

مُرْسِيَّة
murcia
BRAND GUIDLINE



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Chapter One
Our brand Toolkit

INTRODUCTION

في موقع متميز بمدينة الرياض يقع مشروع مرسية على مساحة تقدر بـ ٢,٧ مليون متر مربع. مشروع مرسية، عبارة عن مدينة سكنية فاخرة تحتوي على أكثر من ٥٠٠٠ منزل و ٥٧٠ شقة سكنية عصرية جذابة تحقق الرفاهية والراحة لعائلتك. تم تصميم جميع الوحدات السكنية بأسلوب فريد ومعايير هندسية لتناسب مع احتياجات الأسرة العصرية وسط مرافق متعددة ومساحات خضراء تجعل منها مدينة متكاملة. تقدم مرسية المنزل والمجتمع المثالي لعائلتك



OUR BRAND AT A GLANCE

focusing on our main iconic features in our project by creating a significant symbol to be used to represent murcia



OUR BRAND AT A GLANCE

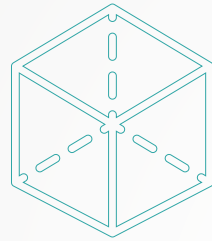
The project sections is what makes murcia the dream home that came true



THE URBAN HEART OF MURCIA

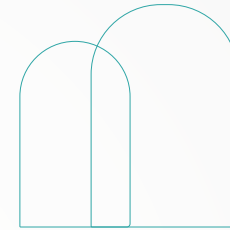
OUR BRAND AT A GLANCE

GEOMETRIC



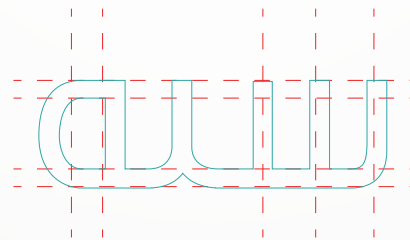
CONSISTANT
COMFORTABLE
SOLID

MODERN



MINIMALISM
SENERGICAL COMBINATION
SPACIOUS

CALLIGRAPHIC



ORIGINAL
PURE
FAMILIAR

The Brand Structure

حداثة

لسعي مستمر
للتطوير



الإلتزام

في استمرارية
جودة الخدمات



التفوق

في التطوير العقاري



الارتقاء

في مفهوم السكن،
العمل والمعيشة



OUR STRAPLINE

Our strapline is the driving force behind our brand, central to everything we do and say, this is ultimately what we stand for it should be conveyed across all of our projects.

حياة متكاملة

THE BRAND STRUCTURE



فلل



شقق



متاجر

PRODUCTS



مراكز الاتصال

اجنحة الاعلام



مركز استقبال مرسية

اجنحة مرسية للمبيعات



نقاط المبيعات المنفصلة

نقاط المبيعات المحركة



مركز مرسية الرئيسي للمبيعات

PLATFORMS

THE BRAND STRUCTURE



بيئة صحية



توفير الوقت



تصاميم جذابة



مجتمع عصري
مستقبل الاحياء السكنية

EMOTIONAL
BENEFITS

THE BRAND STRUCTURE



عوائد استثمارية

اسعار منافسة

مدعوم من
صندوق التنمية العقاري

معتمد من برنامج
سكني

خدمات متكاملة

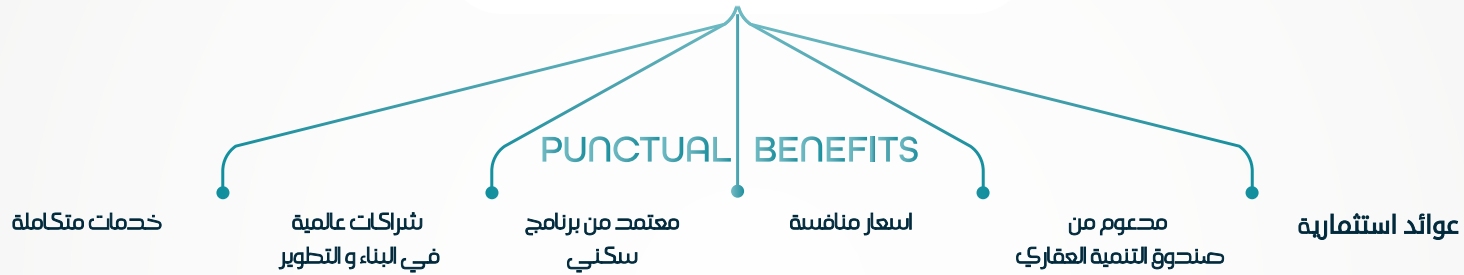
شراكات عالمية
في البناء و التطوير

PUNCTUAL
BENEFITS

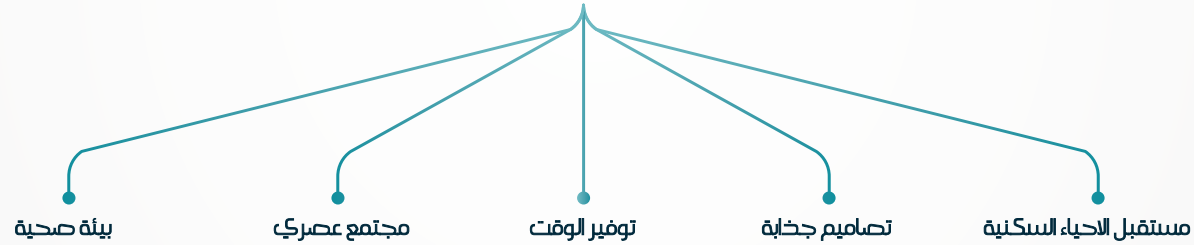
حياة متكاملة

BRAND ESSENCE

الرّقاء **التفوق** **الثبات** **رؤيا مستقبلية**
في مفهوم المعيشة السكني، العمل والحياة اليومية
تحسين فريد للحفاظ على البيئة
في أعلى مستويات من الخدمات
تغيير مفهوم الحياة للأفضل



EMOTIONAL BENEFITS



PLATFORMS



PRODUCTS



STONE OF VOICE

The tone of voice is how the brand communicates with the audience (How we talk) whether it be through text or any dialogue that represents the brand.

ايجابي

OPTIMISTIC

We represent a progressive brand aimed for the people looking forward to their future.



مُرْتَقِي

CLASSY

We represent an elegant that caters to a certain class of sophisticated people.



شفافية

CLEAR

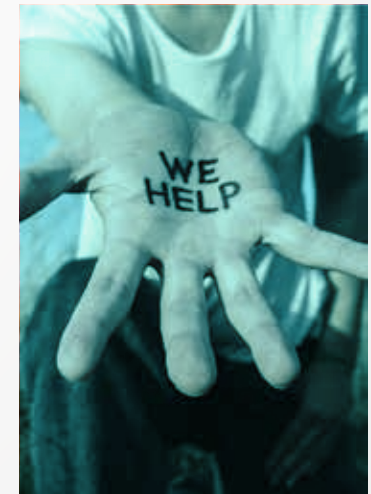
Communication should always be clear but in this case we tap into the transparency in which we present or offering.



سَلِس

APPROACHABLE

People should feel welcome to participate when intrigued to open lines of communication



Master Brand

MASTER BRAND

Our brand is the most recognisable element of our identity, a universal signature across all communications. There is more than one version of artwork for our brand. It is essential the correct artwork is used in the appropriate situation as explained in the following pages.



CLEAR SPACE & MINIMUM SIZE

Our brand must always be presented in a confident and legible way. Ensure our brand is not ever smaller than the minimum size, as shown opposite



BRAND MISUSE

Our logo is one of our most valuable assets and to ensure it is not abused please ensure it is only used in the correct manner and not in any of the following ways.

- 1-Tilting the brand is prohibited.
- 2-Filling the brand is prohibited.
- 3-Compressing the brand is prohibited.
- 4-Applying gradient to our brand is prohibited.
- 5-Using only Arabic is prohibited.
- 6-Using only English is prohibited.
- 7-Using only the shape is prohibited.
- 8-changing the logo elements is prohibited.



BRAND VARIATION

Our brand demonstration can be provided in two shapes as shown, our brand must always be presented in a confident and legible way. Ensure our brand is not ever smaller than the minimum size, as shown opposite



BRAND ON COLORS

Our brand demonstration can be provided on different backgrounds as shown, our brand must always be presented in a confident and legible way. Ensure our brand is not ever smaller than the minimum size, as shown opposite



PRIMARY COLOR PALLETTE

Our brand is one of our most valuable assets and to ensure it is not abused please ensure it is only used in the correct manner and not in any of the following ways.



RGB R 0 G 170 B 172
CMYK C 75 M 0 Y 31 K 10
00AAAC
COATED PANTONE P14-124-C



RGB R 129 G 130 B 133
CMYK C 52 M 43 Y 41 K 6
818285
COATED PANTONE P179-9-C

SECONDARY COLOR PALLETTE

We have an extended palette of secondary colours that we use in support of our core colours. Our secondary palette is used as an accent in branded communications, both printed and digital. These can be used for offers and on-line for greater effect



RGB R 136 G 183 B 204
CMYK C 47 M 15 Y 13 K 0
PANTONE 88B7CC
COATED PANTONE P120-2C



RGB R 228 G 153 B 95
CMYK C 0 M 41 Y 65 K 9
PANTONE E4995F
COATED PANTONE P13-27C



RGB R 233 G 200 B 109
CMYK C 0 M 12 Y 66 K 10
PANTONE E9C869
COATED PANTONE P19-7C



RGB R 0 G 127 B 188
CMYK C 88 M 31 Y 0 K 11
PANTONE 007FBC
COATED PANTONE P15-109C

ON SCREEN COLORS

Our brand diversity is linked with our coloring, to make sure to always get the right coloring please use this specified coloring guide.



RGB R 0 G 170 B 172

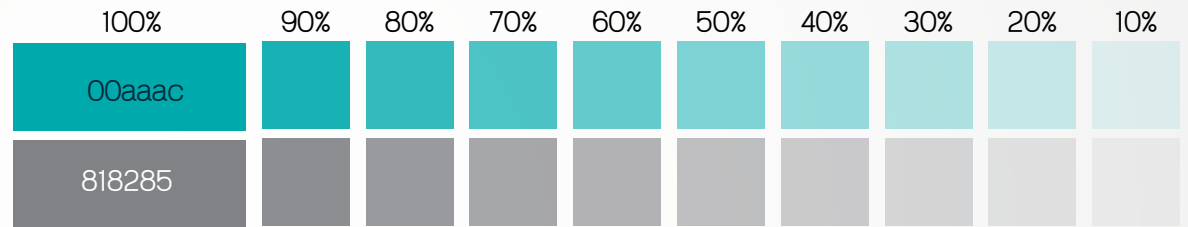


RGB R 129 G 130 B 133

PRINT COLORS

Our brand diversity is linked with our coloring, to make sure to always get the right coloring please use this specified coloring guide, All printed colors are subject to print test.

SUBJECT TO PRINT TEST



CMYK C 75 M 0 Y 31 K 10
PANTONE 00AAAC
COATED PANTONE P14-124-C



CMYK C 52 M 43 Y 41 K 6
PANTONE 818285
COATED PANTONE P179-9-C

BRAND TAG

Our brand is one of our most valuable assets and to ensure it is not abused and visible all the time, when placing our brand on a complex image use the tag to make it visible and clear, please ensure it is only used in the correct manner.



