

identity guideline



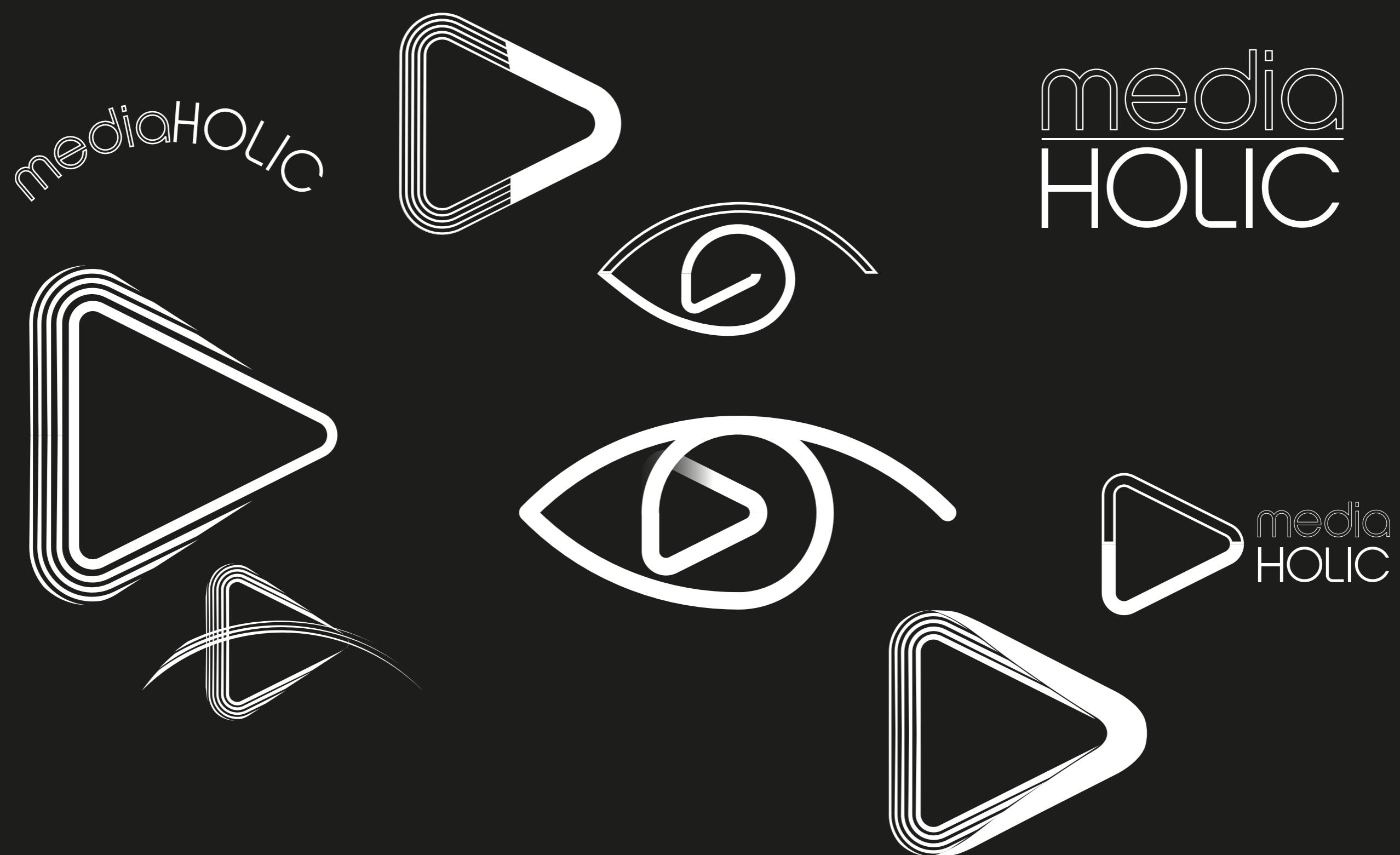
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key visual





