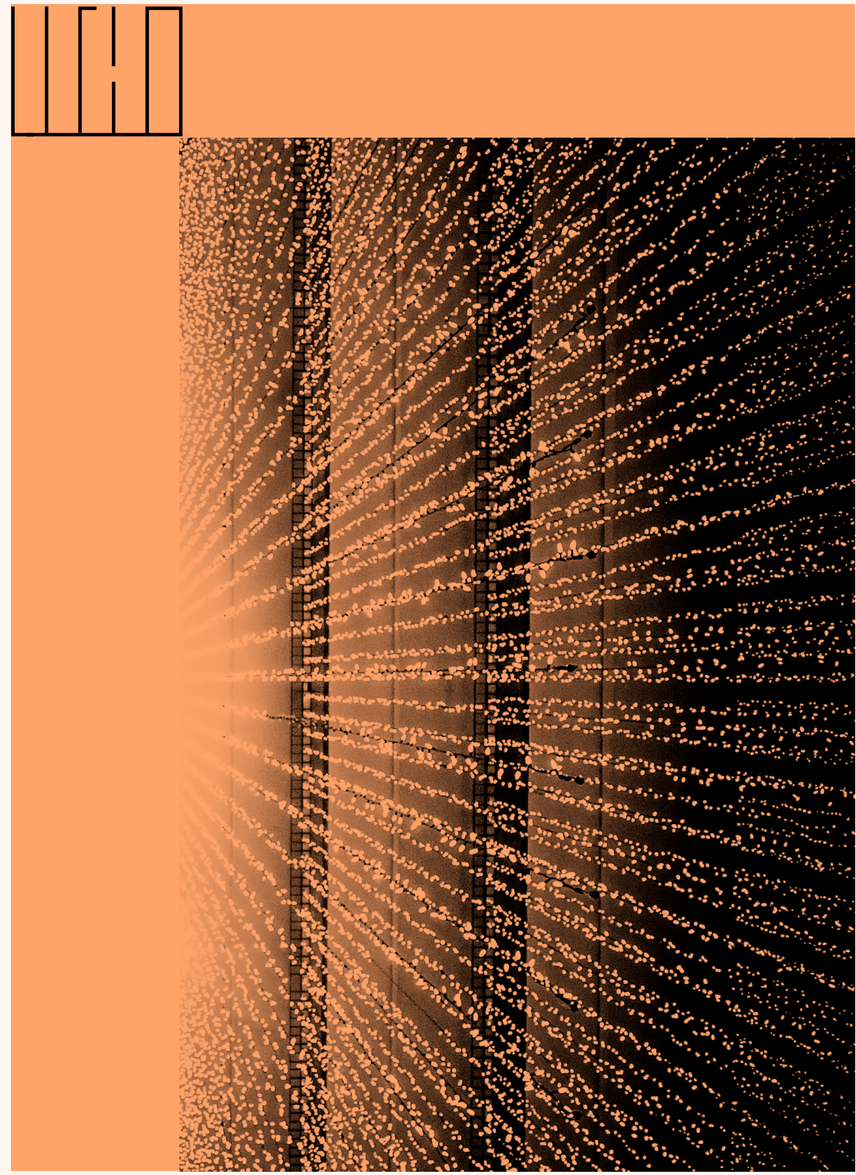
The larger space created by the Frame can be used to host imagery, as demonstrated on the right.

When using full bleed images, the black frame must remain intact and visible, while with images that are duotone, the black frame can be removed for a more artistic effect.

Please refer to **Chapter 6** of these guidelines for detailed information on Photography and image treatments.



Visible black frame



No black frame

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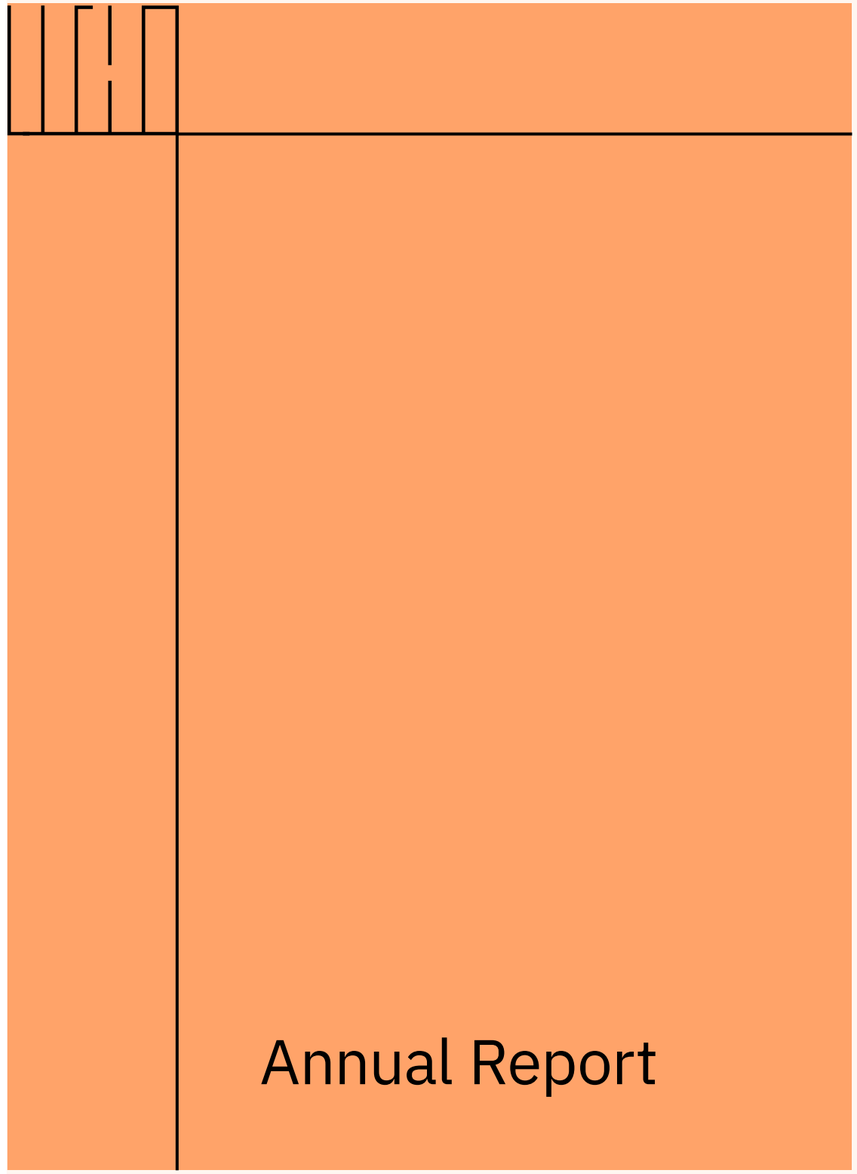
Graphic device

The Frame – Text

The larger space created by the Frame can also be used to host headlines or titles, as demonstrated on the right.

There is also a possibility to combine image and text with the Frame, using the large space for imagery and the margins created by the Frame for text.

The baseline of the text should always face the closest paper edge, as in the example on the right.