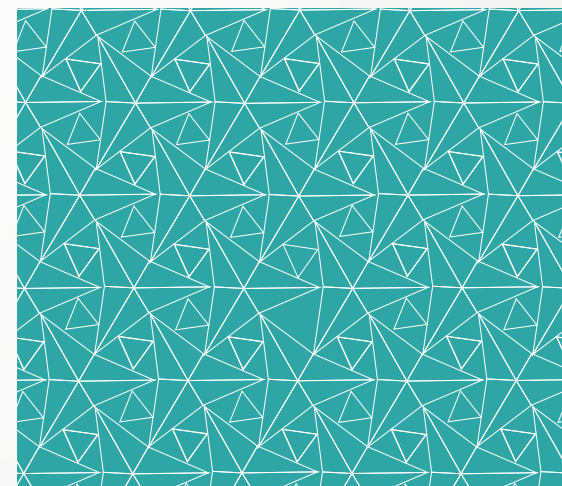
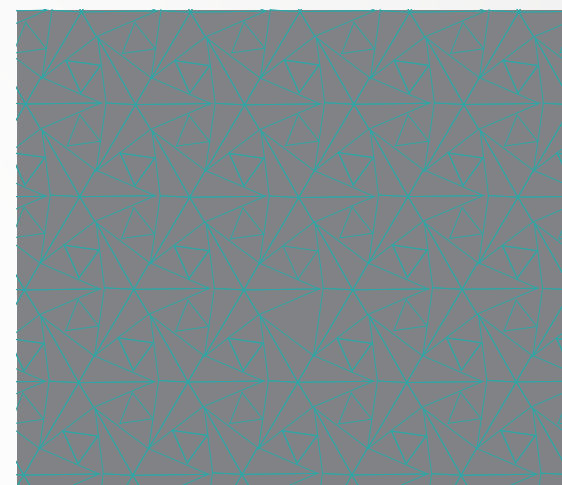
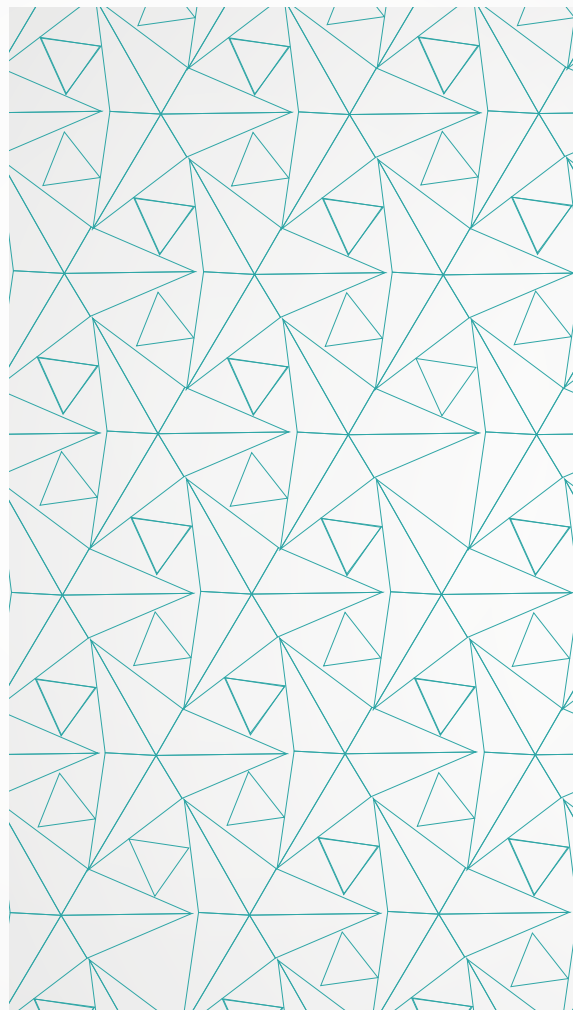
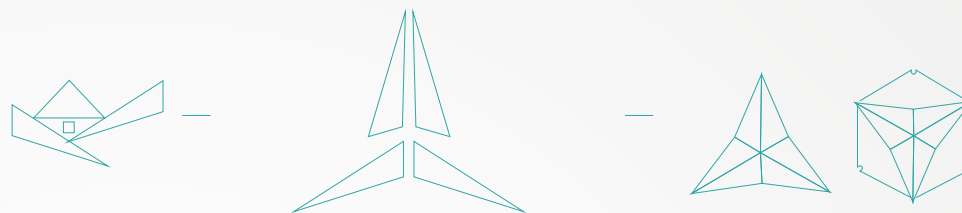
ICONS

Our icons collection was inspired from our brand illustration, the color and shapes should be changed and should be applied accordingly.



PATTERN

The stacking of our illustration is a handful of fundamental patterns that create all of the diversity we need for our brand. these patterns perform three basic tasks that get the work of our identity done by moving, revolving and connecting. delivering an interconnected and intricate system of checks and balances to weave patterns and processes together for perfect and purposeful outcomes.



Advertising:

Graphology Medium

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
• ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Corporate:

DIN Next LT

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
• ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Webfont:

Cairo Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
• ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

ENGLISH FONT

Advertising:

All Round Gothic Medium

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

Corporate:

Calibri

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

Webfont:

Myriad Pro

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

TYPE FACE

Here are the styles used to construct our typography part of our logo.

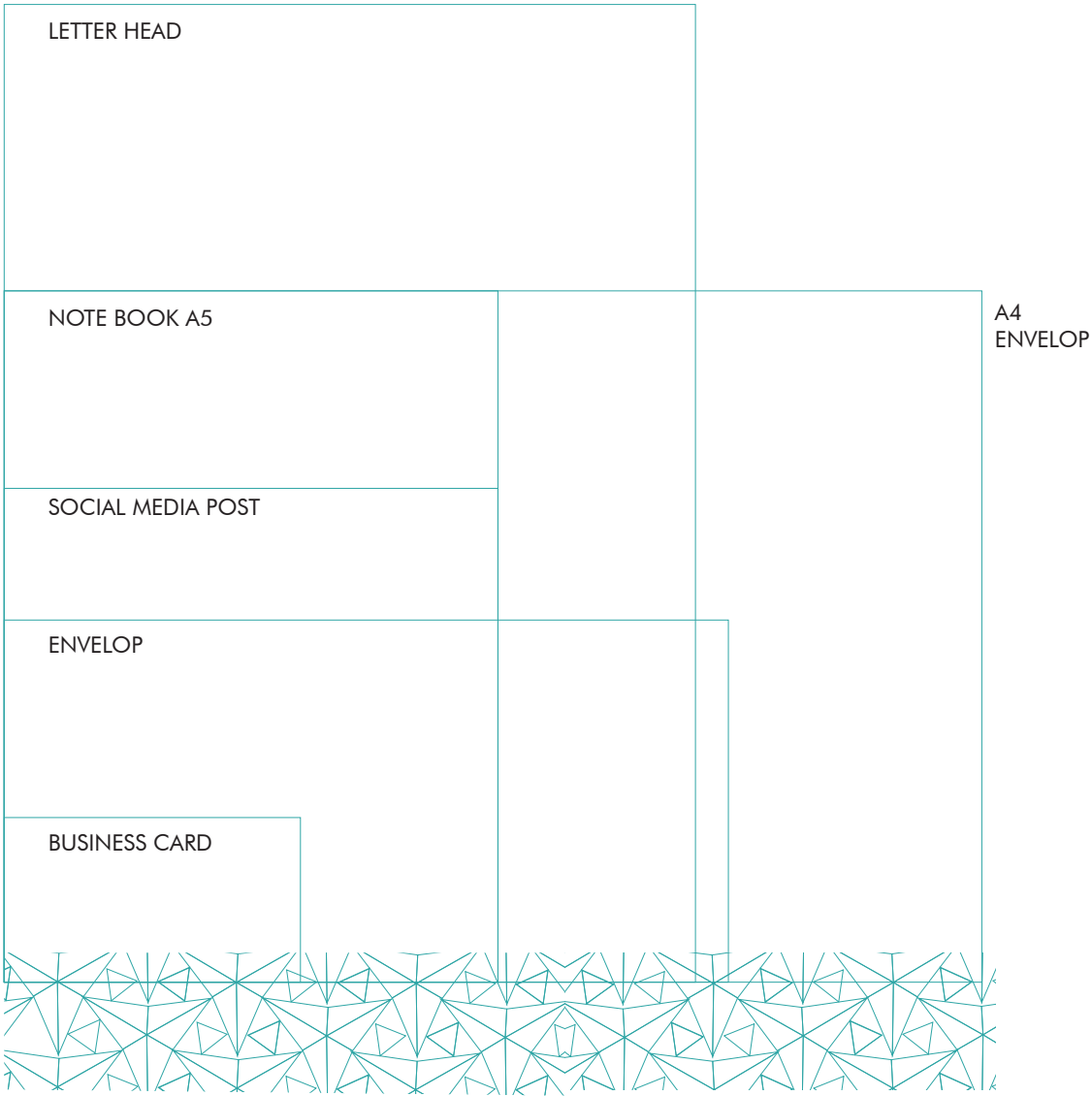


Chapter Two
Stationary



EXPLENATION OF CROPPING

The cropping of the pattern in the applications as shown.



Stationary
Business Card



Card dimensions: 5X9 cm
 Paper stock: Conqueror smooth, Diamond White, 350 gsm
 Note: Shown %100 of actual size All dimensions shown are in Millimeter

Stationary Letter Head

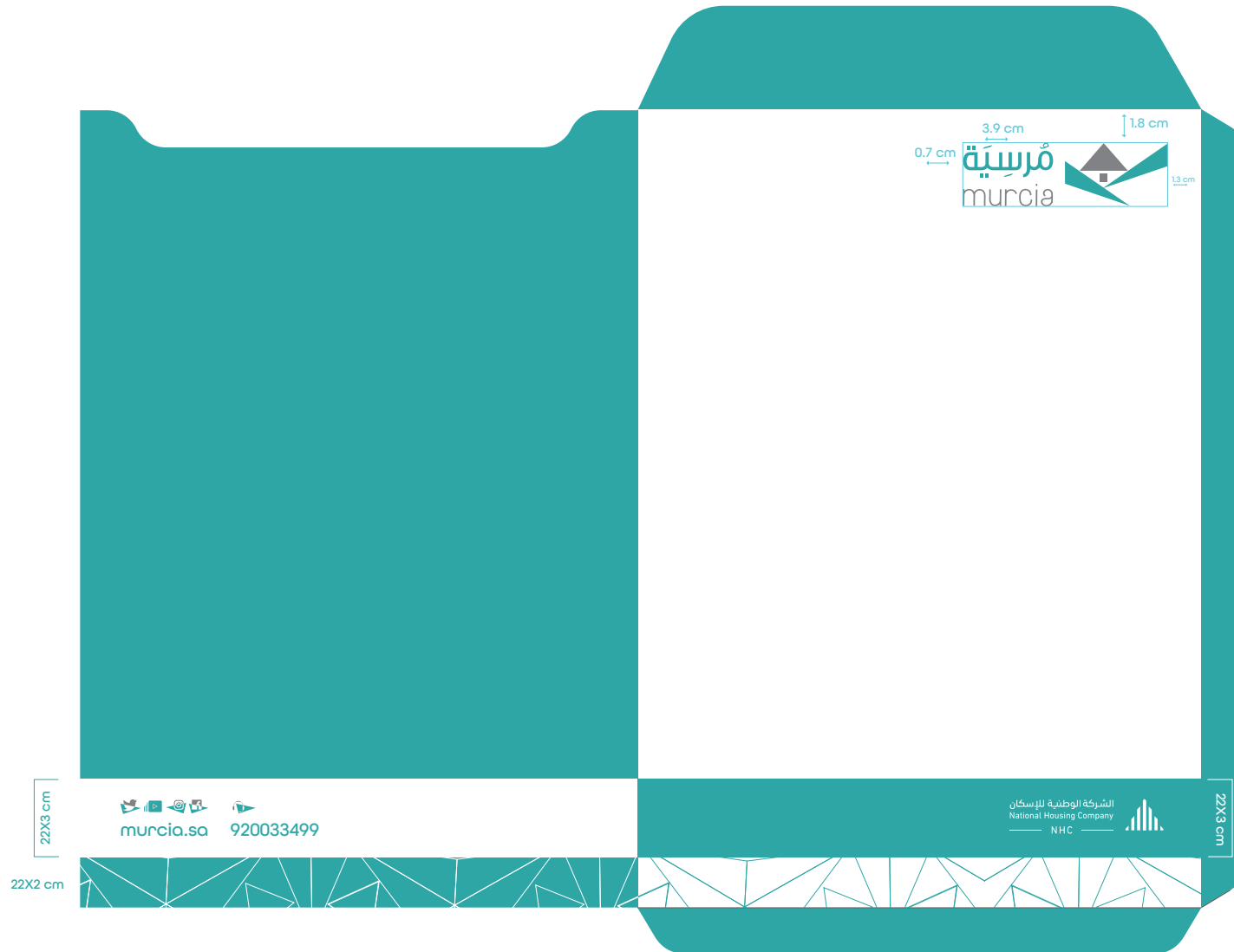


Document dimensions: A4 21X29.7 cm

Paper stock: White, 80 gsm

Note: Shown %100 of actual size All dimensions shown are in Millimeter

Stationary
A4 Envelope



Document dimensions: A4 23X32.5 cm
Paper stock: Conqueror smooth, Diamond White, envelop
Note: Shown %100 of actual size All dimensions shown are in Millimeter