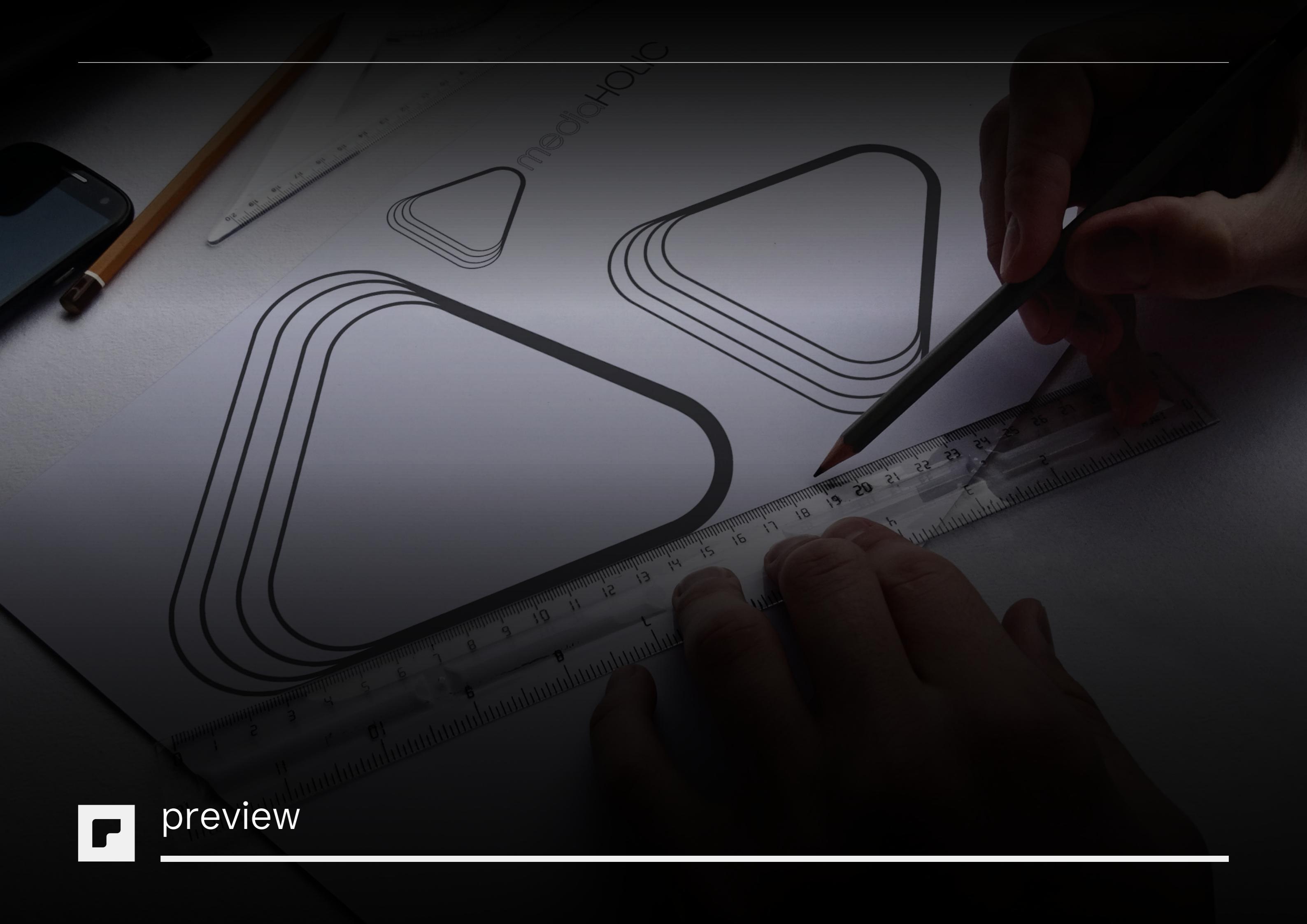
inspiration