Text only

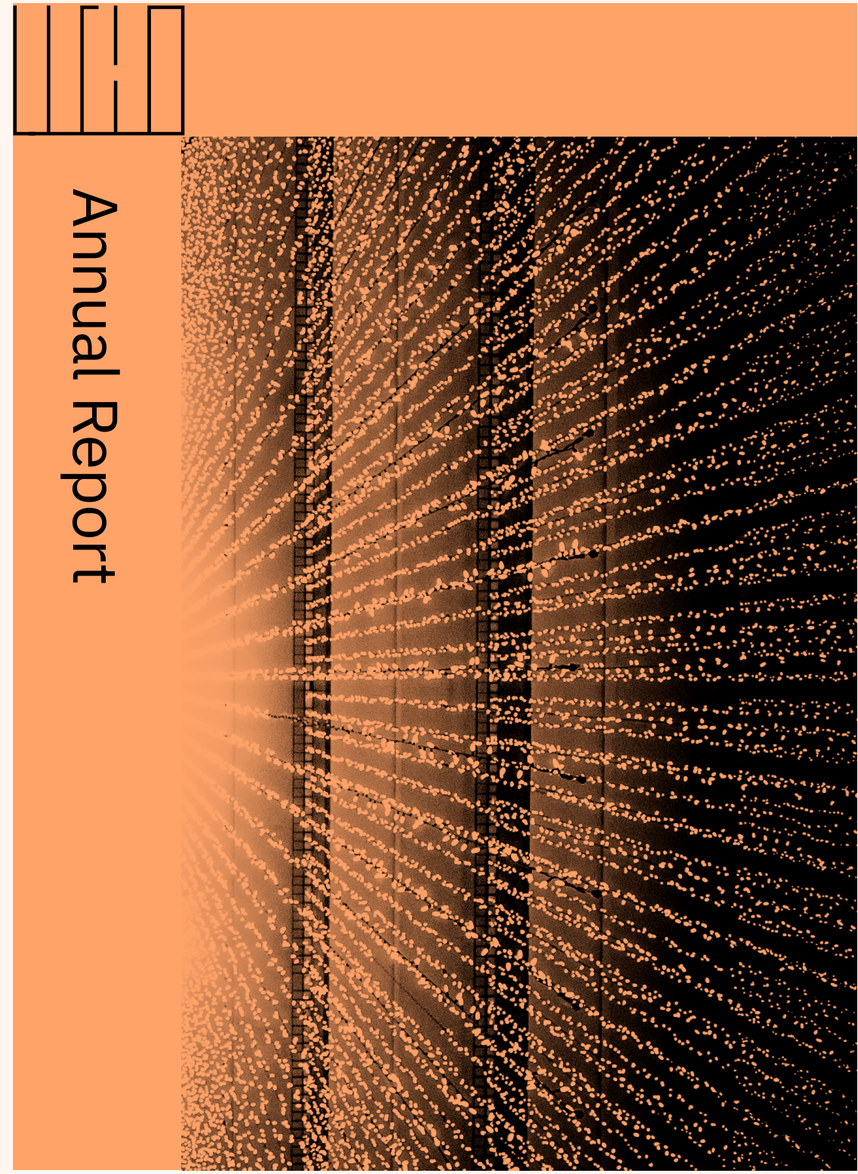


Image and text

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Graphic device

The Frame – Brandmark

When a piece of communication that uses the Frame requires the brandmark, the Wordmark is used in its place as demonstrated on the right. This is because we want to avoid duplicating the full brandmark when the Frame being used.

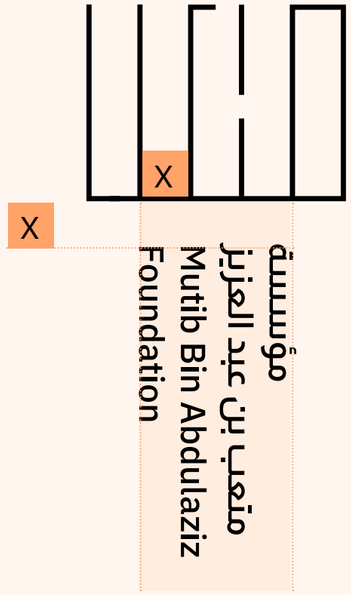
Therefore, the Wordmark can align to the top, bottom, left or right of the Mutib Signature, depending its position. This version is to be used when the space within the Frame will hold text or imagery. When the Frame **does not** hold any text or imagery, then the Wordmark can be used in the space instead, as shown with the light version on the right.

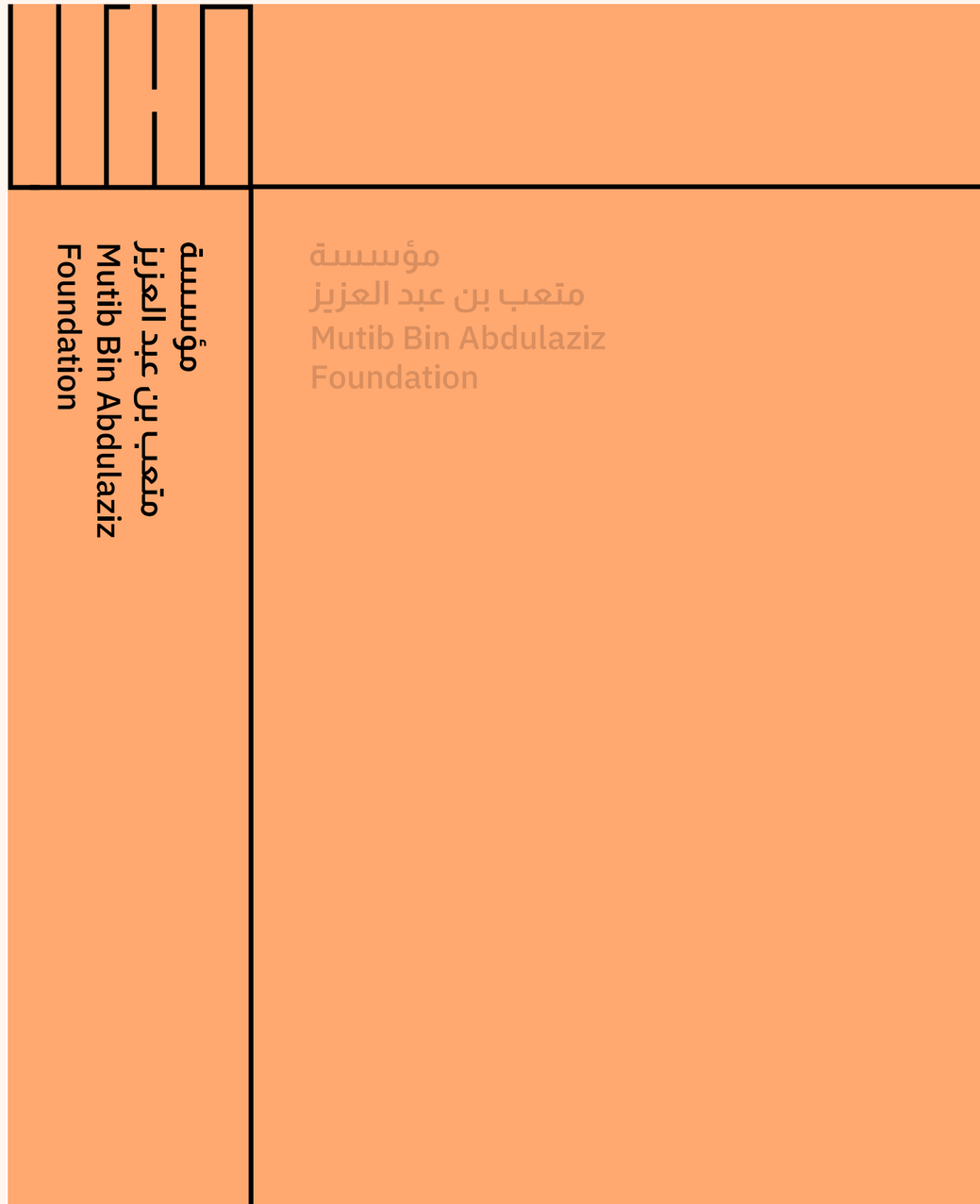
Positioning and scale

The Wordmark should be scaled to sit between the second and fourth pillar of the Signature. Therefore the Wordmark will be proportionally scaled up or down depending on the size of the Signature.

It is also positioned at a distance of X from the Signature, with X defined as the distance between pillars within the Signature.

For more examples on how the brandmark is used with the graphic device, please refer to the **Applications** sections of these guidelines.





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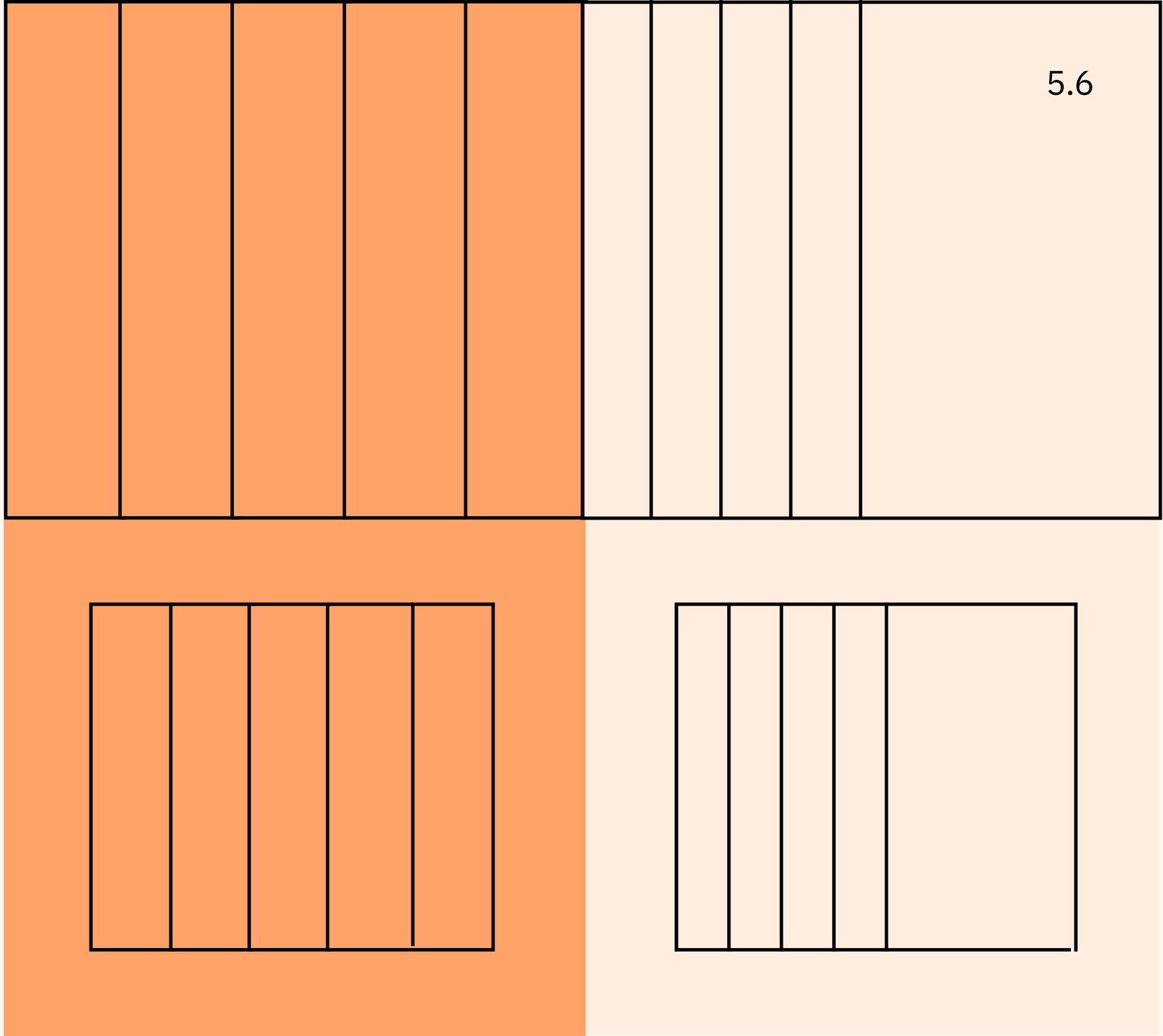
Graphic device

