



Brand Guidelines

Table of Contents

3 . Brand Personality
4 . Icon Construction
5- 6 . Icon Concept
7 - 11 . Logo Positioning
12 - 20 . Colors
21 - 22 . App icon
23 - 25 . Typography
26 . Material Applications
27 - 28 . Logo Misuse Guidelines
29 - 30 . Minimum Logo Size
31 - 34 . Clear Space Guidelines
35 . Logo Placement
36 . Brand in use
37 . Business card
38 . Envelope
39 . Literhead
40 . stationary
41 . Email Signature

Personality

Mas brand personality is defined by professionalism, precision, and a modern engineering vision. It reflects a balance between strength and flexibility, creating an identity that represents quality, commitment, and the ability to deliver projects to the highest standards.

At its core, Mas embodies innovation and expertise, positioning the brand as a trusted engineering and construction partner that delivers integrated solutions with efficiency, confidence, and attention to detail.

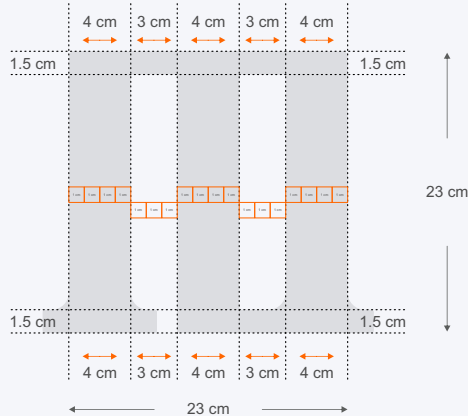


Angles & Curves

Subtle optical modifications were applied to curves and intersections to achieve perfect balance at both small and large scales

Balance & Consistency

The icon's proportions and spacing follow the X-unit system, ensuring harmony with the brand identity.



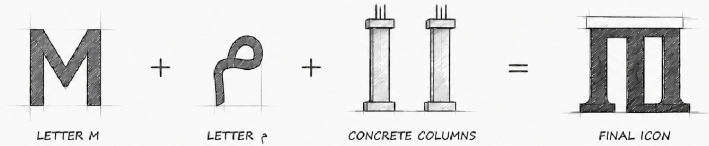
Geometric Construction

The icon is built using precise geometric lines, ensuring shape consistency and smooth line flow.

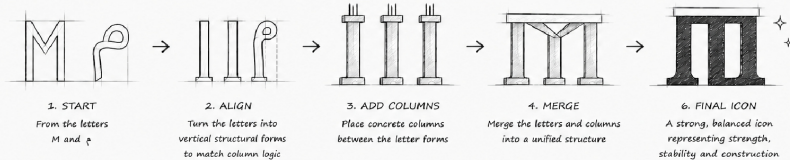
Visual Weight

Balanced proportions and spacing create visual stability and maintain harmony across the entire icon system.

ICON IDEA



CONSTRUCTION PROCESS



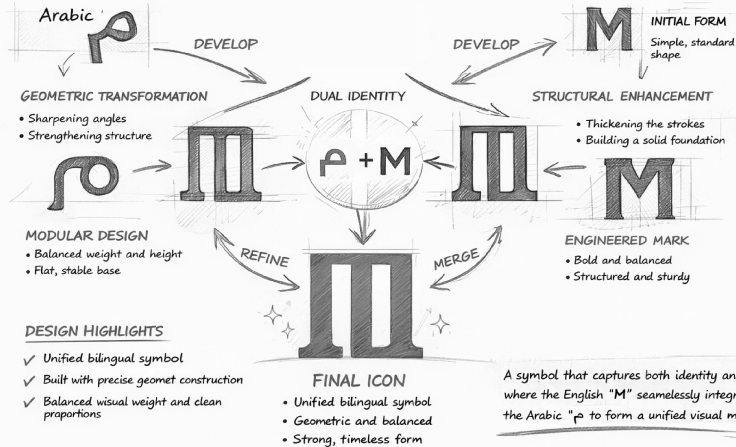
MEANING BEHIND THE ICON

- M → Identity, professionalism, modernity
- p → Local identity, connection, authenticity
- II → Strength, stability, foundation, construction

The icon combines letters and structure to reflect a strong foundation, engineering precision, and building the future.