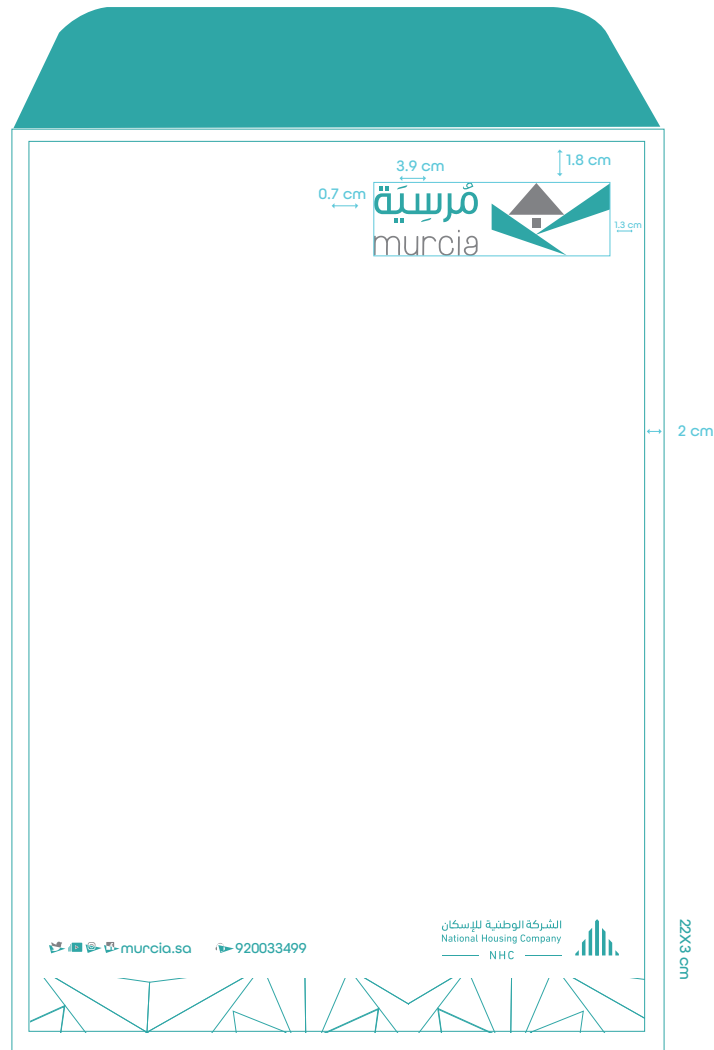
Stationary
A4 DL Envelope



Document dimensions: A4 22.5X11 cm
Paper stock: Conqueror smooth, Diamond White, envelop
Note: Shown %100 of actual size All dimensions shown are in Millimeter

Stationary

A4 Face print on blanc envelope



Document dimensions: A4 23X32.5 cm

Paper stock: Conqueror smooth, Diamond White, envelop

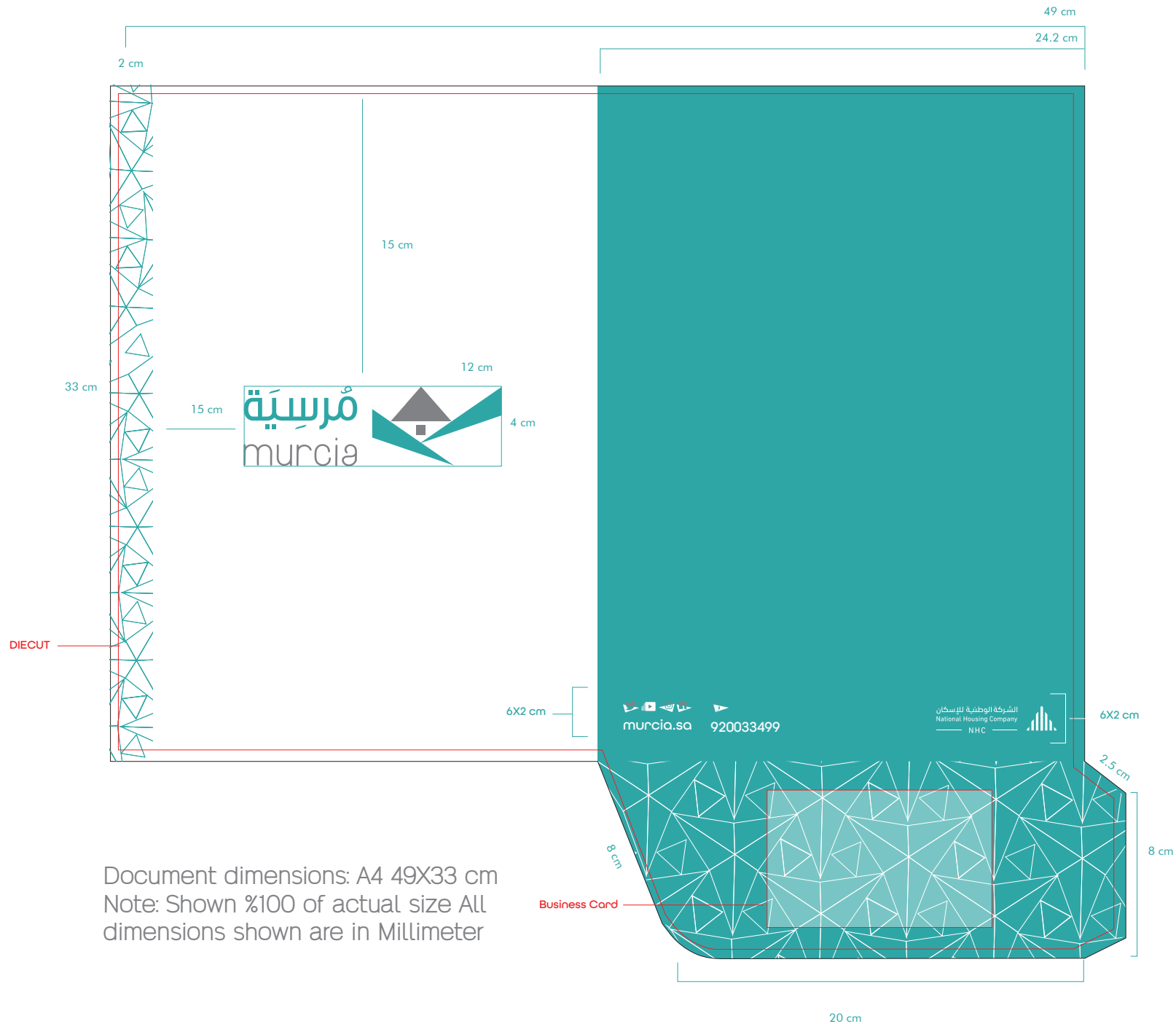
Note: Shown %100 of actual size All dimensions shown are in Millimeter

Stationary

A4 Face print on blanc DL Envelope

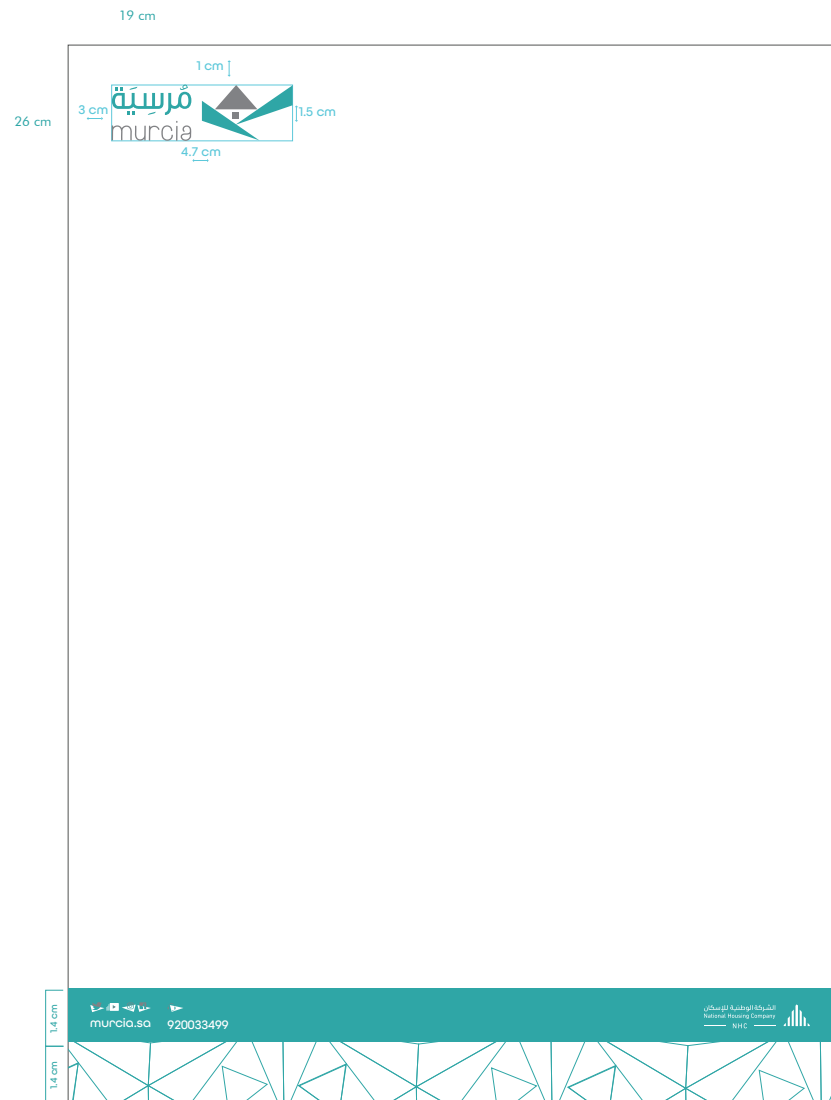


Stationary Folder



Document dimensions: A4 49X33 cm
Note: Shown %100 of actual size All dimensions shown are in Millimeter

Stationery Note Pad

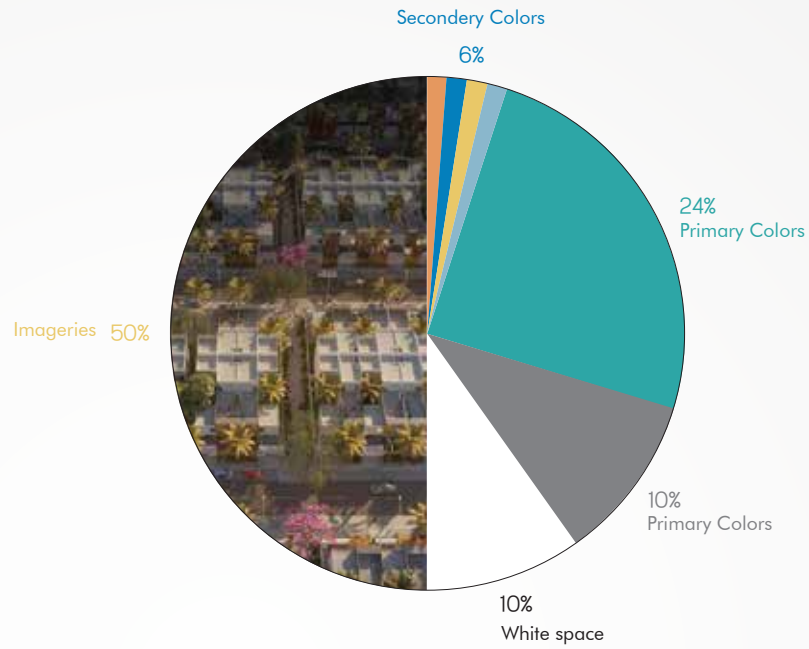


Document dimensions: A5 21X15 cm
Paper stock: Conqueror smooth, Diamond White, 100 gsm
Note: Shown %100 of actual size All dimensions shown are in Millimeter

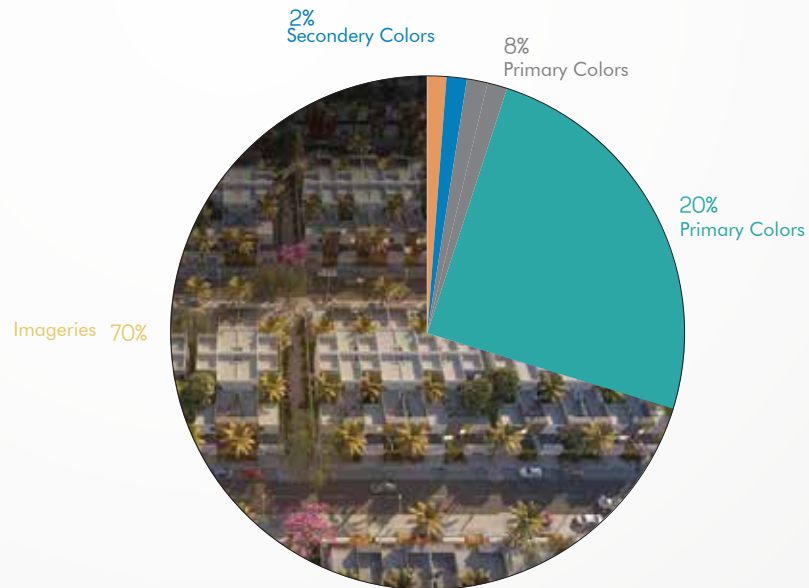
Chapter Three
Communication

USING COLOR

The specified color balance across all communications is important in order to maintain a consistent visual image. our products are our key selling proposition, therefore, the majority of our communcations must be imagery.