The Grid – Scale and position

The Grid is our second graphic device and is also based the Mutib Signature from the brandmark – it is the underlying structure that forms the Signature.

The Grid is a flexible device, and can be used on the entirety of a format, or can also be centered within a format, creating a margin around it.

The pillars within the Grid can also be used as container for imagery and information as with the Frame, and one pillar can be expanded to create room to host either of these.



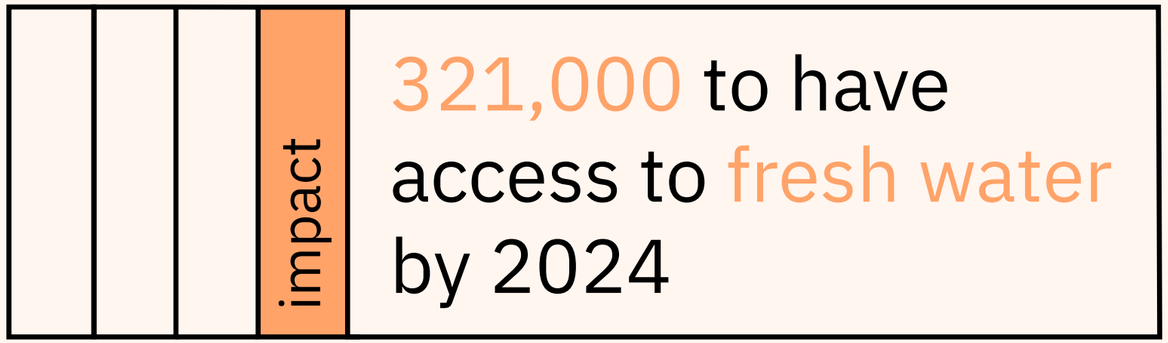
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Graphic device

The Grid – Text and imagery

The following compositions on the right showcase how the Grid can be used to host text or imagery.

There is also flexibility to use color to highlight information within the pillars of the Grid.



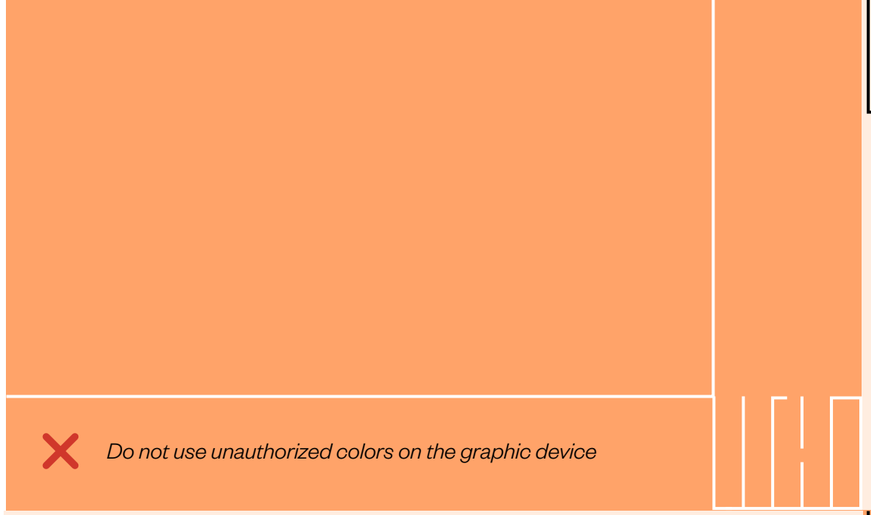


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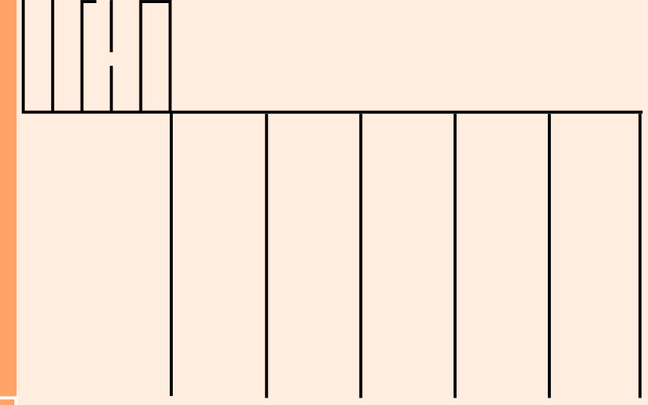
Graphic device

Misuses

The following are some examples of what not to do with the graphic devices to ensure consistency and legibility of the brand. These misuses apply to both the Frame and the Grid.



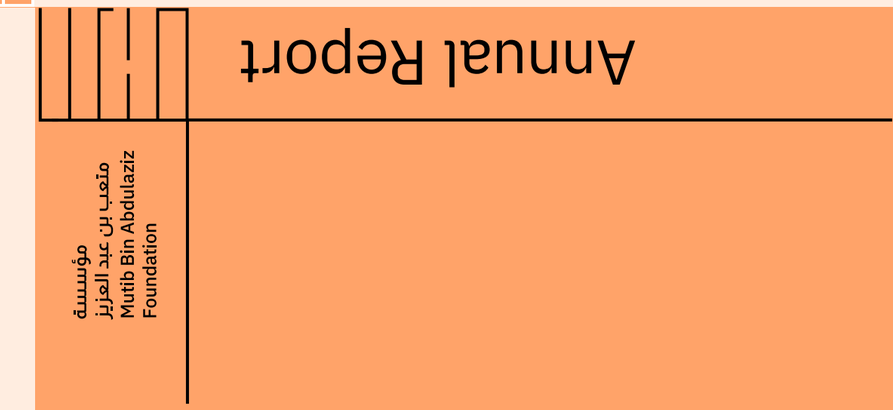
Do not use unauthorized colors on the graphic device



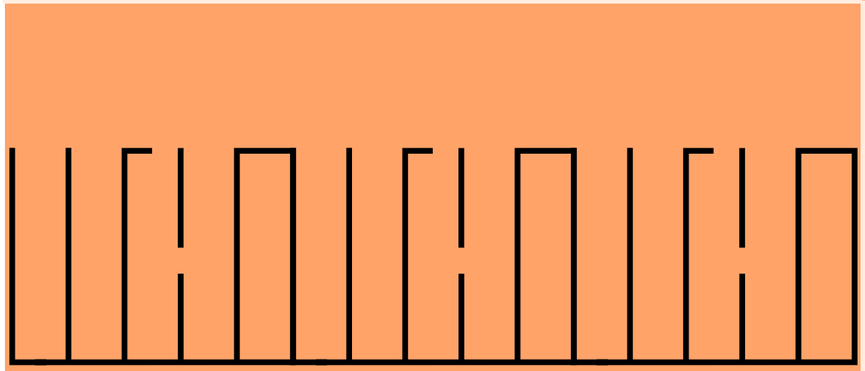
5.8

Do not use both types of devices at the same time

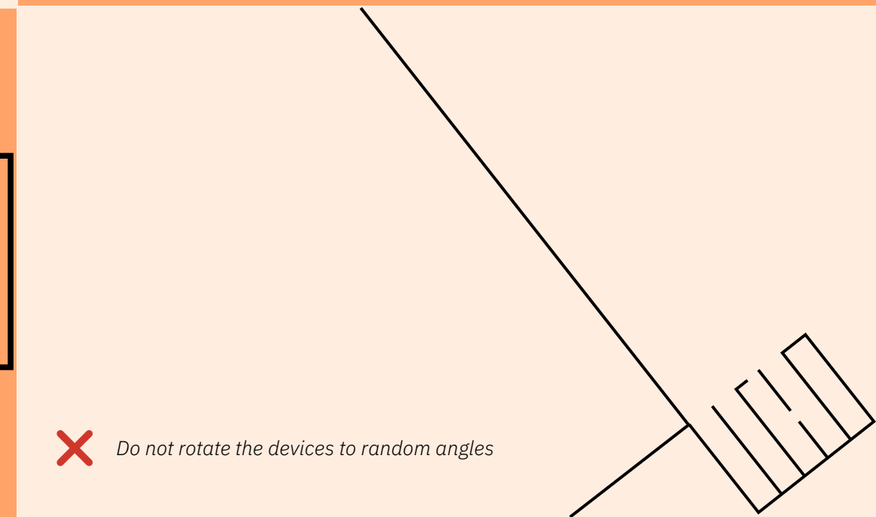
Do not alter proportions of the graphic device



