مقياد

MIQYAD

BASIC BRAND GUIDELINE

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CONCEPT

MIQYAD BASIC BRAND GUIDLINE

Name

Miqyad is derived from the Arabic word that refers to control and measured direction.

The name reflects financial discipline, where structure precedes growth, and clarity drives decision-making.

It represents the idea that leadership in business begins with accurate recording and controlled systems.

Logo

The logo is built from the Arabic letter “ڤ” reconstructed as a structured form rather than traditional typography.

Its geometry expresses order and balance.

The horizontal extension symbolizes financial flow, while the vertical pillars reference accounting books and recorded entries, the foundation of financial stability.

The upper mass anchors the form, representing control and direction.

The mark is designed as a unified system, not a decorative symbol, expressing discipline, precision, and leadership.

Miqyad is not defined by numbers alone, but by the structure behind them, where control shapes clarity, and clarity leads growth.

BRAND NARRATIVE

MIQYAD BASIC BRAND GUIDLINE

Miqyad is built on the belief that growth is not accidental. It is structured.

We do not see accounting as record-keeping.
We see it as control.

Control over numbers.
Control over direction.
Control over outcomes.

Miqyad represents discipline.
The system behind the statement.
The structure behind the decision.

Miqyad operates at the foundation.
Before expansion.
Before scaling.
Before ambition becomes risk.

In a world driven by speed,
we focus on precision.

Because leadership in business does not begin with growth.

It begins with control.

Miqyad believes that every entry shapes a future result.
And every imbalance, if ignored, shapes one too.

PRIMARY LOGO

MIQYAD BASIC BRAND GUIDLINE





The Miqyad primary logo is presented in two official configurations:
Both versions are considered primary and equally valid.

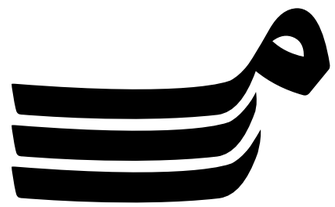
The choice between them depends on layout, proportion, and available space, ensuring clarity and consistency across applications.

SECONDARY LOGO

MIQYAD BASIC BRAND GUIDLINE



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MIQYAD

CLEAR SPACE

MIQYAD BASIC BRAND GUIDLINE





The area is defined by using the hight of the letter l of the logo, which is referred to as X.
Around all sides of the logo this area of separation is a minimum.

COLOUR PALETTE

MIQYAD BASIC BRAND GUIDLINE

PRIMARY COLOURS

SECONDARY COLOURS

MIQYAD NAVY	MIQYAD GOLD	PURE WHITE	SLATE GREY	SOFT SAND
PANTONE 2965 C	**PANTONE** 872 C	**PANTONE** Safe	**PANTONE** COOL GRAY 9	**PANTONE** 872 C
HEX 0F2D49	**HEX** C6A35D	**HEX** FFFFFF	**HEX** 6B7280	**HEX** E9E4DA
R15 **G**45 **B**73	**R**198 **G**163 **B**93	**R**255 **G**255 **B**255	**R**107 **G**114 **B**128	**R**198 **G**163 **B**93

Colour in Miqyad is controlled and hierarchical.

Primary colours form the foundation of the brand identity

They establish authority, clarity, and trust.

Colour is intentional.
Never decorative.

Primary Colours are used with restraint, primarily in backgrounds and supporting elements to maintain visual balance without distraction.

Navy anchors the identity.

Gold highlights value.

White ensures clarity.

Navy anchors the identity.

Secondary colours are used with restraint, primarily in backgrounds and supporting elements to maintain visual balance without distraction.