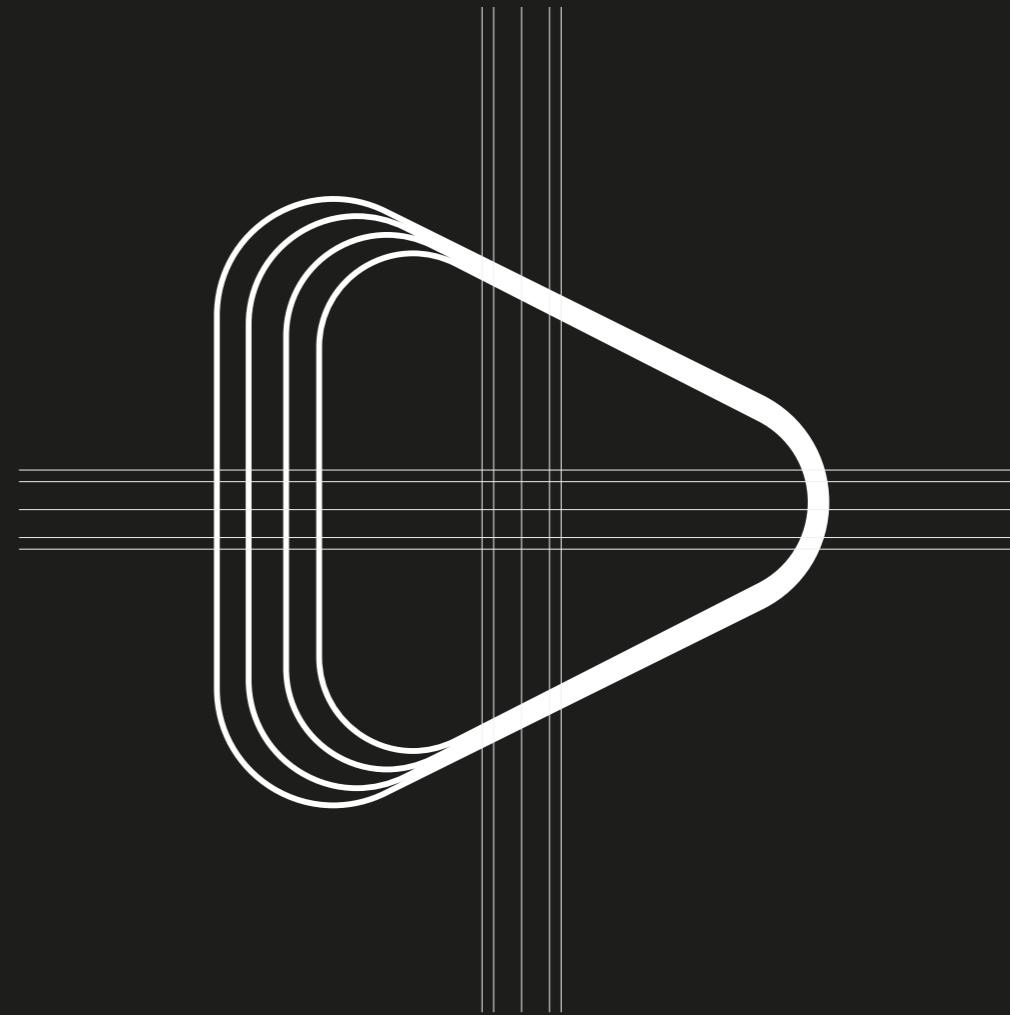
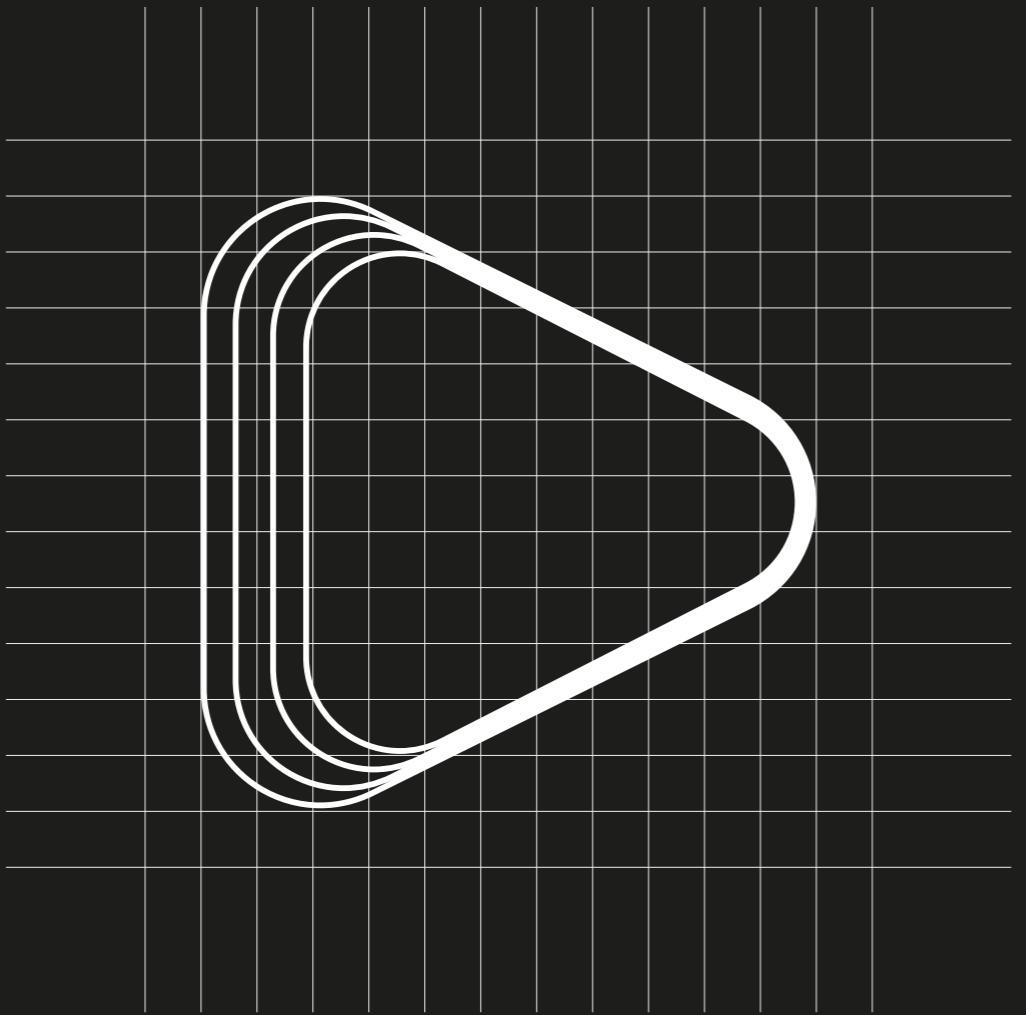