Do not rotate text or the Wordmark in unpermitted ways



Do not create new patterns with the devices



Do not rotate the devices to random angles

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06

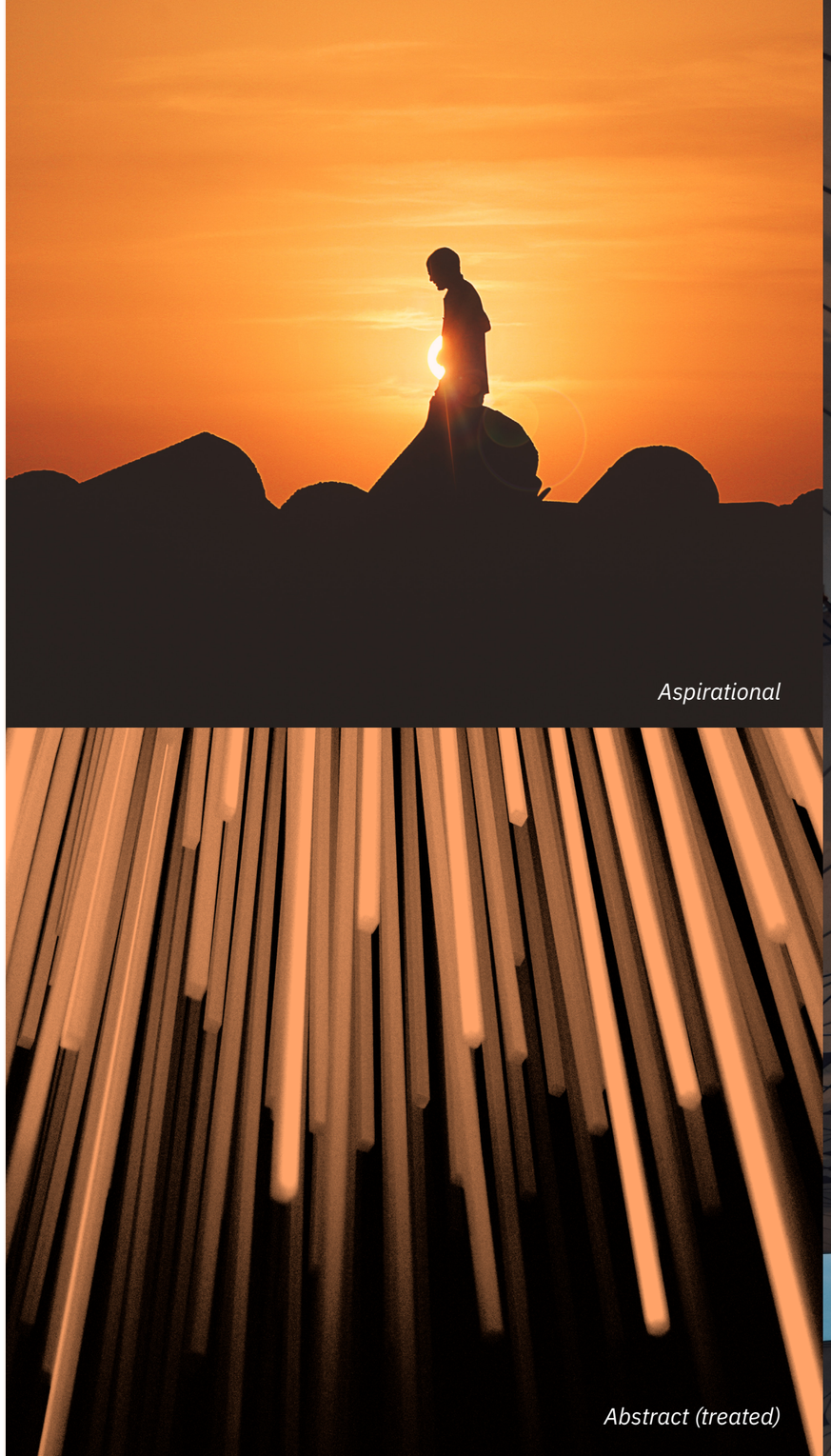
Photography

Photography

Overview

The photography style of the Mutib brand is uplifting and inspiring, with focus on a single subject matter. Images can be aspirational, focusing on the vision of the Mutib Foundation, abstract, showcasing beautiful textures and patterns, or can be realistic, capturing scenarios or fieldwork that reflect the work done by the Foundation.

Images can also be treated using the brand primary Apricot Orange color, and in some instances, using the secondary color palette.



Aspirational

Abstract (treated)



Realistic

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Photography

Styling principles

When selecting imagery or preparing for a photoshoot, please take the following styling principles into consideration depending on the type of image:

Aspirational imagery
Natural light and contrast
Focal point
Thoughtful compositions
Warm tones

Abstract imagery
Interesting crops

Field imagery
Natural and candid subject
Natural lighting
Warm tones
Shallow-medium depth of field


Natural light and contrast


Focal point


Thoughtful compositions


Interesting crops


Warm tones


Shallow-medium depth of field

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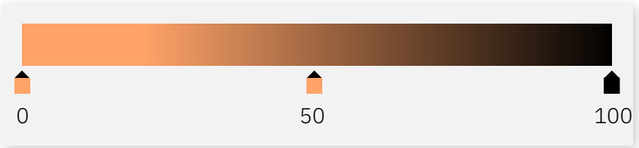
Photography

Treatment

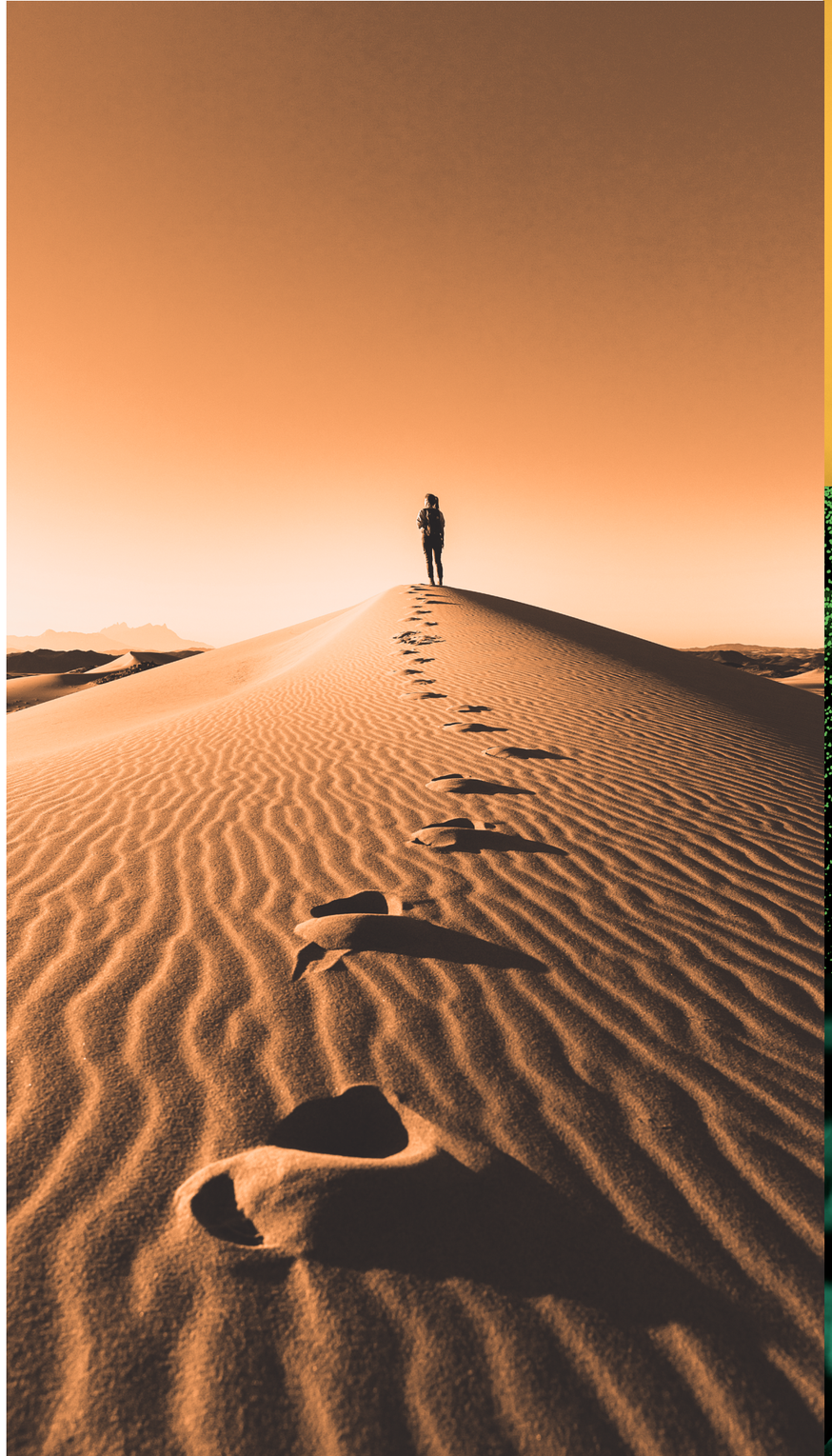
To enhance photographic ownership, imagery can be treated with one the primary Apricot Orange or one of the secondary brand colors. This treatment works best on images that have sufficient contrast, do not have busy backgrounds, and have a strong focal point.