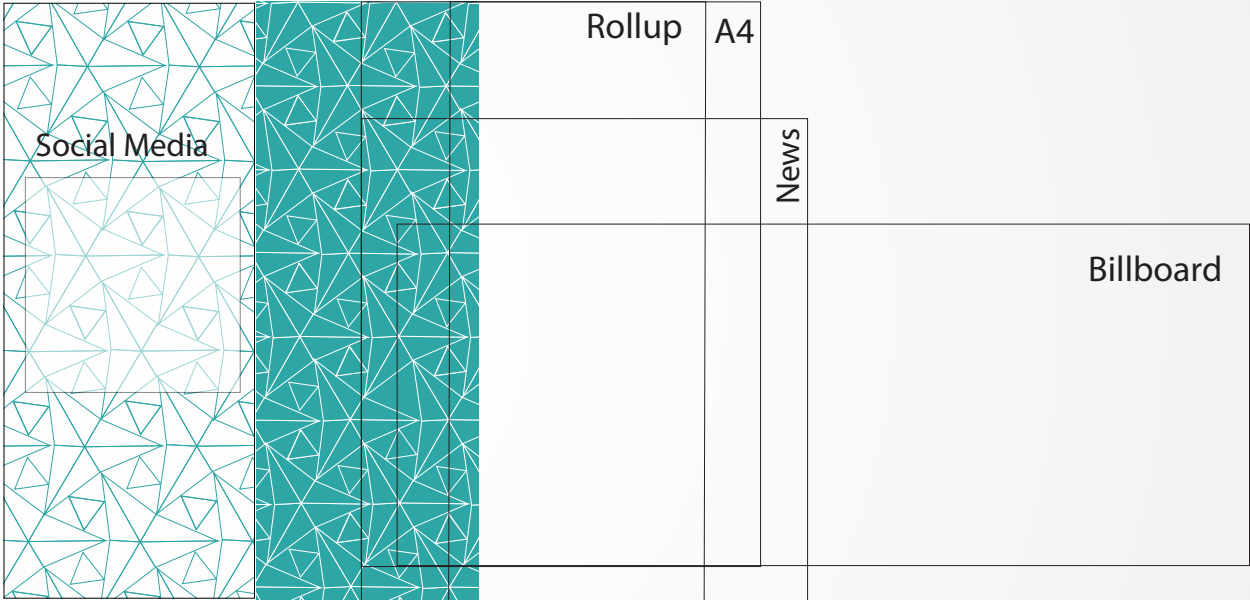
CORPORATE



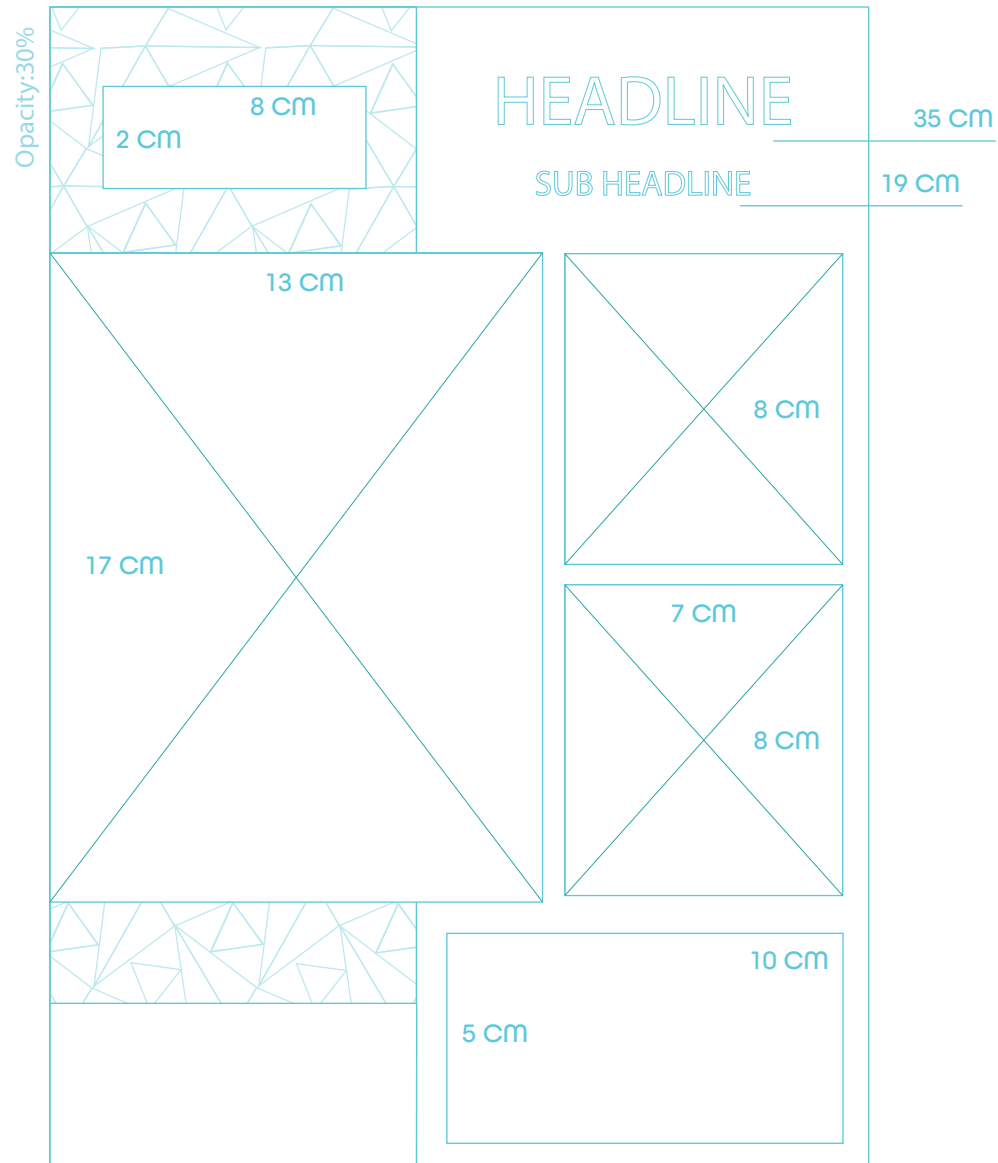
TACTICAL

EXPLENATION OF CROPPING

The cropping of the pattern in the applications as shown is taken from theour brand shapes.



Communication
Grid A4





مُرْسِيَّة
murcia

حياة متكاملة لعائلتك





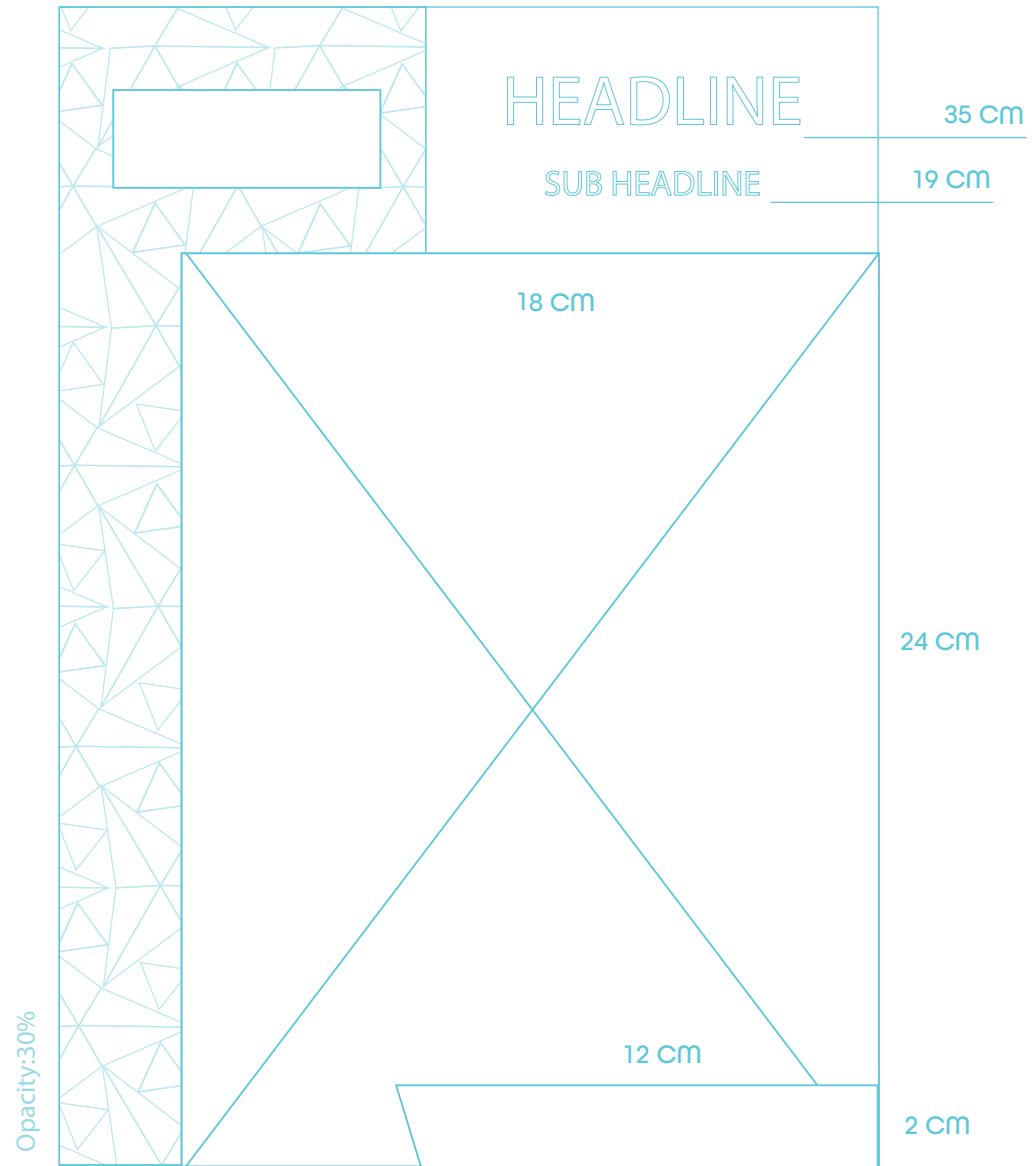




الشركة الوطنية للإسكان
National Housing Company
NHC

murcia.sa info@murcia.sa
murcia.sa 920033499

في موقع متميز بمدينة الرياض يقع مشروع مرسية مدينة سكنية فاخرة تحتوي على أكثر من 0٠٠٠ منزل و٥٧٠ شقة سكنية عصرية جذابة تحقق الرفاهية والراحة لعائلتك