exploration



preview

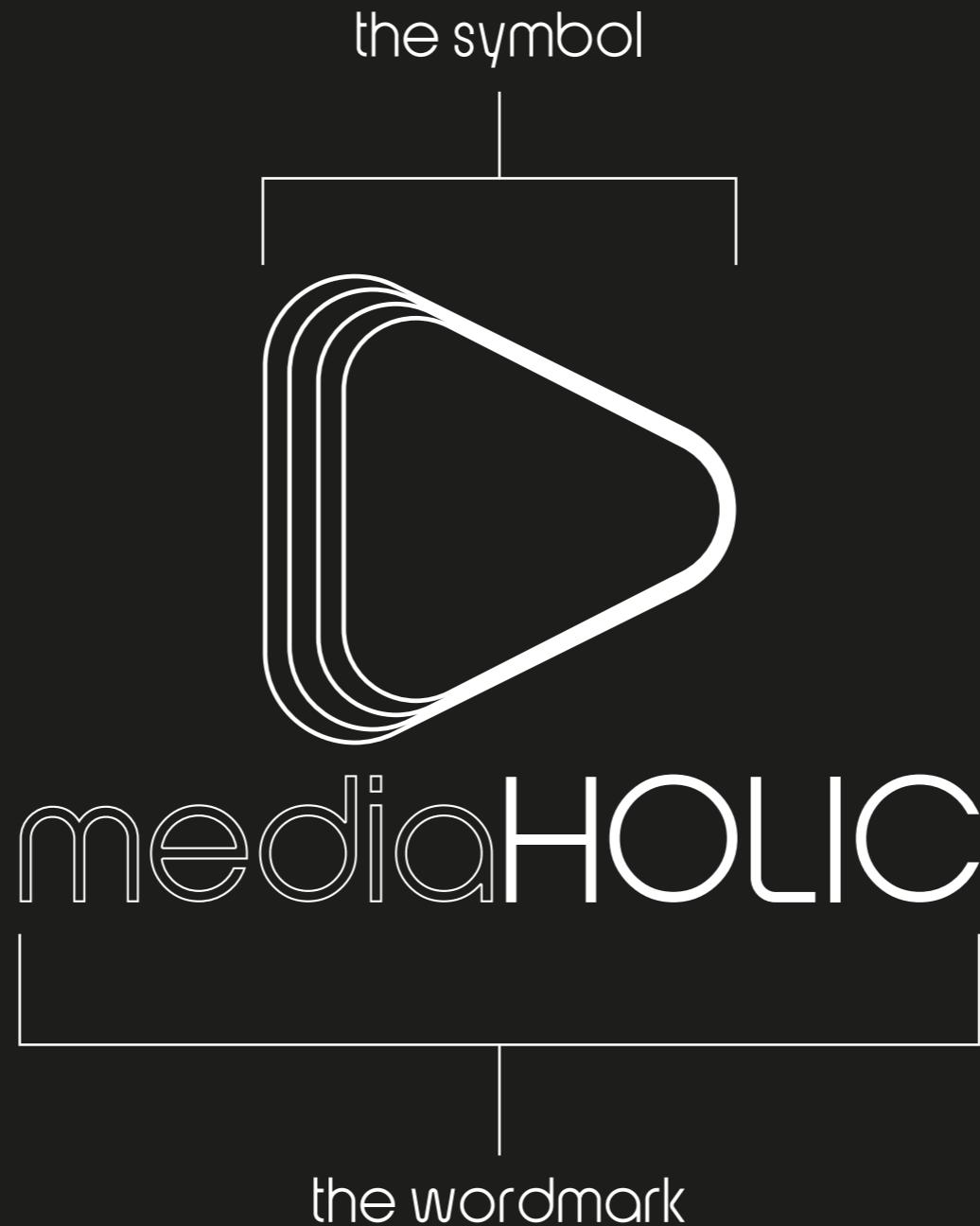


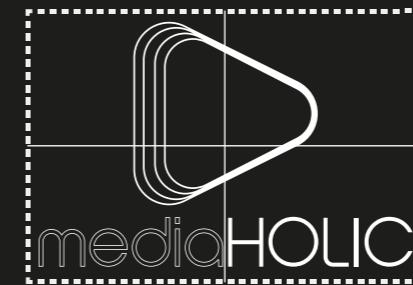
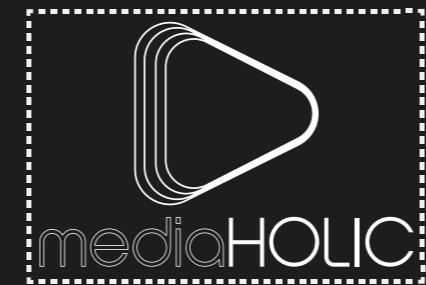
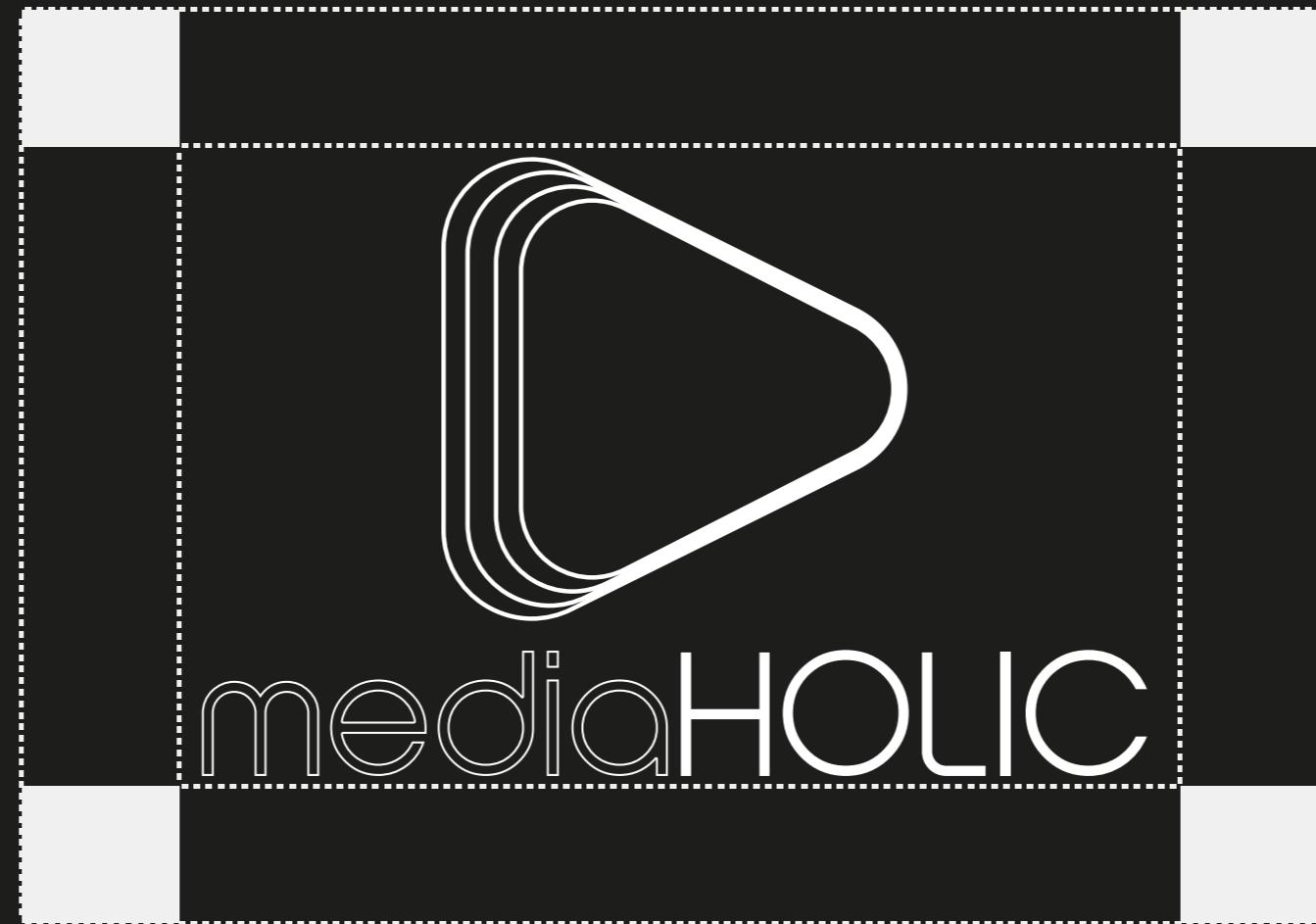