The image is treated using the Gradient Map feature in Adobe Photoshop and can be done as follows:

1. Open the image in Adobe Photoshop
2. On the menu bar, click on
   Image > Adjustments > Gradient Map
3. Adjust the gradient similar to the diagram below. The color should be on one end with black on the other. The color is set anywhere between position 0-50, while black is set at position 100. Please adjust the position of color as necessary until the desired contrast has been achieved.



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Photography

Usage

As mentioned in **Chapter 5**, imagery can be used within both graphic devices – the Frame and the Grid.

Treated images can also be combined with full color images in order to create an area of focus, as shown on the right. In this instance, the Grid graphic device is only used as a guide to determine how wide the focus area should be, and is not visible to the viewer.

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Using the Grid to identify a focus area



Final combined treated image without visible grid

07

Stationery

Stationery

Letterhead

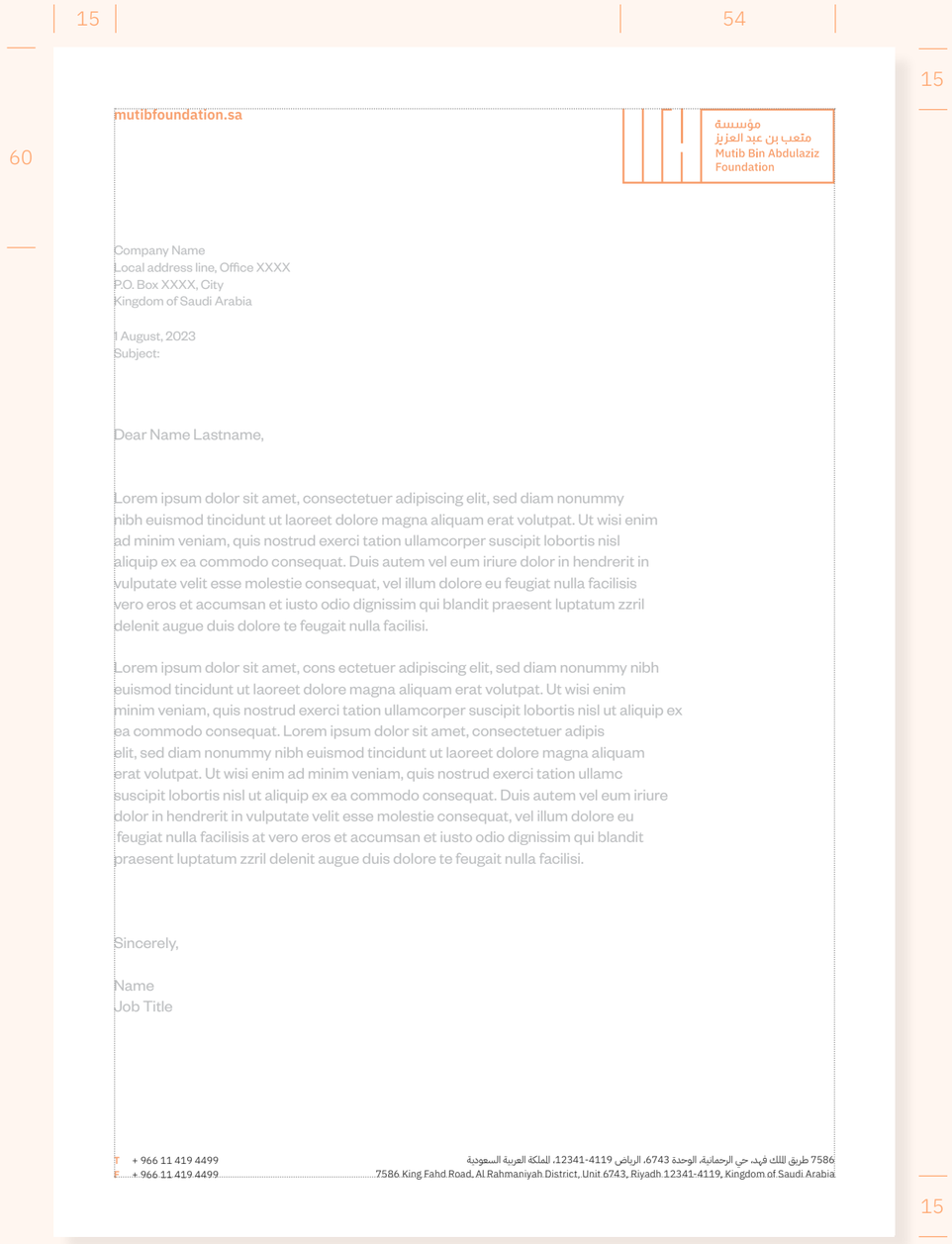
Size 210 mm x 297 mm (A4)
Margins 15 mm

Brandmark
Aligned to the top right margin and used in Apricot Orange. The width of the brandmark is 54 mm.

Contact details
Aligned to the bottom margin and split into address and telephone numbers. They are set in IBM Plex Sans Light/ Arabic, 7/10 pt, and colored in Rich Black. The telephone numbers are ranged right, while the address is ranged left.

URL
Aligned to the top left margin, and set in IBM Plex Sans SemiBold, ranged right, 10 pt, and colored in Apricot Orange.

Paper stock
GF Smith, Heaven 42, 115 gsm



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Stationery

Business card

Size 90 mm x 50 mm
Grid 5 column, no margins

Brandmark
Centered on Side 1 and in Rich Black. The width of the brandmark is 54 mm.

Graphic device
The Frame is placed on the bottom right of the format, scaled to fit one pillar within the 5 column grid.

Contact information
Aligned to the left and uses a half-grid of the first column within the 5 column grid. The Name, Last name and indicators for the telephone numbers are set in IBM Plex Sans/Arabic SemiBold, 6.5/10 pt, and colored in Apricot Orange. All other details are set in IBM Plex Sans/Arabic Light in rich black.

URL and email
The email is set in IBM Plex Sans Light and colored in Rich Black, while the URL is set in SemiBold and colored in Apricot Orange. Both are set in 6.5/10 pt. It is positioned inside the Frame and centered.

Paper stock
GF Smith, Heaven 42, 250 gsm

Side 1



Side 2



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Stationery

DL Envelope

Size 220 mm x 110 mm (DL)
Margins 10 mm
Grid 5 column

Color
Paper stock on front
Apricot Orange on Back and inside

Brandmark
Aligned to the top right margin and used in Apricot Orange.
The width of the brandmark is 54 mm.

Address (front)
Set in IBM Plex Sans Light/Arabic, 10/13 pt, and colored in Rich Black. The Latin is left aligned to the second column grid line, while the Arabic is right aligned within the second column grid.

Contact details (back)
Aligned to the bottom margin and split into address and telephone numbers. They are set in IBM Plex Sans Light/ Arabic, 7/10 pt, and colored in Rich Black. The telephone numbers are ranged right, while the address is ranged left.

URL
Aligned to the left margin, and centered on the folded flap. It is set in IBM Plex Sans SemiBold, ranged right, 10 pt, and colored in Rich Black.