مُرْسِيَّة
murcia

حياة متكاملة
لعائلتك

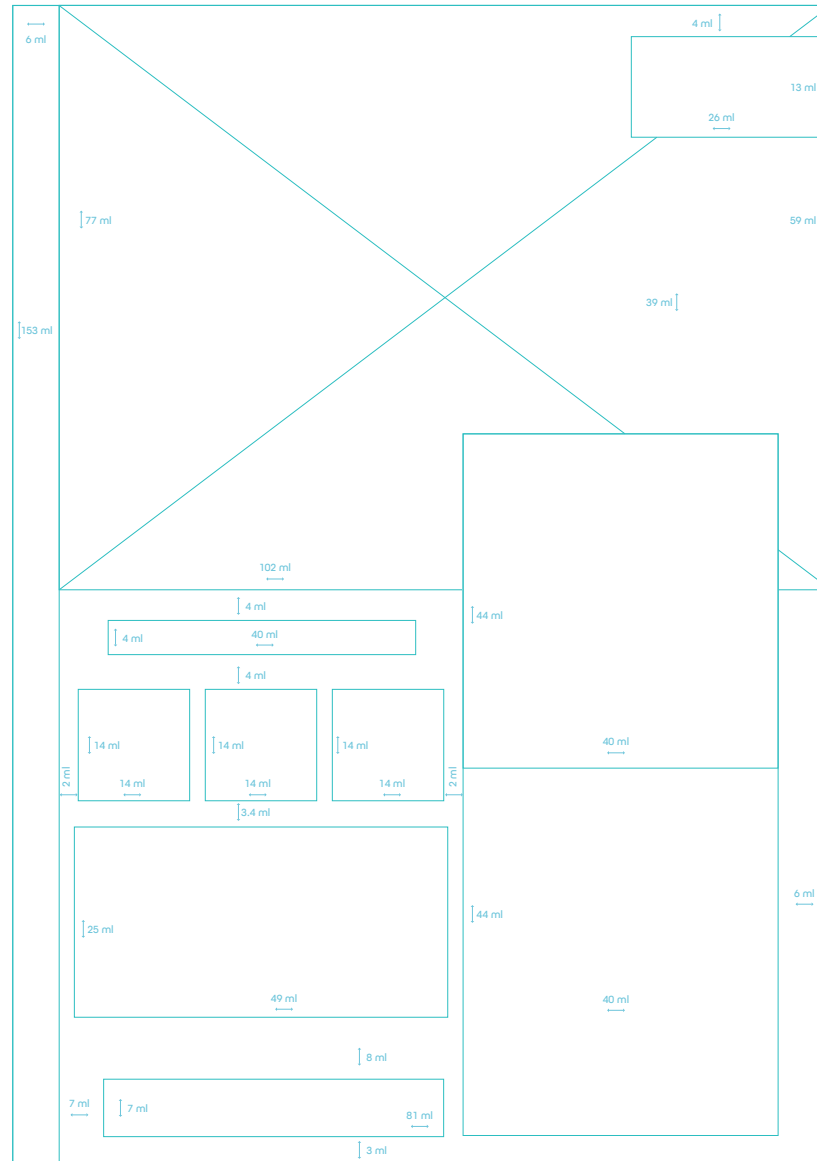


الشركة الوطنية للإسكان
National Housing Company
NHC

murcia.sa info@murcia.sa
murcia.sa 920033499

Communication

TACTICAL A4 Grid





مُرْسِيَا
murcia

HEAD LINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

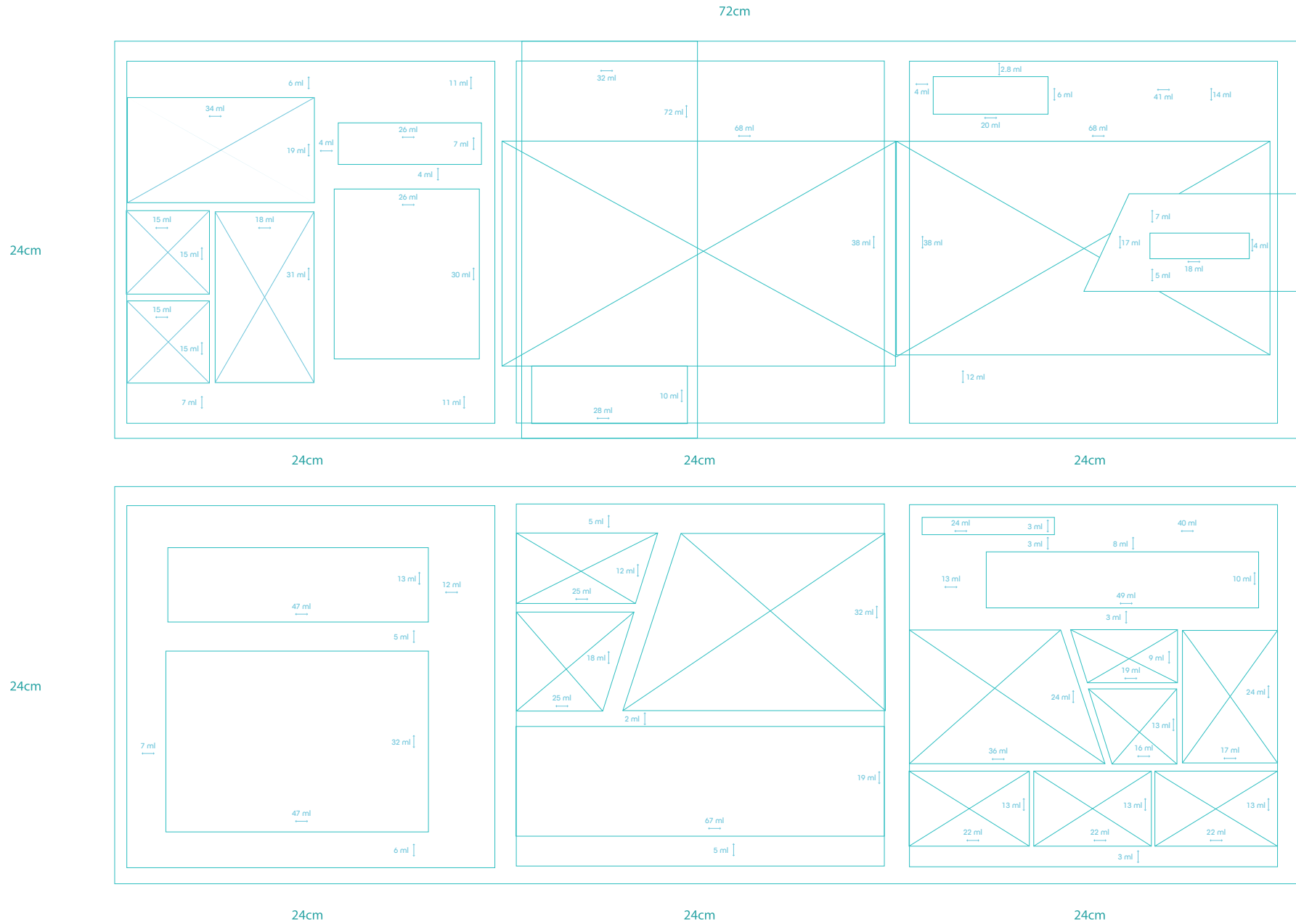
مُرْسِيَا
murcia

920033499

الشركة الوطنية للإسكان
National Housing Company
NHC

Communication

Flyer Grid



72cm

مُرْسِيَّة
murcia

TITLE
HEADLINE

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait

TITLE

الشركة الوطنية للإسكان
National Housing Company
NHC

مُرْسِيَّة murcia 920033499
murcia@nhc.gov.es murcia@nhc.gov.es
طريق الأمير فيصل بن سعد بن عبدالعزيز - مطار الملك خالد الدولي، الرياض

24cm

24cm

24cm

24cm

TITLE
HEADLINE

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et

HEADLINE
TITLE

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilis tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

24cm

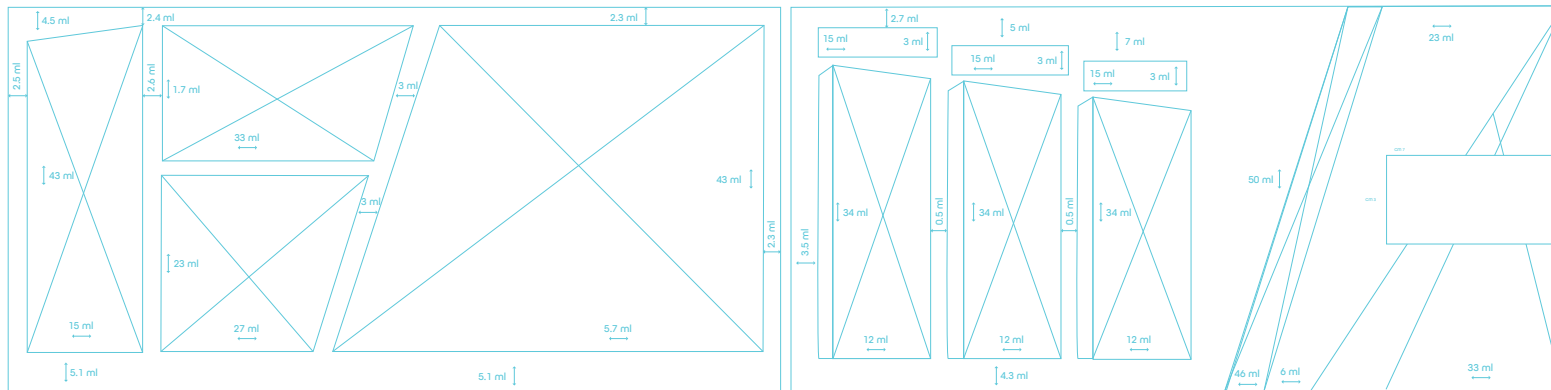
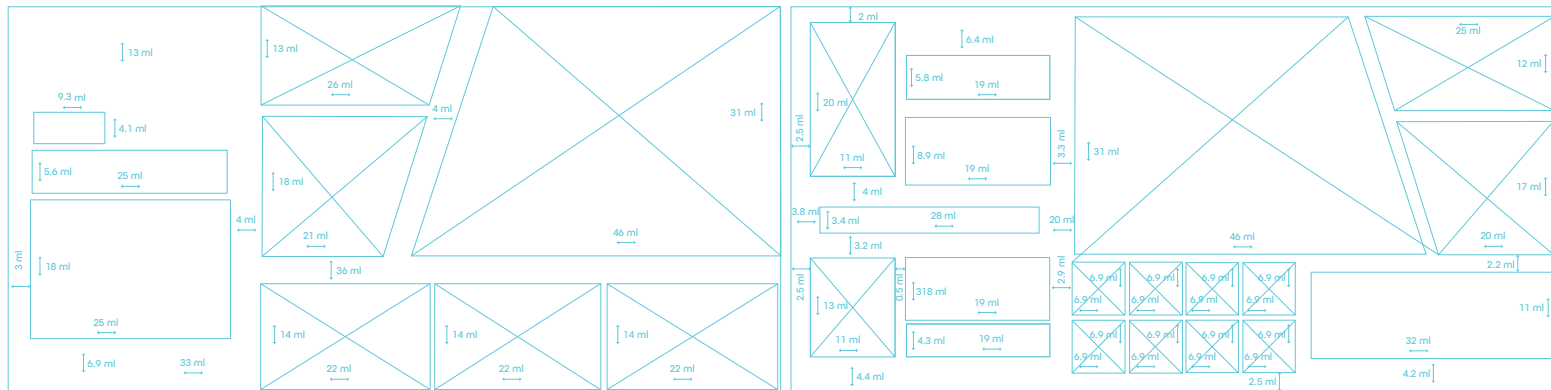
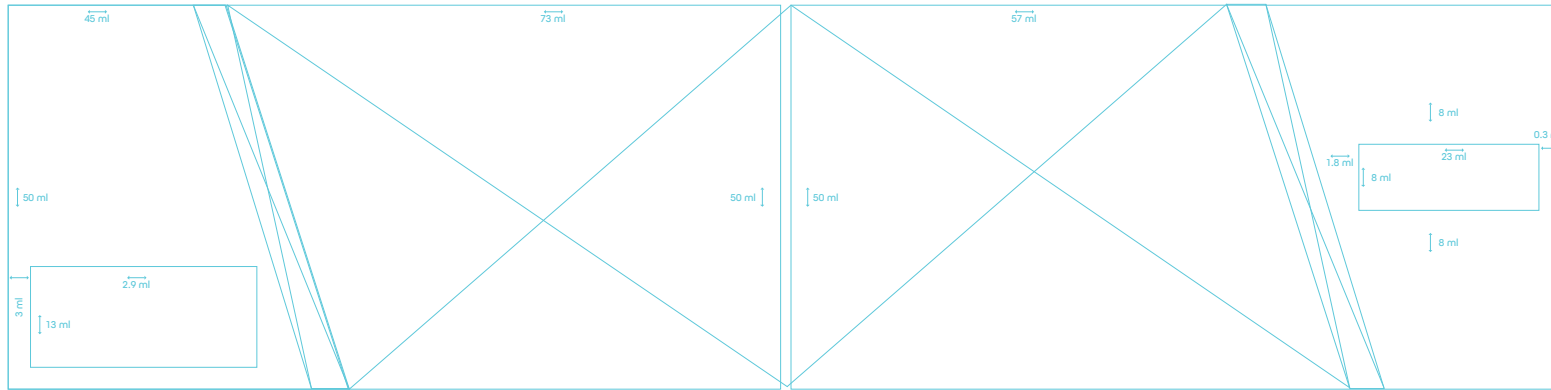
24cm

24cm

24cm

Grey: 818285
Opacity: 79%

Grey: 818285
Opacity: 79%



Grey: 818285
Opacity: 79%



TITLE
HEADLINE

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedit ut distinctio.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedit ut distinctio.