vectorized

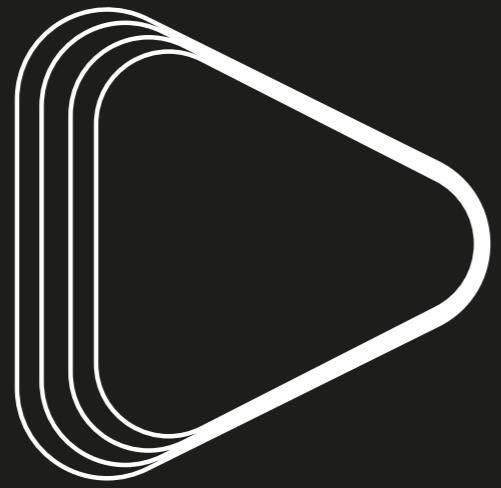


elements

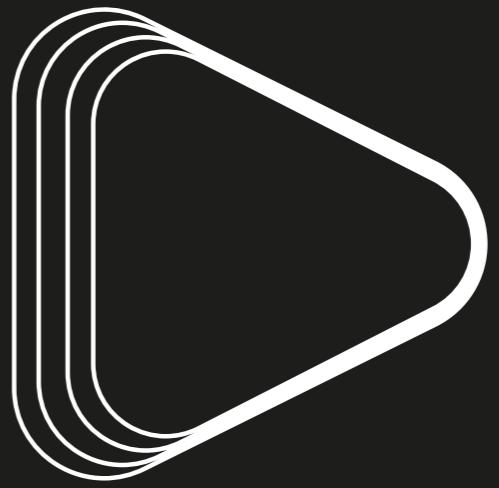




exclusion zone



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vibrations



PANTONE 600003
CYAN 36
MAGENTA 100
YELLOW 90
BLACK 58

Burgundy would be added to the colour palette but will be used as an accent colour very lightly within the media platforms



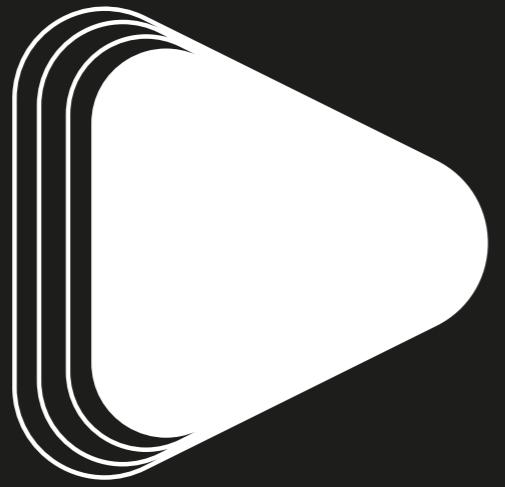
PANTONE 000000
CYAN 91
MAGENTA 79
YELLOW 62
BLACK 97



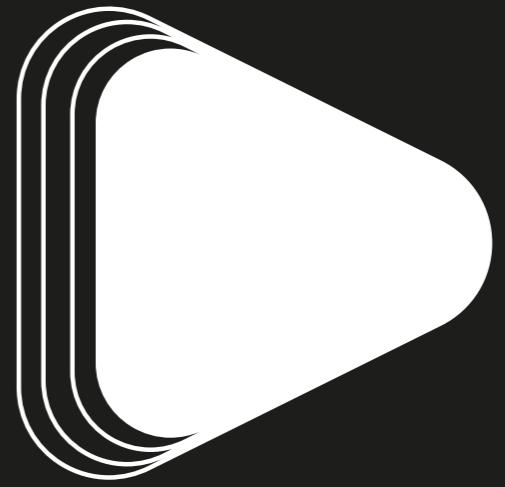
PANTONE ffffff
CYAN 0
MAGENTA 0
YELLOW 0
BLACK 0



colors



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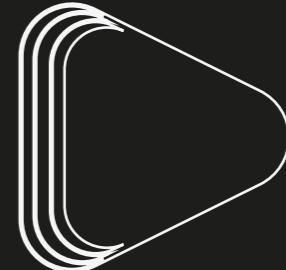
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adaptations



The logo must never be distorted and stretched

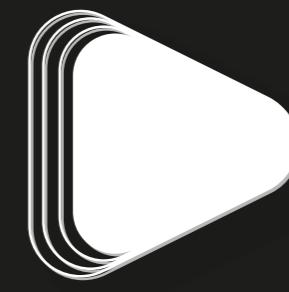


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The logo should not be rendered in outlines



Other shades of colors should never be used
on the logotype and icon



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Drop shadows must not be used on the logo.



The logo should never be rendered in 3D or embossed



Do not enclose the logo in a box or any other shape,
unless it is outside the required clear space.