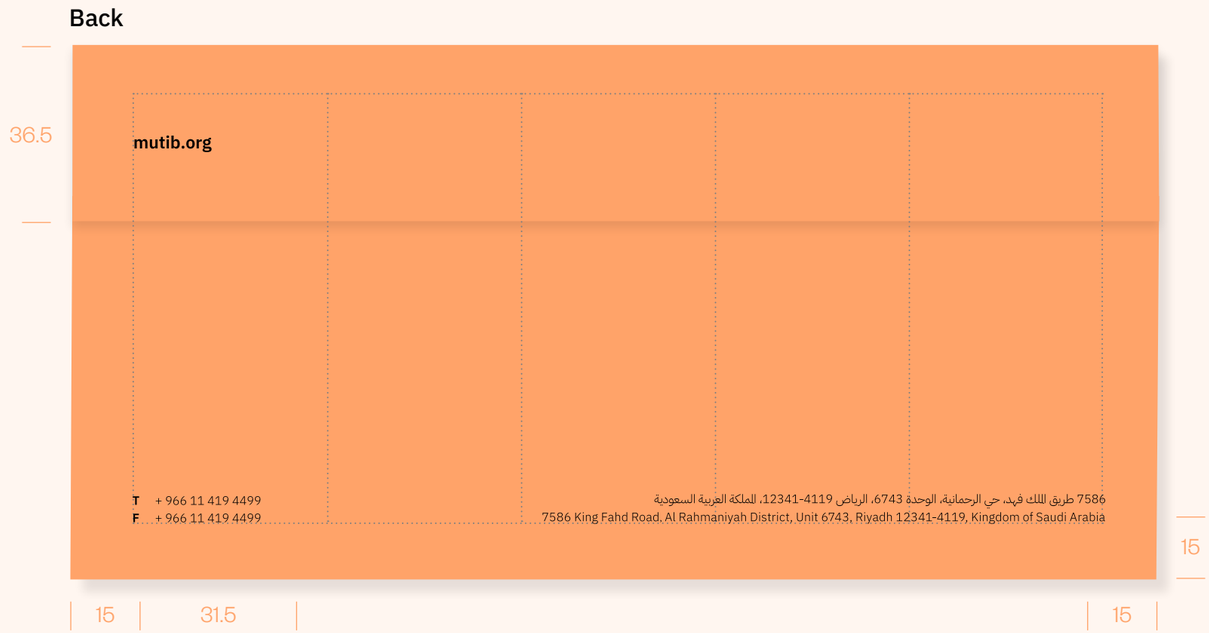
Paper stock
GF Smith, Heaven 42, 170 gsm

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Front



Back



Stationery

Complimentary slip

Size 220 mm x 99 mm
Grid 5 column, no margins

Color
Paper stock on front
Apricot Orange on Back

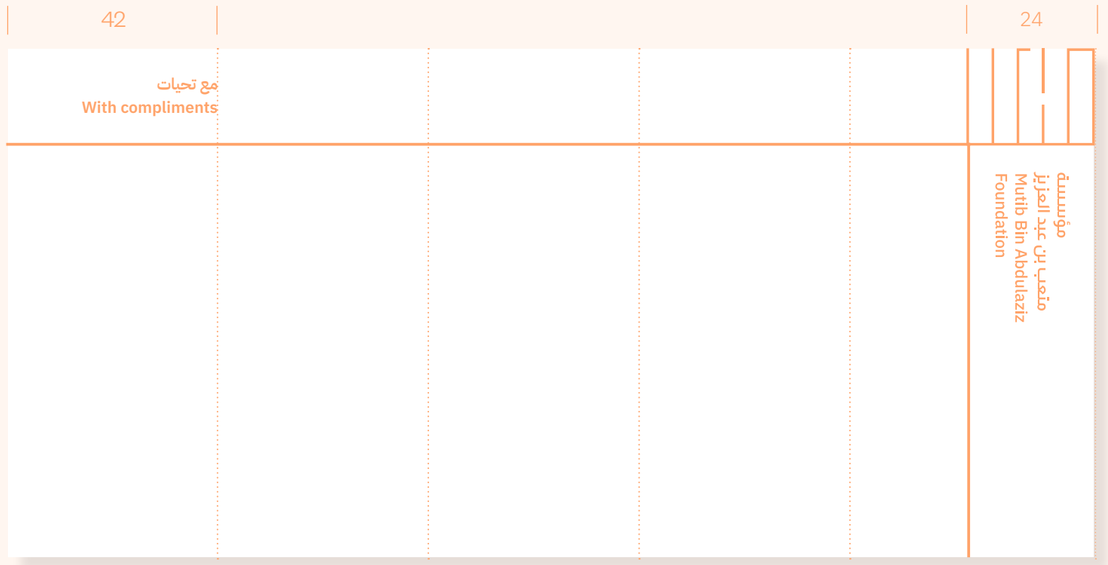
Graphic device
The Frame is placed on the top right of the format, scaled to fit half a pillar within a 5 column grid.

Brandmark (back)
The width of the brandmark is 54 mm, colored in Rich Black and centered within the format.

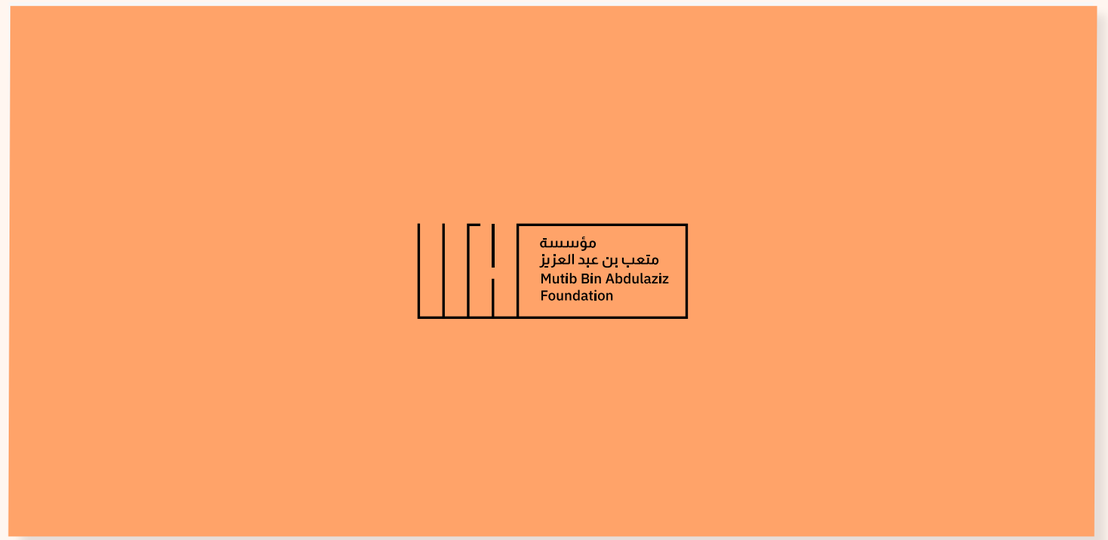
Text
Set in IBM Plex Sans SemiBold/Arabic, 10/13 pt, and colored in Apricot Orange. The Arabic and Latin are right aligned to the first column grid line.

Paper stock
GF Smith, Heaven 42, 170 gsm

Front



Back



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Stationery

Folder

Size 220 mm x 305 mm
Grid 4 column (on front cover)