At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedit ut distinctio.

"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium"

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At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedit ut distinctio.

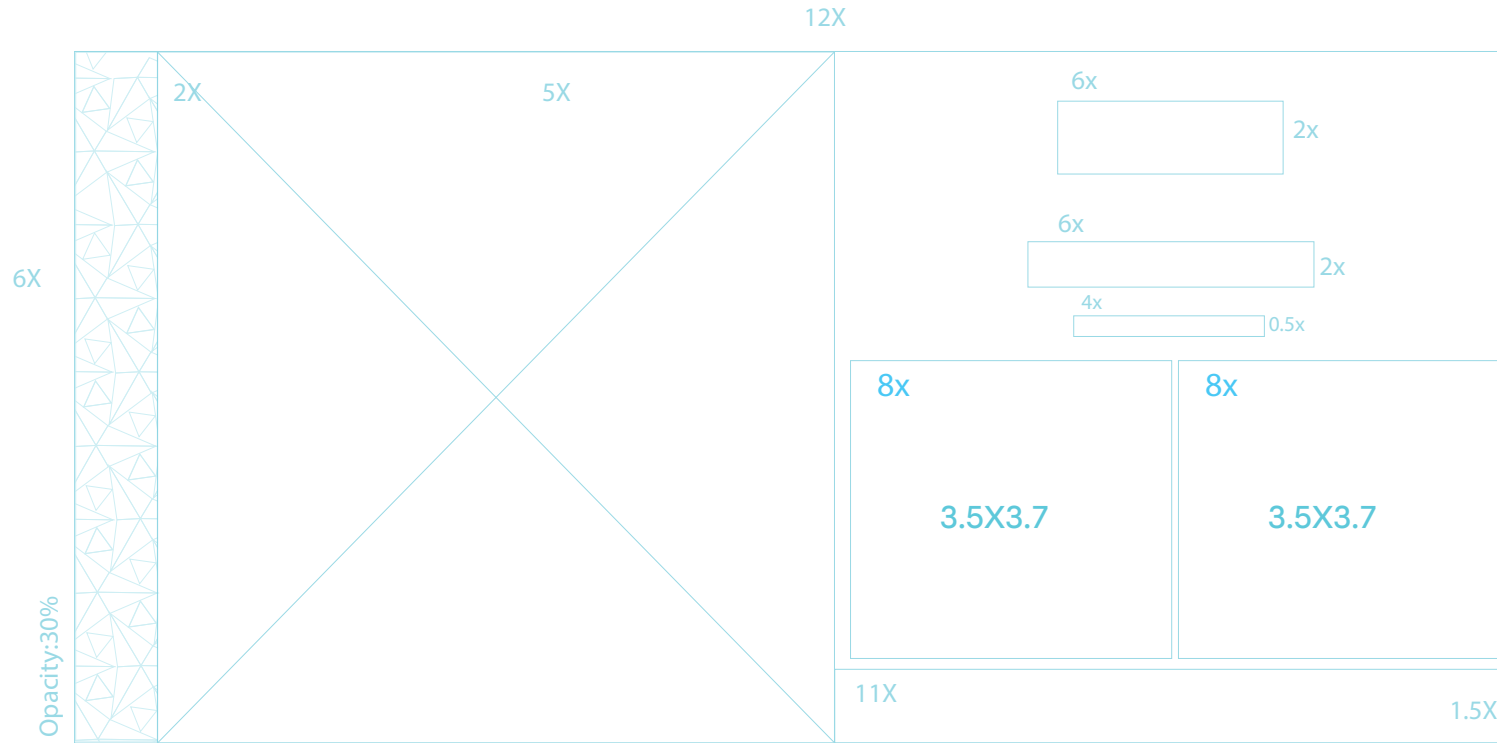







Communication

Grid Billboard



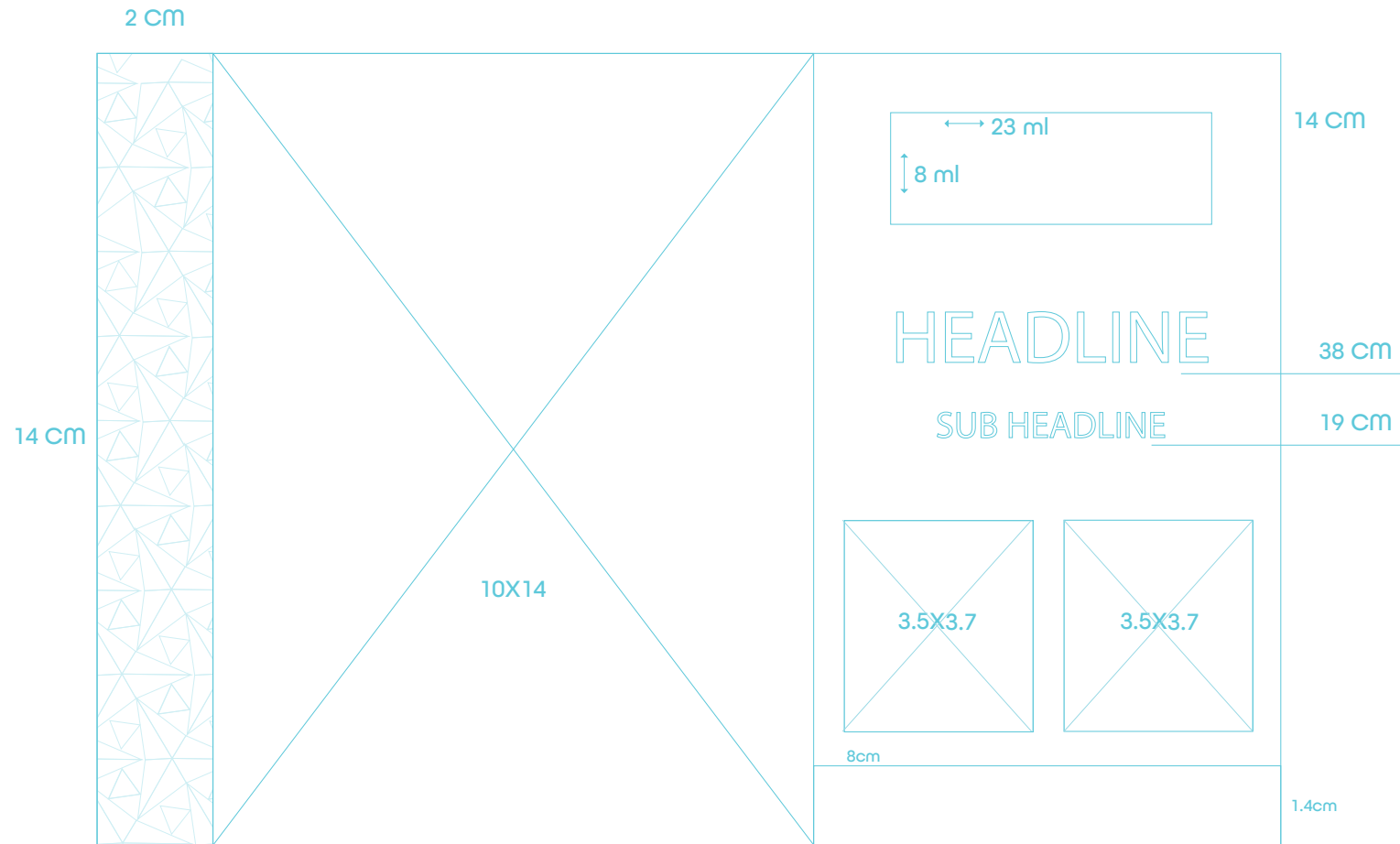


مُرْسِيَّة
murcia

HEADLINE
SUB HEADLINE

الشركة الوطنية للإسكان
National Housing Company
NHC

murcia.so info@murcia.so
murcia.so 920033499





HEADLINE

SUB HEADLINE



الشركة الوطنية للإسكان
National Housing Company
NHC

murcia.sa info@murcia.sa
murcia.sa 920033499

Point Highlight
Infographic Grid

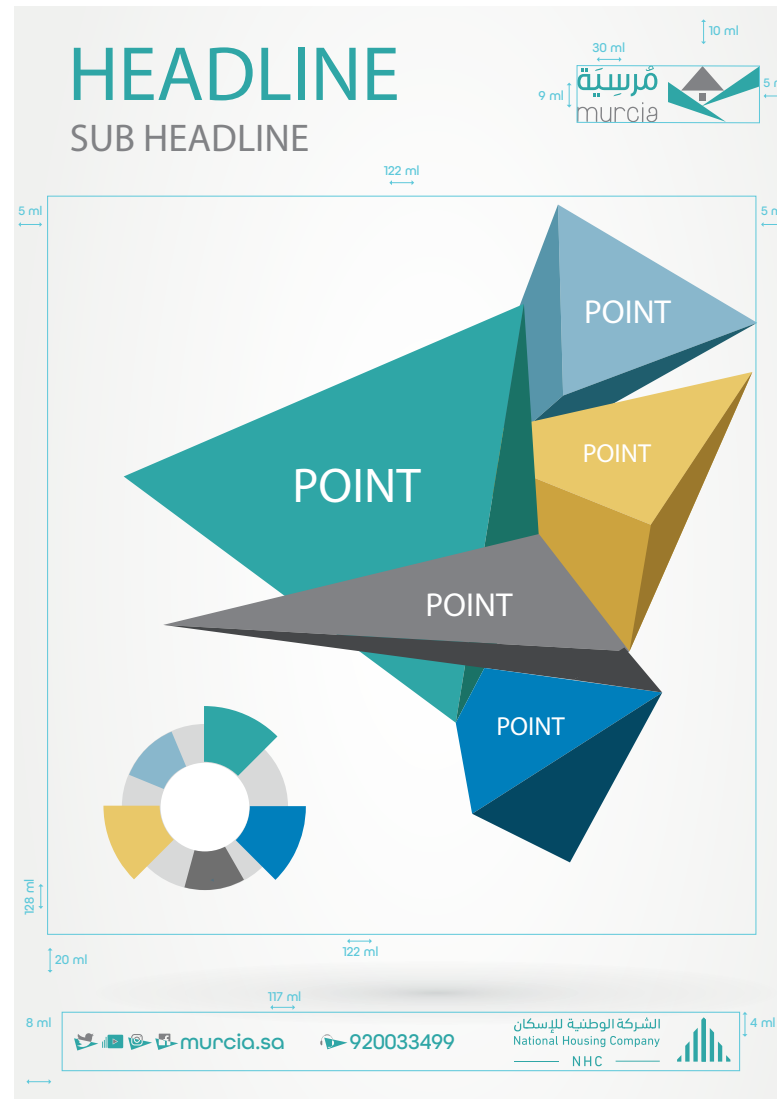


Comparison Pie
Infographic Grid



Chart Infographic Grid





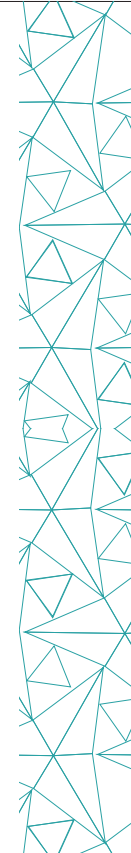
Chapter Four