violations

JUST

Sans

regular

A B C D E F G H I G K L M N O P Q R S
T U V W X Y Z
? ! 9 8 7 6 5 4 3 2 1 0

medium

A B C D E F G H I G K L M N O P Q R S
T U V W X Y Z
? ! 9 8 7 6 5 4 3 2 1 0

light

A B C D E F G H I G K L M N O P Q R S
T U V W X Y Z
? ! 9 8 7 6 5 4 3 2 1 0

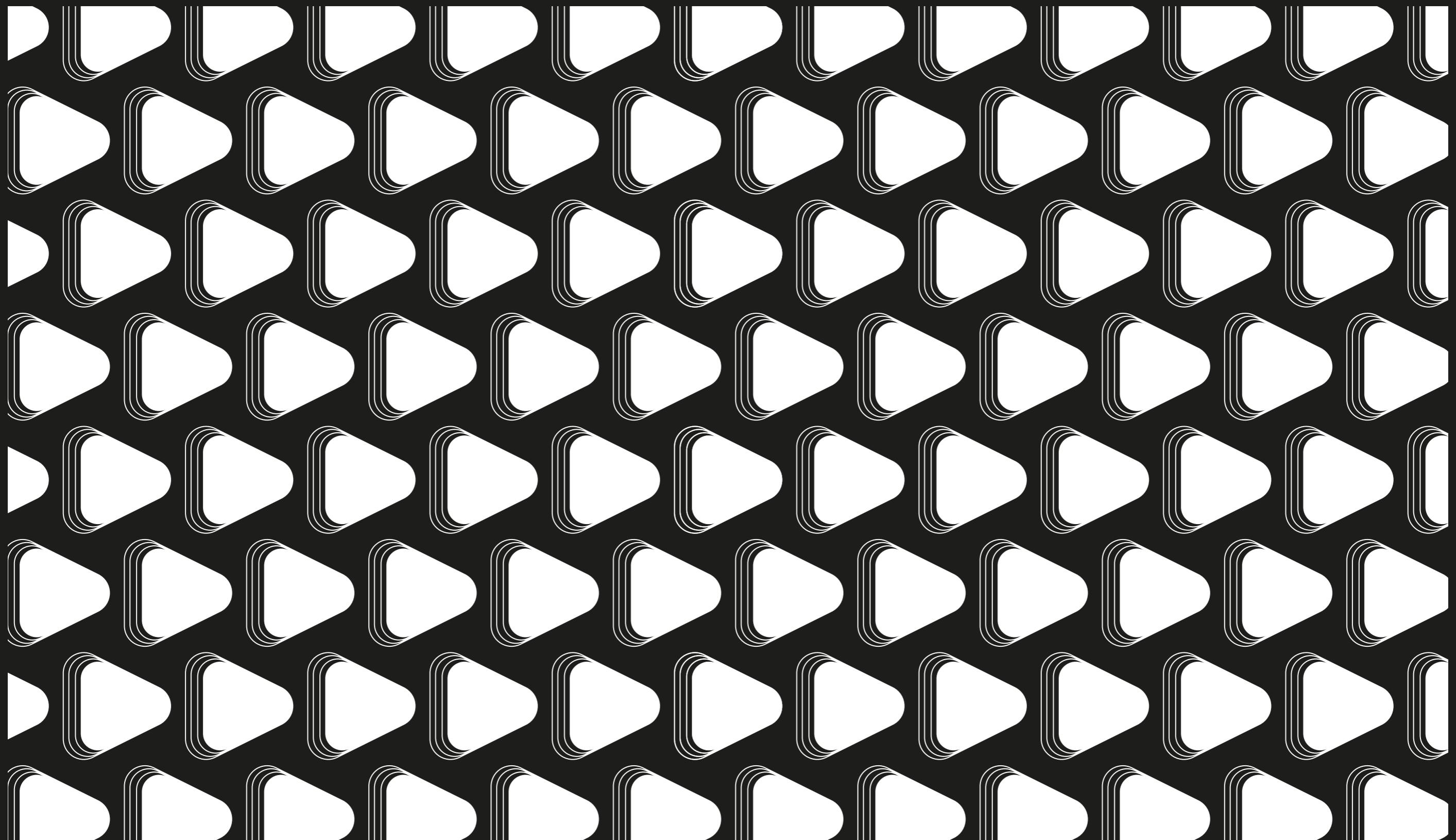


typography

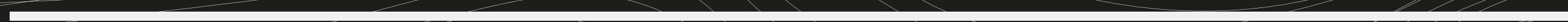
A B C D E F G H I G K L M N O P Q R S T U V W X Y Z
9 8 7 6 5 4 3 2 1 0
? !