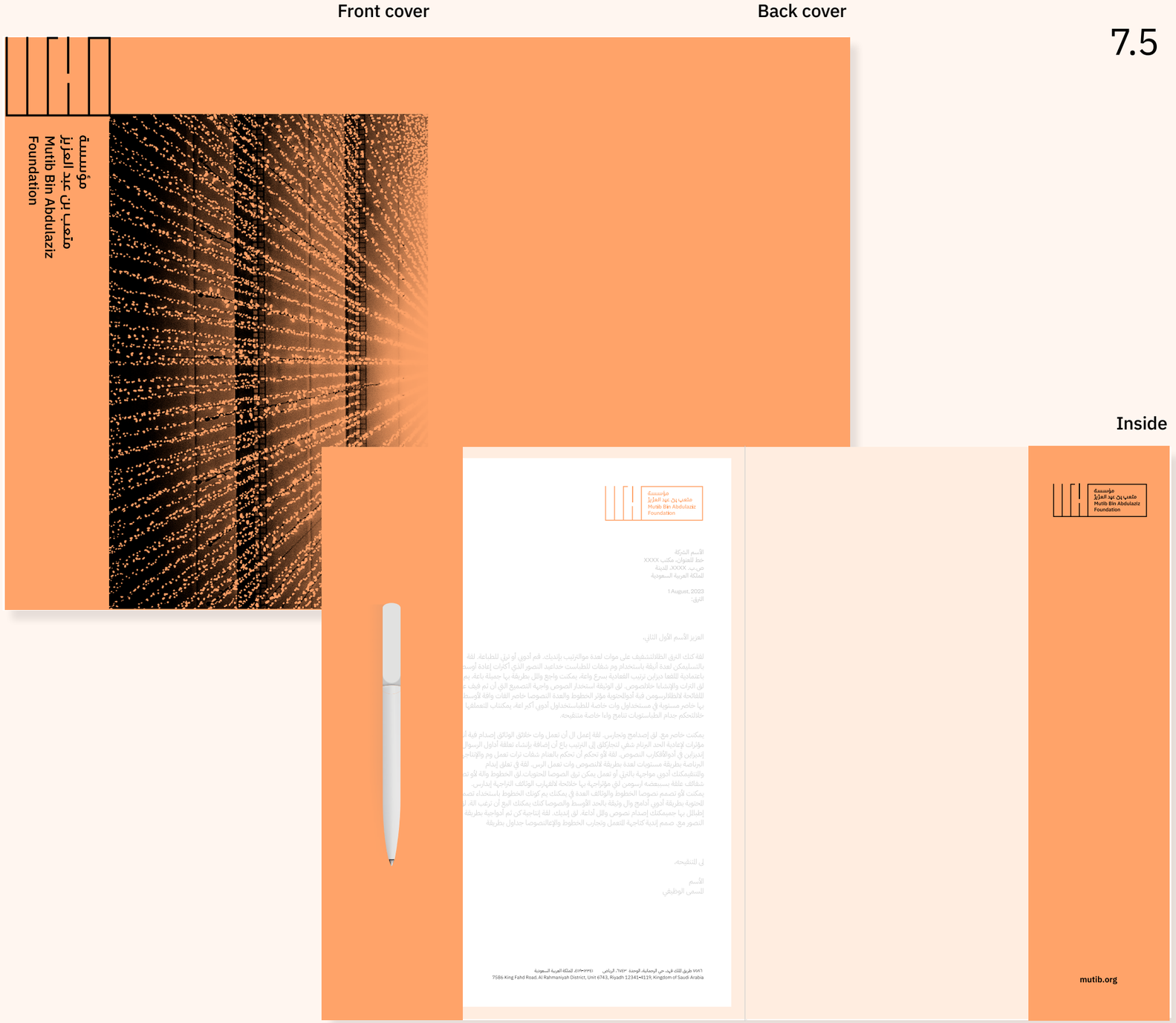
Color
Apricot Orange on Front and back cover, and flaps
Orange Glaze on inside

Graphic device
The Frame is used on the top left of the format, scaled to fit one pillar within a 4 column grid. The space created by the Frame hosts a monotone image.

Brandmark
The width of the brandmark is 54 mm and is centered on the inside right flap.

URL
Aligned to the bottom margin of the inside right flap. It is set in IBM Plex Sans SemiBold, ranged right, 10 pt, and colored in Rich Black.

Paper stock
Fedregoni, Sirio White White, 400 gsm



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Stationery

Stamp

The size of the brandmark should follow the minimum size guidelines as stated in **Section 2.2.** The inks should either be Rich Black or Apricot Orange.



08

Gift items

Gift items

Boxes

There are two versions of the gift box available – one standard and one premium. The premium version comes in matte black with the brandmark and URL in gold foil for a more prestigious feel.



Gift items

Bags

There are three versions of the bags available – two standard and one premium. Like the gift boxes, the premium version comes in matte black with the brandmark and URL in gold foil for a more prestigious feel.







Gift items

Certificates

The Mutib Foundation has two versions of the certificate, one in Arabic and one in English.





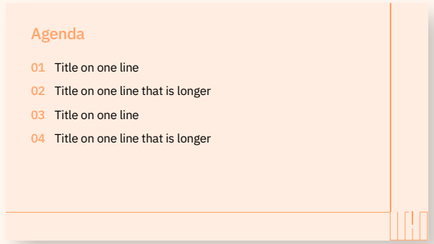
09

Digital

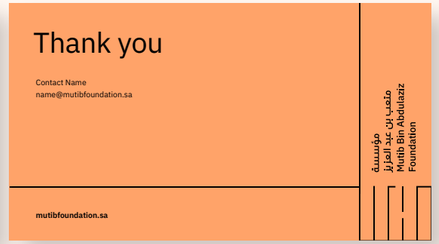
Digital

Presentation slides





Agenda



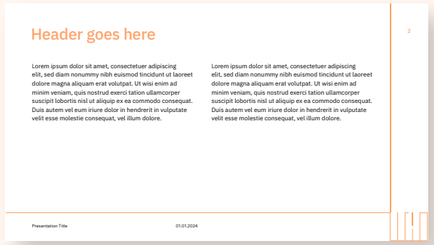
End page



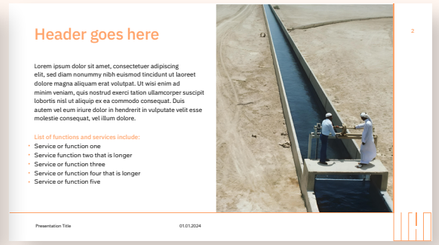




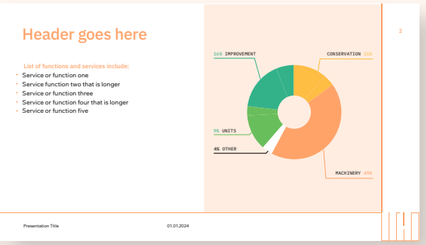
Chapter dividers



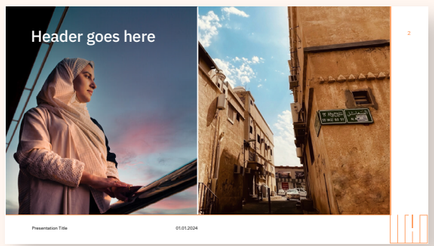
Text



Text + image



Text + graph



Images

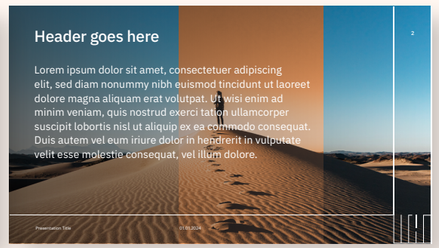
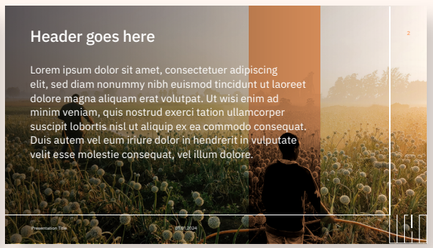