SYMBOL EVOLUTION

From Arabic "م" and English "M" to One Unified Symbol



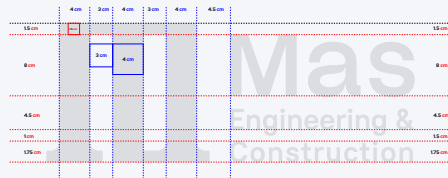


POSITION

Horizontal

It is recommended to use this layout in longitudinal spaces with a horizontal character, where the overall design achieves greater harmony between mass and void.

The design grid illustrates the exact dimensions on which this layout was created, and these proportions must not be altered.





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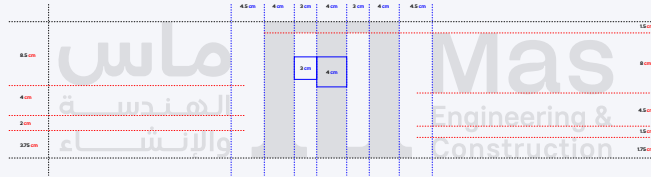


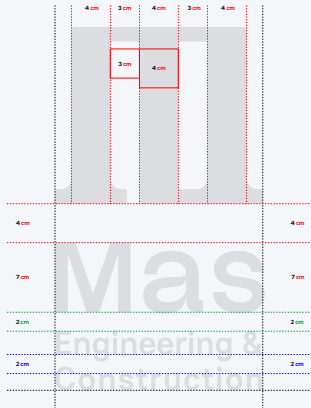
POSITION

Horizontal

It is recommended to use this layout in longitudinal spaces with a horizontal character, where the overall design achieves greater harmony between mass and void.

The design grid illustrates the exact dimensions on which this layout was created, and these proportions must not be altered.





POSITION

Vertical

It is preferable to use this position in square or rectangular spaces closest to the square, which makes the overall design more consistent between mass and space.

The grid diagram shows the dimensions on which this placement is designed. These dimensions may not be changed.

يفضل استخدام هذه الوضعية في المساحات المربعة او المستطيلات الأقرب للمربع مما يجعل التصميم العام أكثر اتساقاً بين الكتلة والفراغ.

توضح شبيكية الرسم البياني الأبعاد التي صممت عليها هذه الوضعية ولا يجوز تغيير هذه الأبعاد.

POSITION

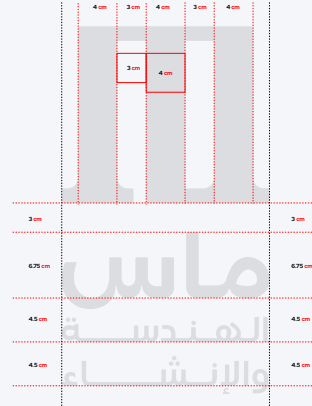
Vertical

It is preferable to use this position in square or rectangular spaces closest to the square, which makes the overall design more consistent between mass and space.

The grid diagram shows the dimensions on which this placement is designed. These dimensions may not be changed.

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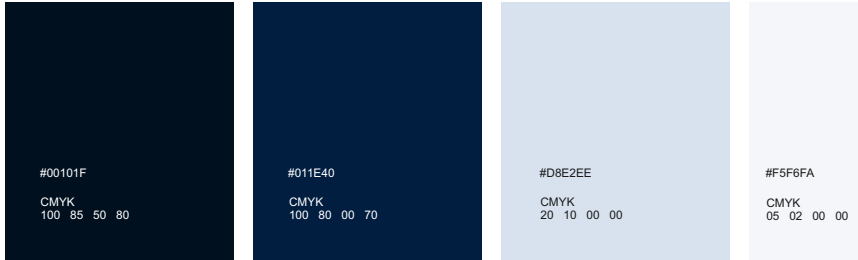


PRIMARY COLORS



These are the primary colors of the brand identity, used to maintain consistency and recognition across all designs and applications.