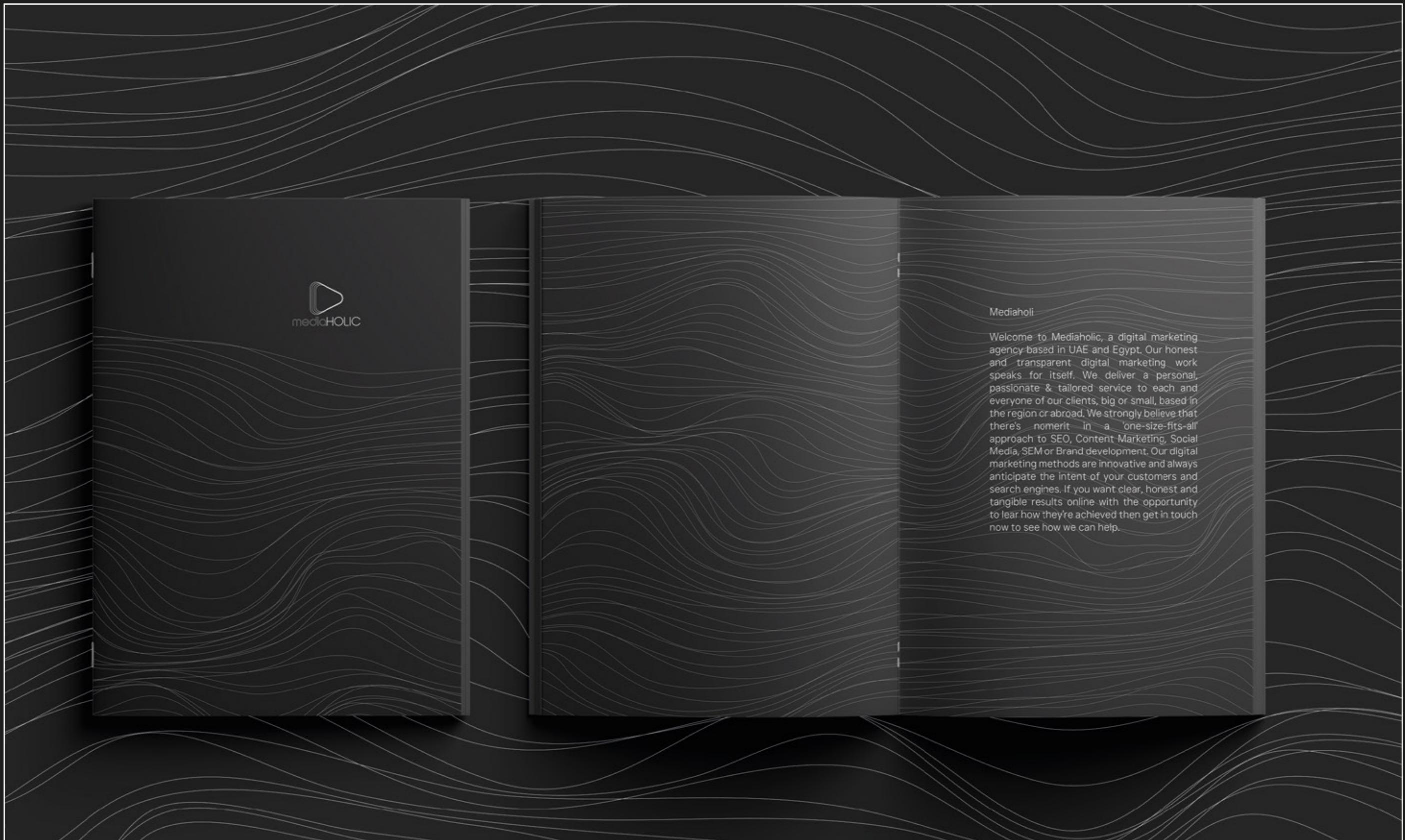


typography



pattern





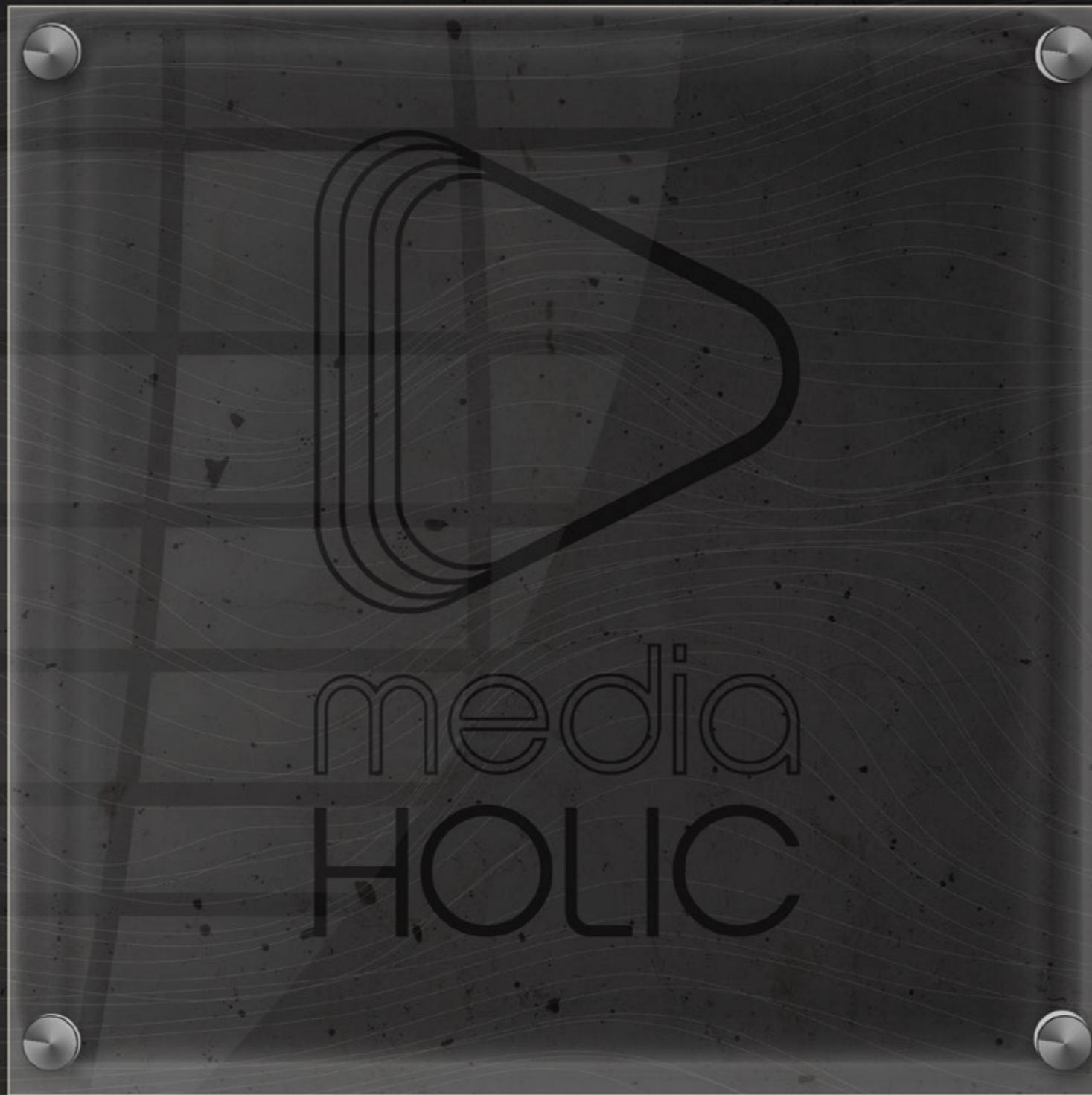
application



application



application



application



application



application



application

We enjoy the thrill that comes with watching your business boom after we've had our go at it. Our thorough understanding of consumers and customers within this very fast digitally competitive combined with our top of the line digital and creative skills and a desire to offer brands and businesses a top notch service at affordable costs, drove us to bring to you LAVA Media. Mediäholic is the inevitable result of experiencing one adrenaline rush after the other and going out to seek more. Getting you results at minimal costs using our impeccable skills is our driving force and what our hearts beat for. YOUR DREAM IS WHAT WE BRAND

Welcome to Mediäholic, a digital marketing agency based in UAE and Egypt. Our honest and transparent digital marketing work speaks for itself. We deliver a personal, passionate & tailored service to each and everyone of our clients big or small, based in the region or abroad. We strongly believe that there's no moment in a 'one size fits all' approach to SEO, Content Marketing, Social Media, SEM or Brand development. Our digital marketing methods are innovative and always anticipate the intent of your customers and search engines. If you want clear, honest and tangible results online with the opportunity to learn how they're achieved then get in touch now to see how we can help.