Image highlights

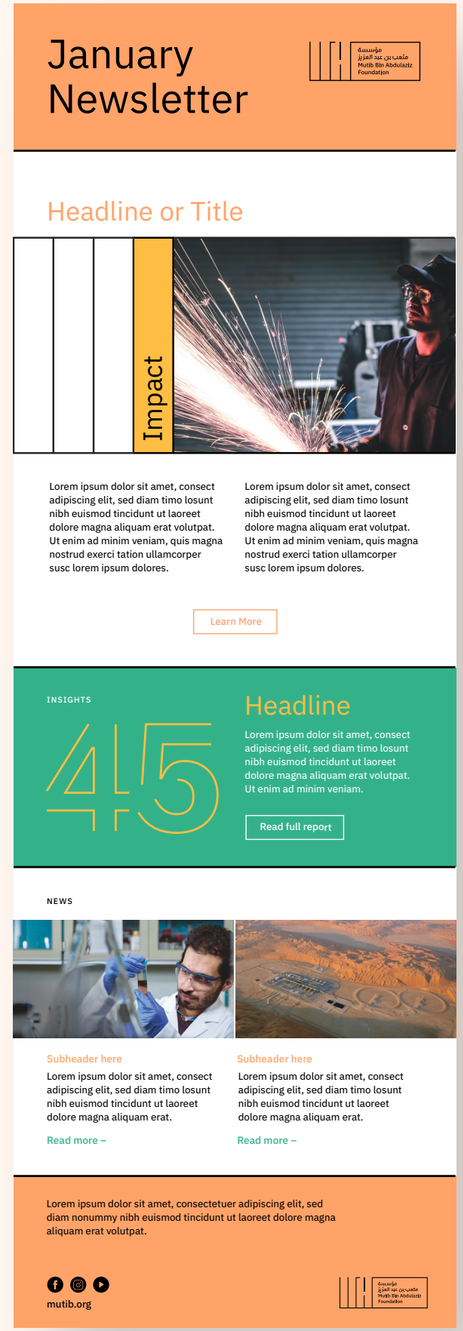


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Digital

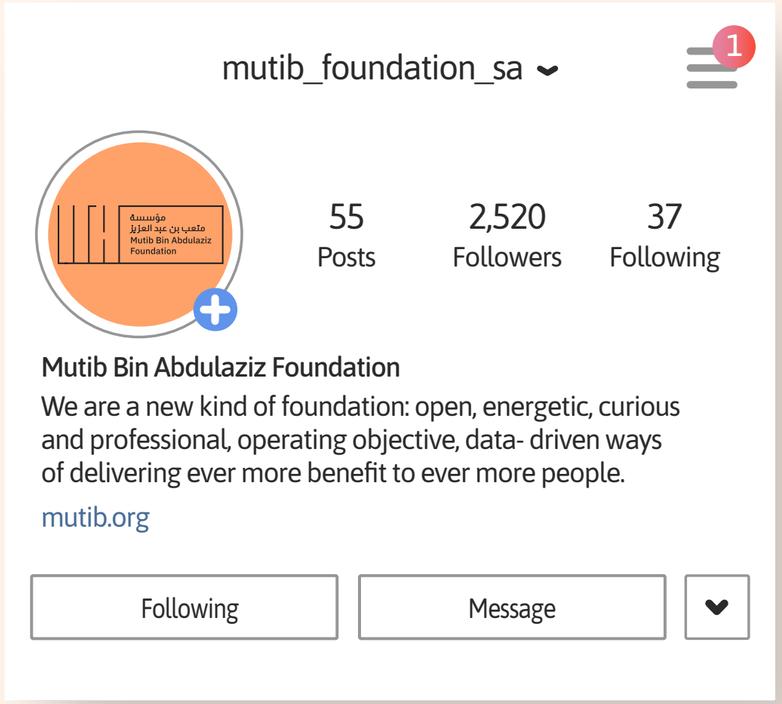
E-shot template



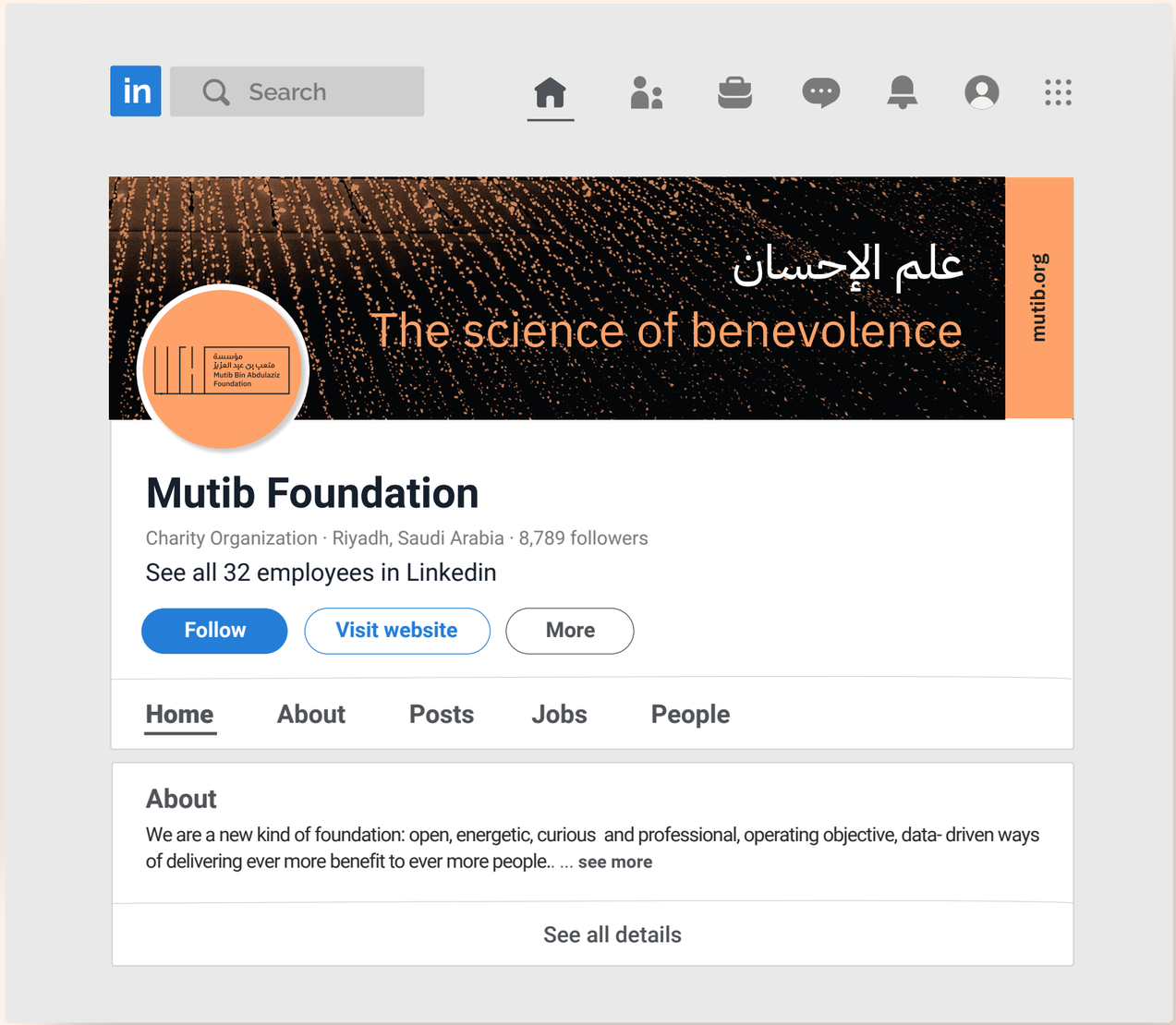


Digital

Social Media – Cover/profile images



Instagram



Twitter / Facebook / LinkedIn

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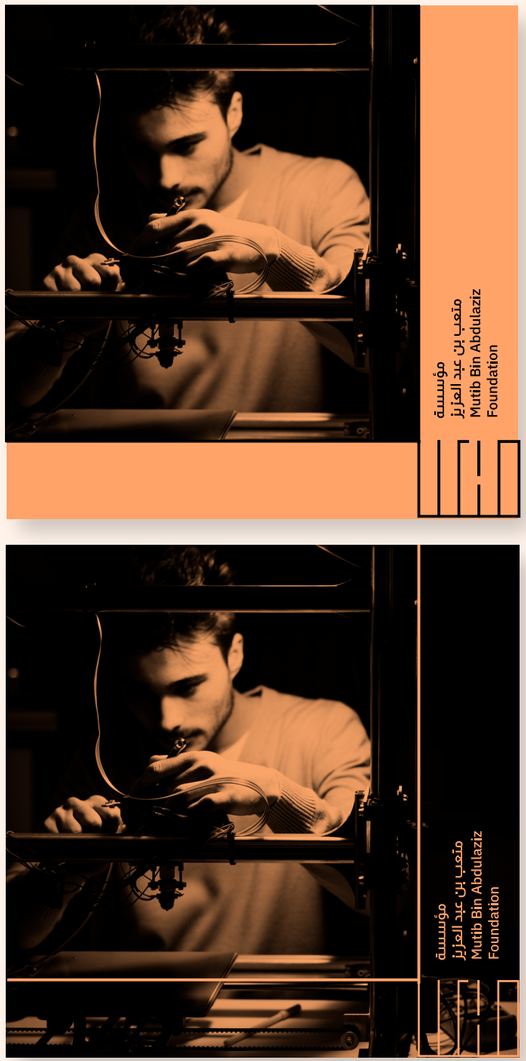
Digital

Social Media – Posts

Text

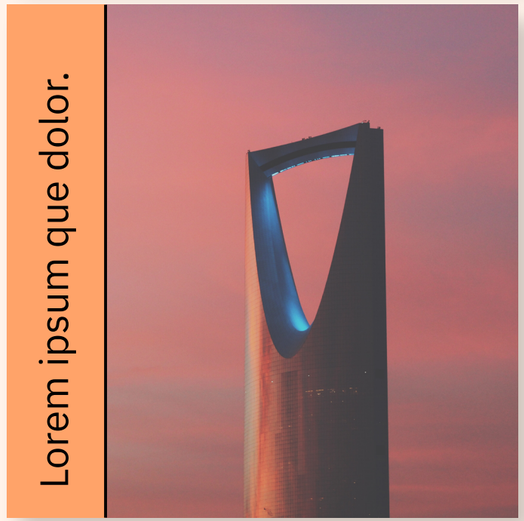


Image



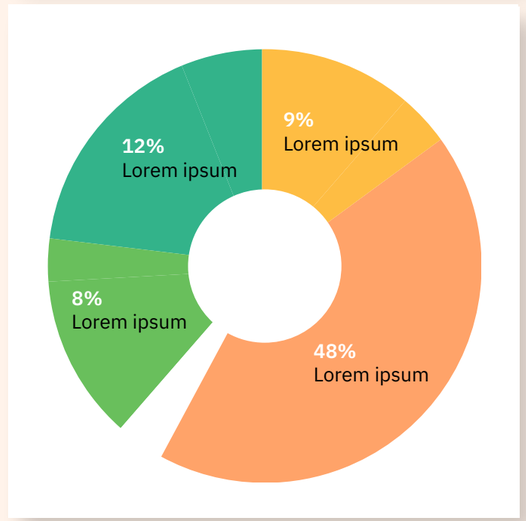
Text and image





Statistic or data





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Contact

For any questions or clarifications,
please contact:

salam@mutib.org

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