SECONDARY COLORS

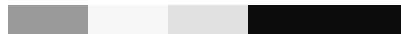


These secondary colors complement the primary palette, adding lexibility and depth to various design applications while maintaining visual harmony.



COLORS

Grayscale



G 122

G 242

G 212

G 7

G 7

pantone



100%
PANTONE
165 C

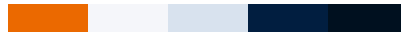
100%
PANTONE
White

75%
PANTONE
657 C

100%
PANTONE
282 C

100%
PANTONE
Black 6 C

RGB



235
105
00

245
246
250

16
226
238

00
30
64

00
16
31

CMYK



00
70
100
00

05
02
00
00

20
10
00
00

100
80
00
70

100
85
50
80

RGB



204
204
204

153
153
153

102
102
102

51
51
51

0
0
0

CMYK



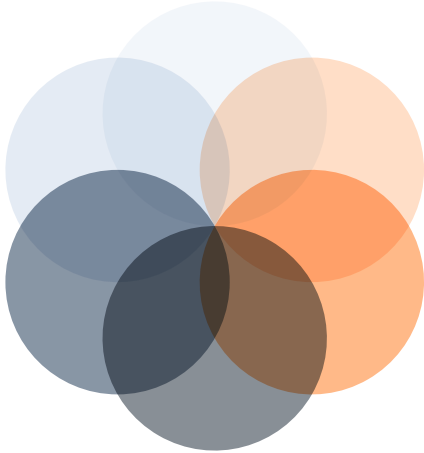
20 %

40 %

60 %

80 %

100 %



MULTIPLE COLORS

توضح هذه التداخلات مدى إمكانية البالييت على إخراج عدد كبير من الدرجات المختلفة والمتفاوتة في التشبع اللوني . ويمكن الاستفادة من التدرج اللوني بهذا الترتيب.

Brand Color Usage Ratios

Orange is the dominant brand color, serving as the primary visual focus across the identity, while the remaining colors act as supporting elements to maintain balance and harmony.

70%

20%

10%

This dark tone is used for text on light backgrounds to provide strong contrast and maintain clear readability across all brand applications.

Aa

TEXT COLOR USAGE

RGB 102 102 102

HEX #666666

This vibrant tone is used to highlight specific text on light backgrounds, providing clear emphasis and visual distinction within the layout.

Aa

TEXT COLOR USAGE

RGB 00 16 31

HEX #00101F

This light tone is used for text on dark backgrounds to ensure clear contrast and optimal readability across all brand applications.

Aa

TEXT COLOR USAGE

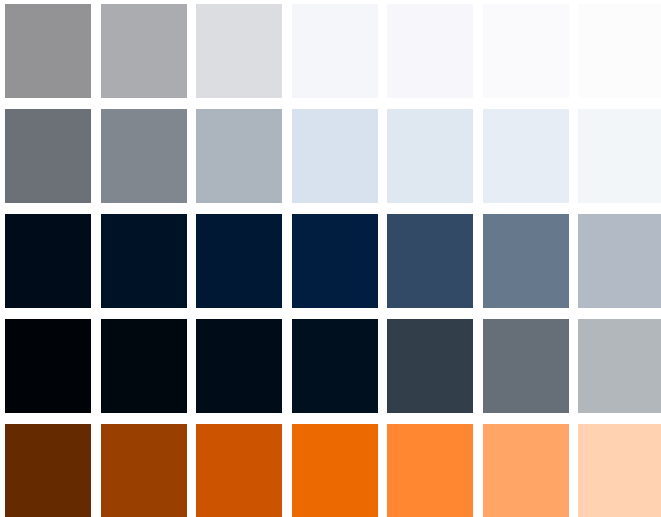
RGB 255 255 255

HEX #FFFFFF

SHADES & TINTS

COLORS

It is recommended to use these varied shades when needed to create visual distinction in backgrounds, print layouts, and media designs. These tones help highlight the primary color more effectively, adding aesthetic balance without relying on colors outside the brand identity.