Digital Application

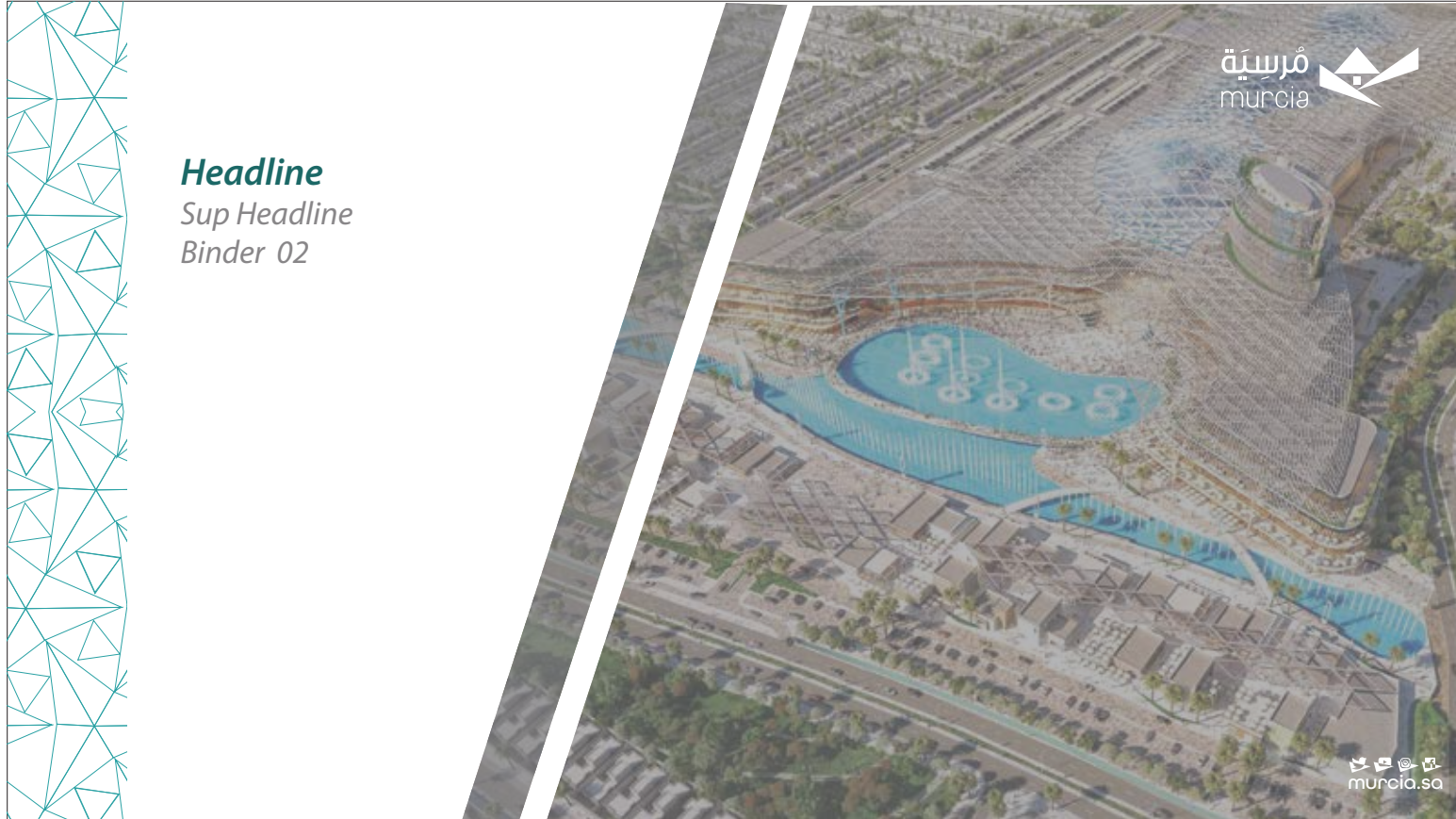


مُرْسِيَّة
murcia



Headline
Sup Headline
Cover

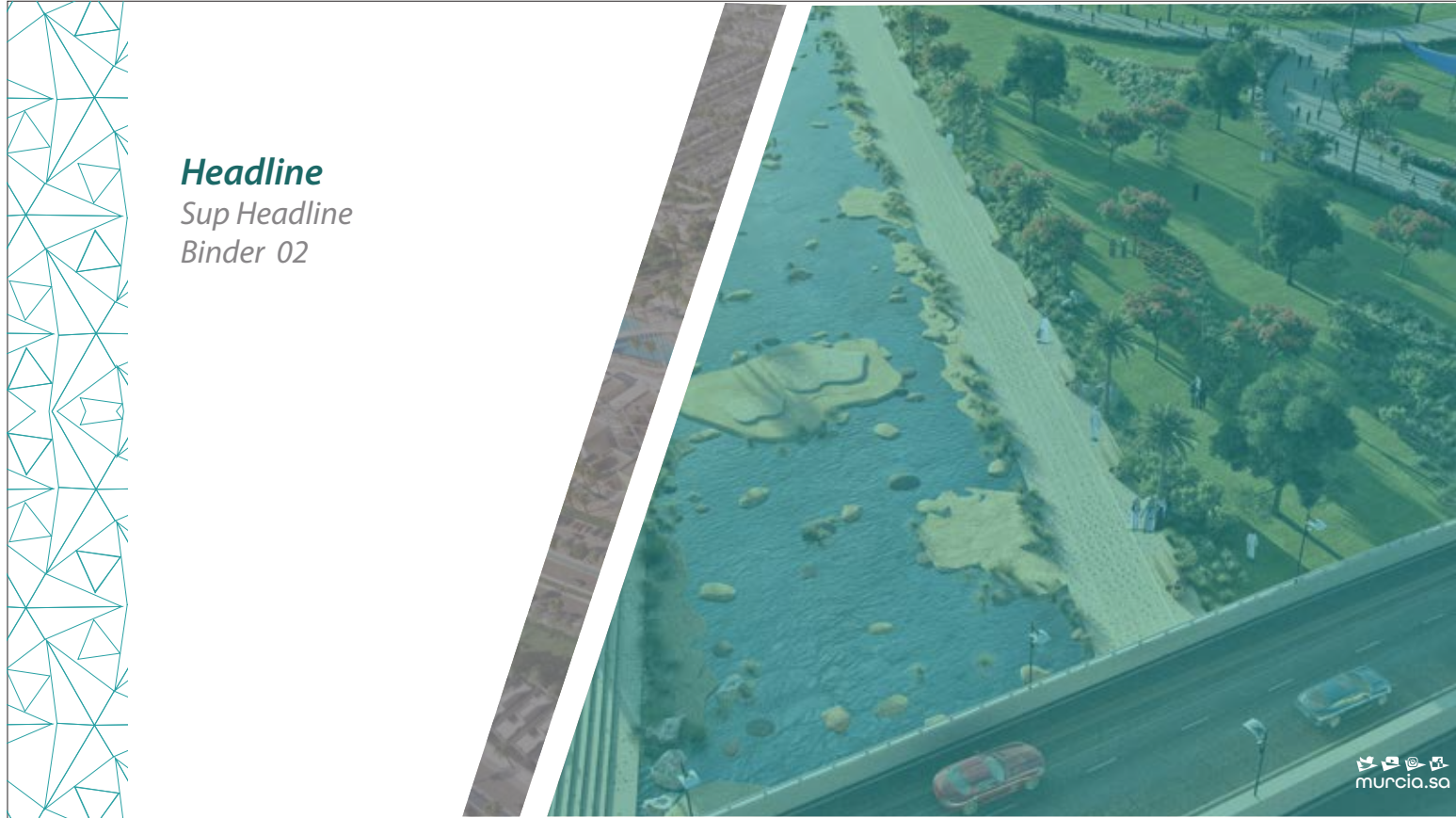




Headline

Sup Headline

Binder 02



Headline
Sup Headline
Binder 02


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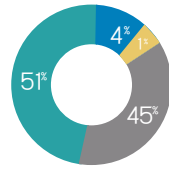
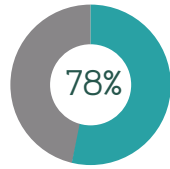
مُرْسِيَّة
murcia

Headline
Sup Headline
Inside 02

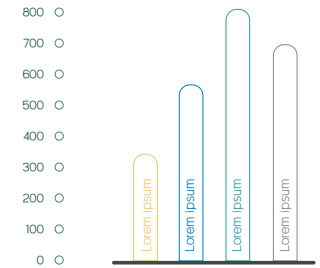
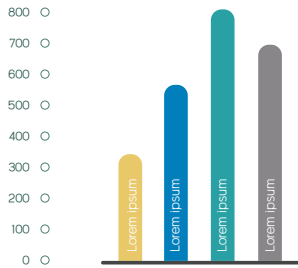
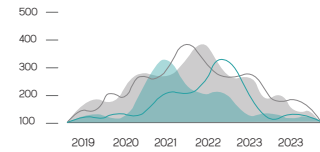
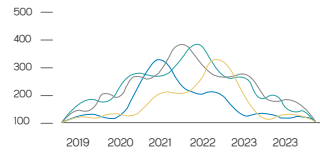
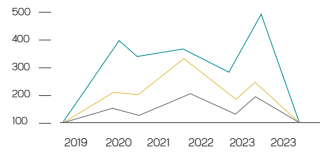
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Digital Application

Microsoft Powerpoint Visual System



- 51% lorem ipsum
- 45% lorem ipsum
- 04% lorem ipsum
- 01% lorem ipsum



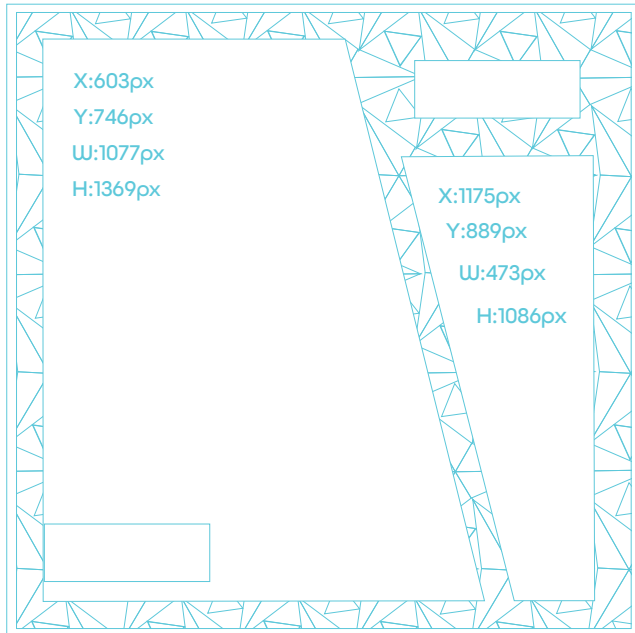
Question?