WHO WE ARE
Since initiation Mediäholic has built a team of digital professionals, each committed to remaining at the forefront of the digital space and delivering market-leading results for our clients. Our desire is to become the most qualified and trusted digital marketing agency in the UAE a task that we are well on the way to achieving. Our focus is on delivering business-changing results for ambitious clients, whilst sharing our knowledge amongst the wider industry through events and training. Internally our ambition is to attract, nurture and develop great talent in an environment that allows us to the best we can be. We believe there is too much jargon, confusion and ambiguity within our industry. We communicate in a user-friendly way, creating clarity and transparency in all we do, thus driving tangible value and ROI.



application





application



application



application



application



application



application



application



application



application

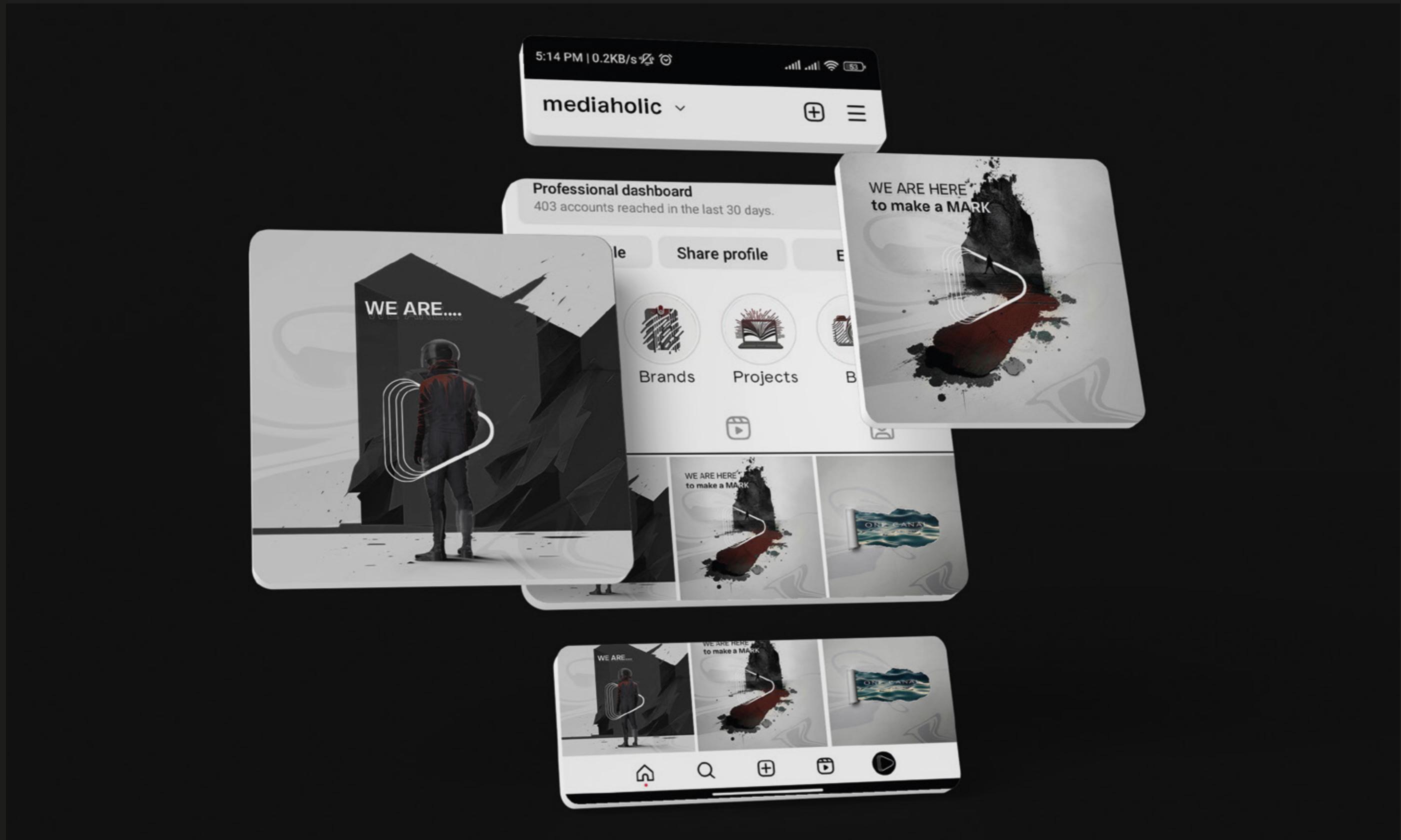




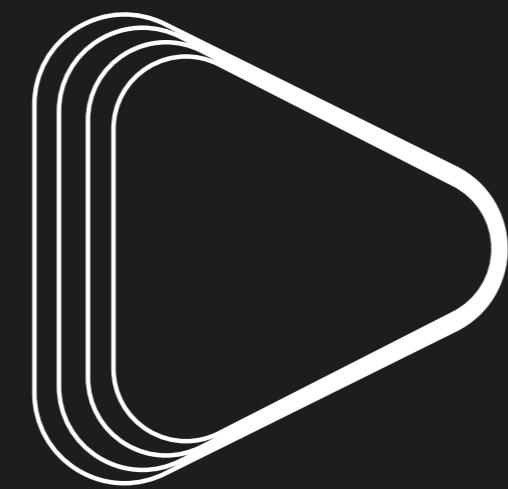
THE NEW OBSESSION



art direction



social media



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