LOGO COLOUR SPECIFICATIONS

The logo's primary colors, orange and gray, represent the colors of equipment and concrete respectively in the construction industry.

Dark Background Version



Icon

HEX : #Eb6900

CMYK: 00 70 100 00

Wordmark

HEX : #FFFFFF

CMYK: 00 00 00 00

Primary Logo



Icon

HEX : #Eb6900

CMYK: 00 70 100 00

Wordmark

HEX : #4D4D4D

CMYK: 00 00 00 70

Orange Background Version



Icon

HEX : #FFFFFF

CMYK: 00 00 00 00

Wordmark

HEX : #FFFFFF

CMYK: 00 00 00 00

LOGO COLOR version usage

Use the white version of the Mas logo whenever it is placed on an orange background to ensure maximum contrast and clarity.

Use the full-color primary logo on light or neutral backgrounds to maintain brand consistency and visual balance.

On dark or black backgrounds, use the orange icon with white typography to preserve readability and strengthen contrast.

Whenever possible, always prioritize using the primary full-color logo, as it represents the brand in its most accurate and preferred form.

However, in social media and digital design applications, some flexibility is allowed to adapt the logo to different layouts and backgrounds. In these cases, always ensure the correct logo version is chosen based on the background color to maintain clarity, contrast, and overall brand integrity.



App icon

The icon serves as the primary landmark of Mas representing the company in a strong, compact, and recognizable form. The design is built with balanced geometric proportions and adaptable color variations, ensuring clarity, flexibility, and strong visibility across different applications and backgrounds.



App icon 2

background: #D8E2EE
icon: #Eb6900



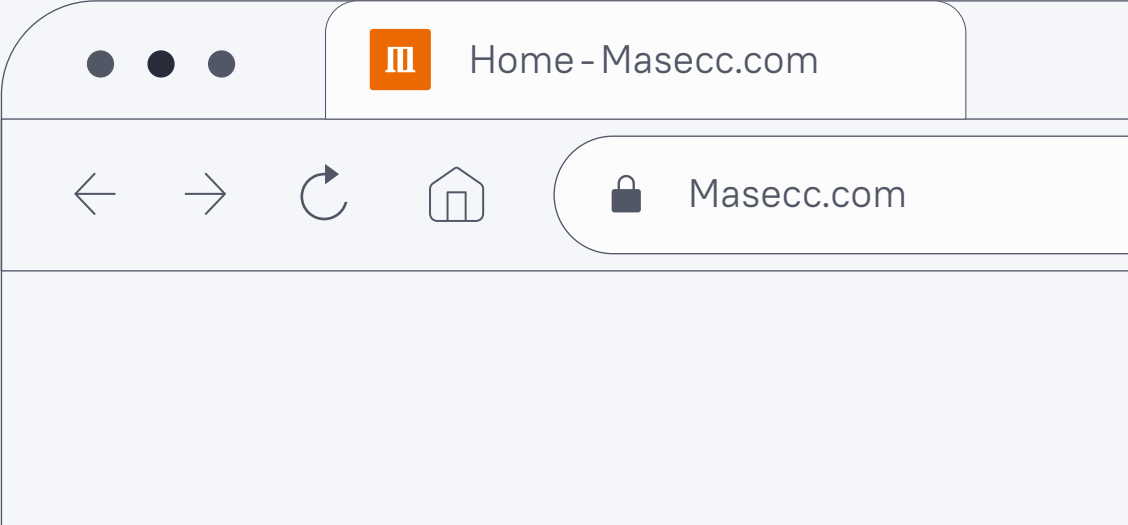
App icon 3

background: #011E40
icon: #Eb6900



App icon 4

background: #00101F
icon: #Eb6900



Typography

Typeface System & Usage Guidelines

The Mas typography system is designed to maintain consistency, clarity, and a modern professional appearance across all brand applications and communication platforms.

For Arabic typography, the approved typeface is **DG Agnadeen**, which must be used consistently across all Arabic written content, including printed materials, digital platforms, presentations, social media designs, advertisements, and brand communications.