COLOUR PALETTE

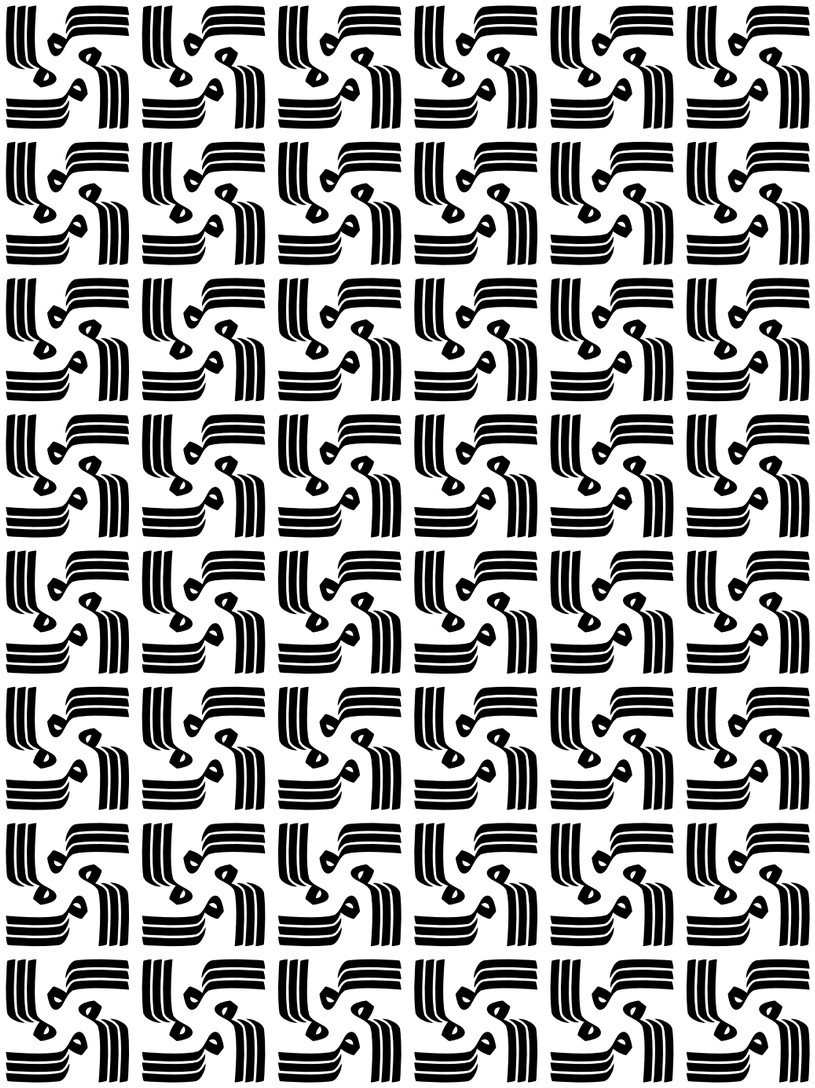
MIQYAD BASIC BRAND GUIDLINE





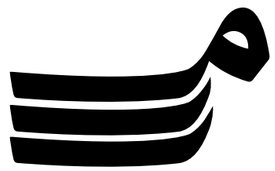
The Miqyad colour palette reflects professionalism and financial clarity.
Slate Grey and Soft Sand create a balanced and trustworthy visual identity.
Select logo colours based on background contrast to ensure readability.

GRAPHIC ELEMENTS + ICONS



Graphic Element





Icons

TYPOGRAPHY

MIQYAD BASIC BRAND GUIDLINE

Logo Arabic text font is **Noto Kufi Arabic Bold**

Logo English text font is **Noto Sans + Noto Serif**

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Noto Sans and Noto Serif are used throughout the branding for English language.

Noto Kufi Arabic to be used throughout the branding for Arabic language.

Bold — **Main Title**

Extra Light — Sub-Title

Thin — Sub-Title

Bold — **العنوان الرئيسي**

Extra Light — العنوان الفرعي

Thin — النص

LETTERHEAD

MIQYAD BASIC BRAND GUIDLINE



BUSINESS CARDS

MIQYAD BASIC BRAND GUIDLINE