For English typography, the brand uses two approved typefaces: • **Red Hat Display** • **PT Root UI**

Red Hat Display should be used for primary headlines and major titles to create a strong and modern visual presence.

PT Root UI should be used for paragraphs, supporting text, and readable body content to ensure clarity and visual balance across all layouts and media formats.

When emphasis or visual focus is required on a specific word or phrase, the appropriate bold weight may be used while keeping the remaining text in regular weight to maintain hierarchy, readability, and visual consistency.

DG Agnadeen Medium

أ ب ج د

أ ب ت ث ج ح ك ط ف ث ص ض س
١٢٣٤٥٦٧٨٩
شاركنا أحلامك .. ودعنا نحققها لك

العناوين عن خدماتنا

الوصف القى نظرة على منتجاتنا عالية الجودة

الفقرات
تأسست ماس للهندسة والإنشاءات عام ٢٠١٨،
واستطاعت تنفيذ مشاريع سكنية وتجارية وفندقية
بجودة عالية داخل المملكة العربية السعودية.

DG Agnadeen Bold

أ ب ج د

أ ب ت ث ج ح ك ط ف ث ص ض س
١٢٣٤٥٦٧٨٩
شاركنا أحلامك .. ودعنا نحققها لك

DG Agnadeen Light

أ ب ج د

أ ب ت ث ج ح ك ط ف ث ص ض س
١٢٣٤٥٦٧٨٩
شاركنا أحلامك .. ودعنا نحققها لك

Red Hat Display

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@#\$\$%^&*()

PT Root UI

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@#\$\$%^&*()

Weights

Example

Title

Narrow Space Partition

Lead

The concept of furniture first developed as early as 3100-2500 B.C.
The first items created for household use were made of stone,

Paragraph

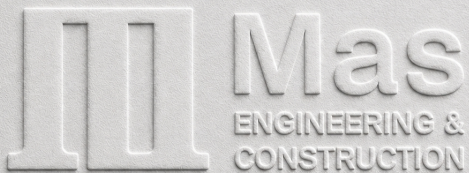
The dresser was said to be the most important piece of furniture in the beginning, as they faced the entrance of each house in Neolithic society and often displayed carved artwork of symbolic objects. Over the years, especially in modern years, the concept of functional furniture in households exploded while keeping the artwork aspect that was displayed in the Neolithic period.

Button

SHOP BY BRAND

Link

Find your neared store



different materials

- **On skin** : emboss only
- **On wood** : laser engraving
- **On metal** : laser engraving
- **On porcelain or plastic** : the main colors
- **On fabric** : white or the main color, according to the degree of color of the material



x



x



x



x



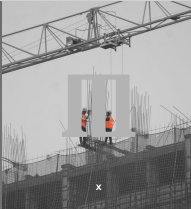
x



x



x



x



x

DO & DON'T

To maintain the integrity and consistency of the brand, the logo must never be altered or used in inappropriate contexts.

Avoid using the logo in any of the following ways:

- Do not stretch, rotate, or distort the proportions of the logo.
- Do not place the logo over busy, textured, or photographic backgrounds that reduce visibility or contrast.
- Do not apply outlines, shadows, or other effects to the logo.
- Do not modify or combine the logo with other graphic elements.

Each incorrect example shown below represents a violation of brand standards and compromises the visual identity of the brand. Always use the official, unaltered logo on approved backgrounds only.

MAS

x

mas

x

DO & DON'T

The approved abbreviation is Mas.

The name must always be written as Mas, with only the first letter capitalized and the remaining letters in lowercase. This writing style should be used consistently across all brand applications, including the logo, brand guidelines, presentations, printed materials, digital platforms, signage, and official communication.

The use of MAS in all capital letters should be completely avoided, as it does not represent the approved brand naming system. Maintaining the correct form Mas ensures consistency, professionalism, and a unified visual identity across all touchpoints.



Mas
Engineering &
Construction

← 200 px →



ماس
الهندسة
والإنشاء

← 200 px →

Screen Minimum Size

The minimum screen size ensures that the Mas logo remains clear, readable, and visually consistent across all digital applications. Using the logo below the specified size may reduce legibility and compromise brand integrity. Always follow the minimum width guidelines to maintain optimal visibility.



← 400 px →



← 400 px →



← 600 px →



Mas
Engineering &
Construction

← 2 cm →



ماس
الهندسة
والإنشاء

← 2 cm →

Print Minimum Size

The minimum print size ensures that the Mas logo remains sharp, readable, and maintains its visual integrity across all printed materials. Using the logo below the specified size may result in loss of detail and reduced legibility. Always follow the minimum print dimensions to maintain consistent brand quality.



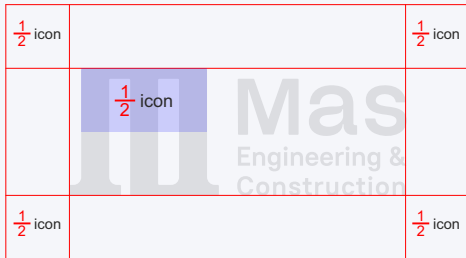
← 3.5 cm →



← 3.5 cm →



← 5.5 cm →



AREA OF Noninterference

The logo clear space is the protected area surrounding the Mas logo that must remain free of any elements to maintain its integrity and visibility.

This spacing ensures visual clarity, preventing the logo from appearing crowded or losing its impact across different layouts.

The minimum clear space equals half of the icon's height (0.5×) and must scale proportionally with the logo size.

No text, icons, or graphic elements may enter this area; it exists solely to preserve legibility and visual balance.

AREA OF Noninterference

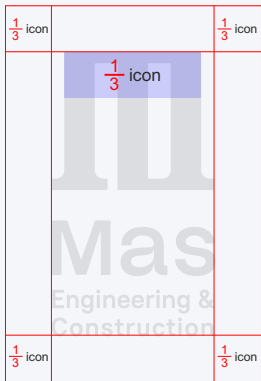
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AREA OF Noninterference

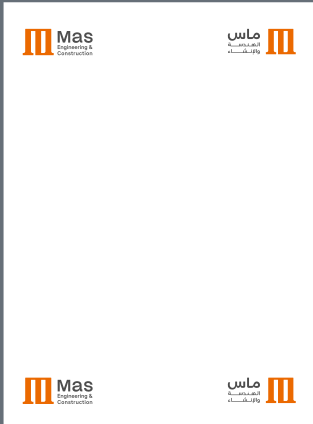
The logo clear space is the protected area surrounding the Mas logo that must remain free of any elements to maintain its integrity and visibility.

This spacing ensures visual clarity, preventing the logo from appearing crowded or losing its impact across different layouts.

The minimum clear space equals half of the icon's height ($0.33\times$) and must scale proportionally with the logo size.

No text, icons, or graphic elements may enter this area; it exists solely to preserve legibility and visual balance.





WHERE can the logo be placed on the page ?

The logo can be placed on pages or images in any of the indicated positions. Always ensure proper balance and alignment within the layout, while maintaining the clear space around it. This space protects the logo's visibility and ensures it remains distinct and uncluttered in every application.



Brand in use

Overview of how the Mas identity is applied across official documents, stationery applications, and branded print materials.

Business cards

The Mas business card design is carefully developed to maintain full consistency with the company's brand identity and visual theme. Every element – from typography and colors to layout and spacing – follows the official Mas branding guidelines, creating a unified, professional, and recognizable corporate appearance that reflects the company's values, strength, and engineering excellence.



Envelope

The Mas envelope design is created in alignment with the company's official brand identity and visual theme. The use of consistent colors, typography, and branded graphic elements ensures a cohesive and professional appearance across all printed correspondence, reinforcing the corporate image and maintaining a strong, unified brand presence in every formal communication.



D.Ahmed Mahmoud

Senior Executive
Address goes here. Street, City, Country
contact@youmail.com
000-987-654-321

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro voluptatem sequi nesciunt. Nemo enim ipsam voluptatem quia voluptas.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Ahmed

General Manager



Email Signature



Ahmed Ayad *business developer*

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