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

Digital Application

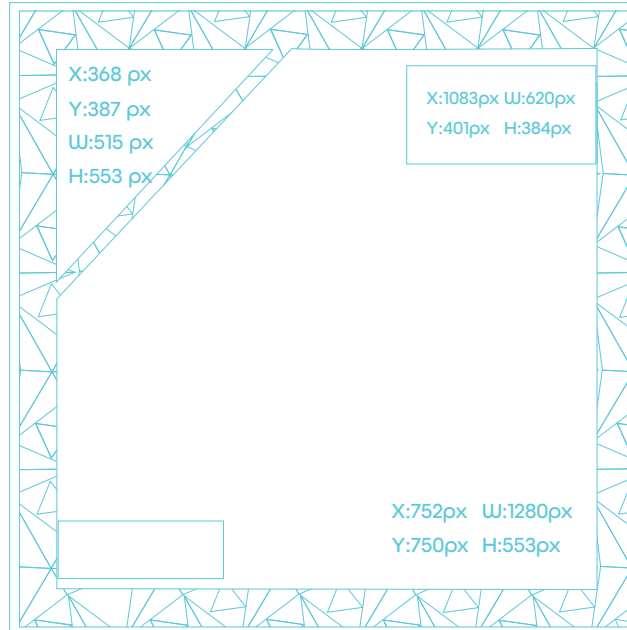
Grid Social Media Post

Educational



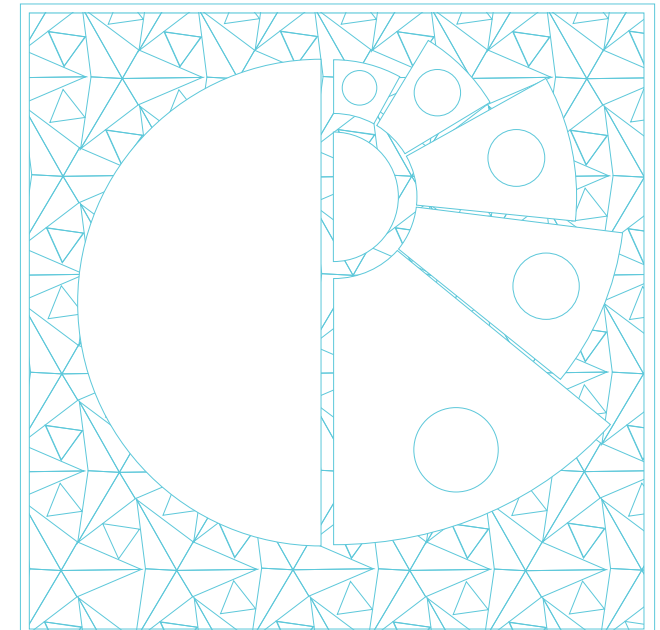
Opacity:30%

Corporate



Opacity:30%

Infographic



Opacity:30%

Digital Application

Social Media Post

Educational



Corporate



Infographic





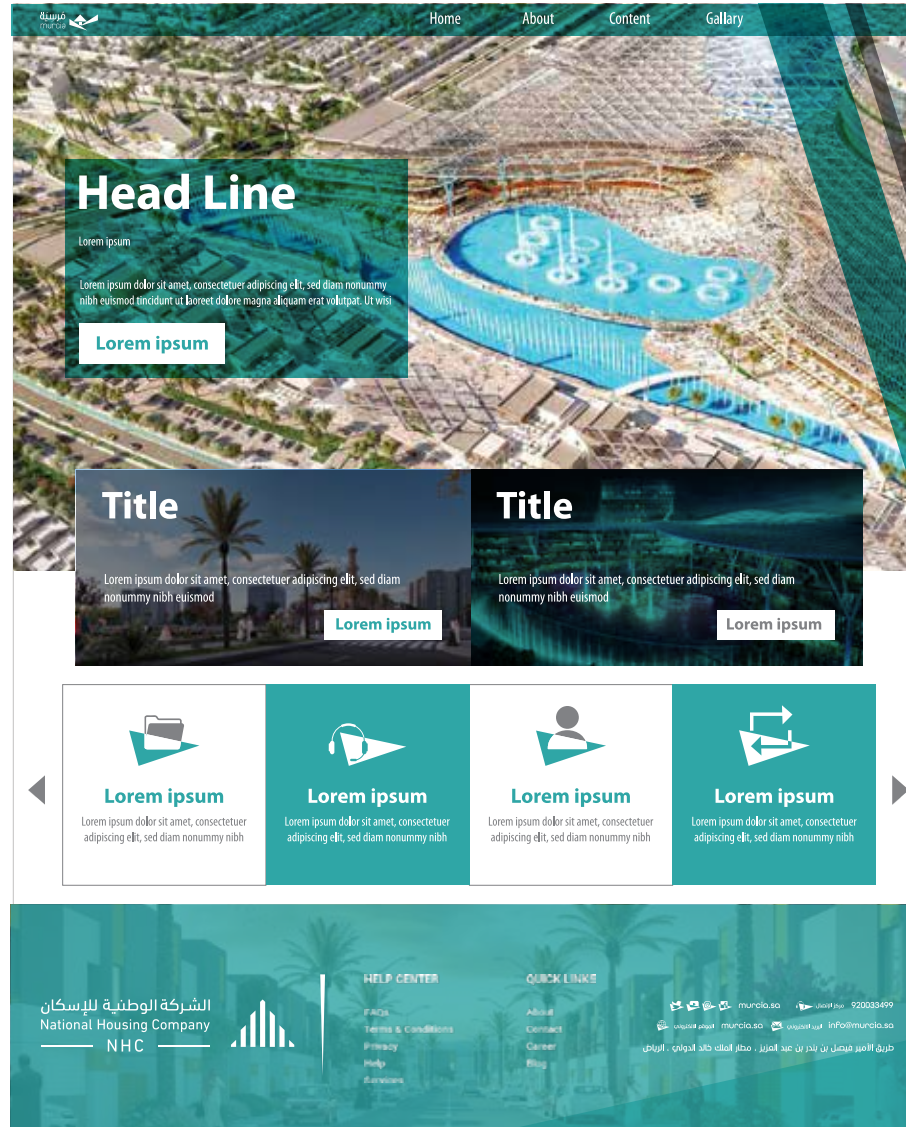
The image shows a digital signature mockup for Murcia. It features a teal geometric pattern on the left side. The main content is divided into three sections: 1) The Murcia logo, which includes the Arabic word 'مُرْسِيَّة' and the English word 'murcia' next to a stylized house icon. Below this is the text 'الشركة الوطنية للإسكان' and 'National Housing Company' with 'NHC' and a bar chart icon. 2) The name 'محمد عبد الرحمن محمد' and 'Mohd Abed Al-Rahman Mohd' in teal. 3) Social media icons for WhatsApp, YouTube, Instagram, and Facebook, followed by the website 'murcia.sa' and the phone number '920033499'. The background of the signature area is a collage of images: a modern building, a swimming pool, and an aerial view of a residential development.

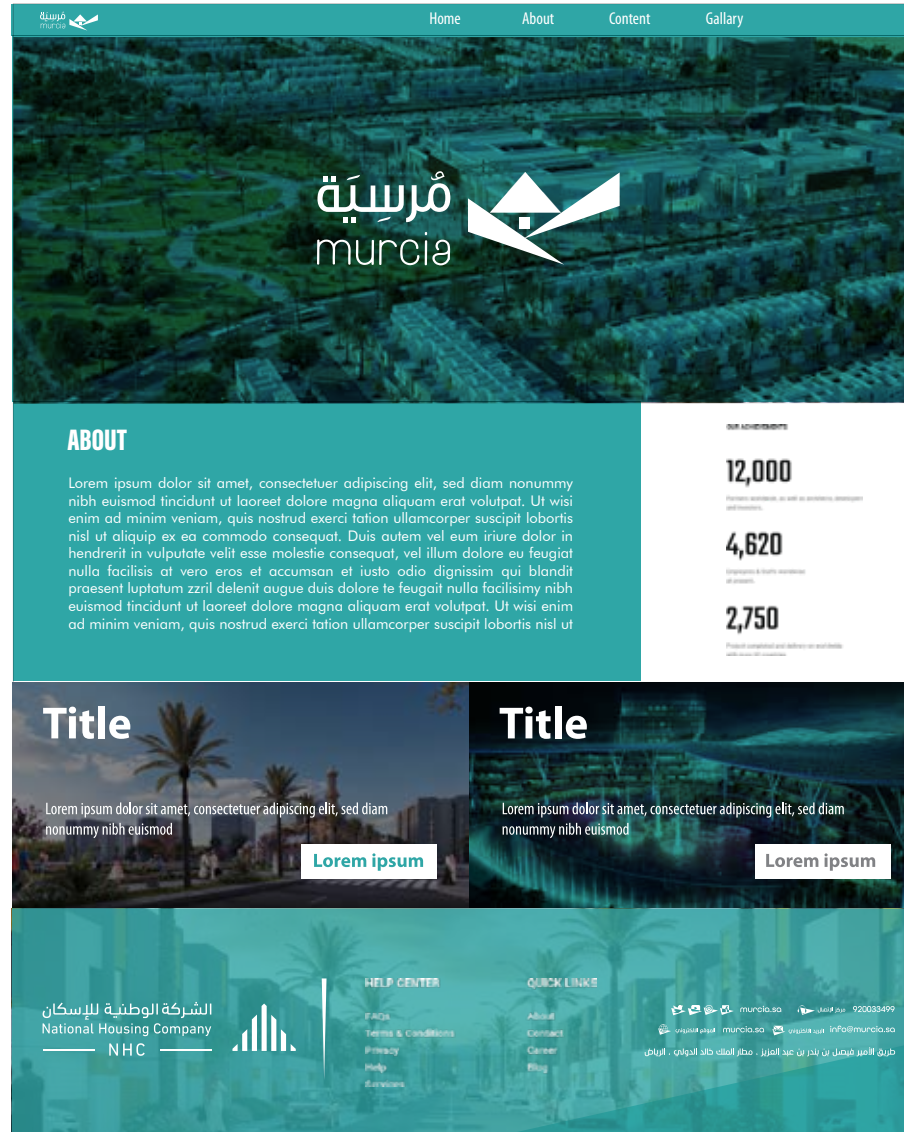
مُرْسِيَّة
murcia

الشركة الوطنية للإسكان
National Housing Company
NHC

محمد عبد الرحمن محمد
Mohd Abed Al-Rahman Mohd

murcia.sa 920033499

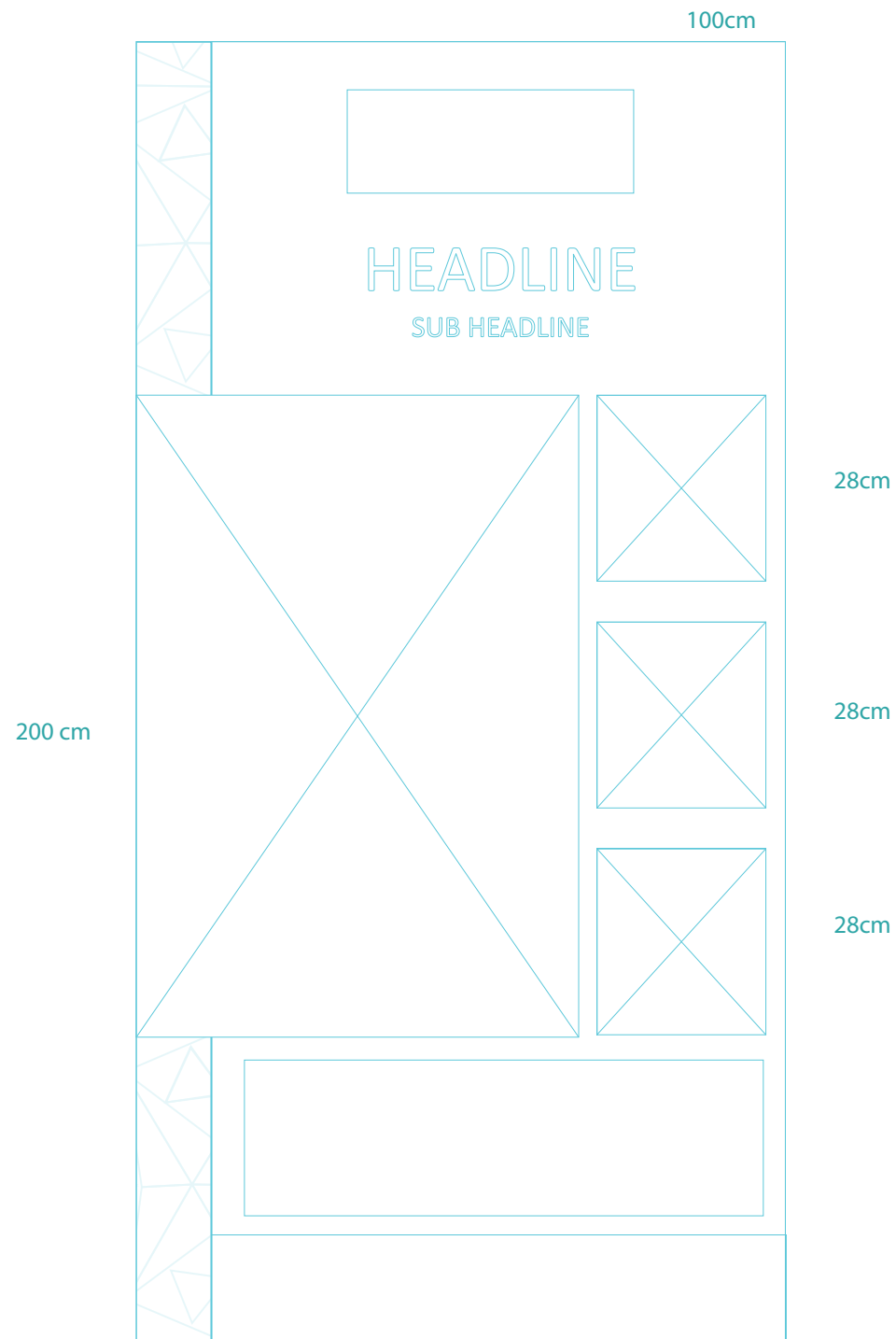




Chapter Five
Branding Application

Branding Application

Grid Rollup





HEADLINE

SUB HEADLINE



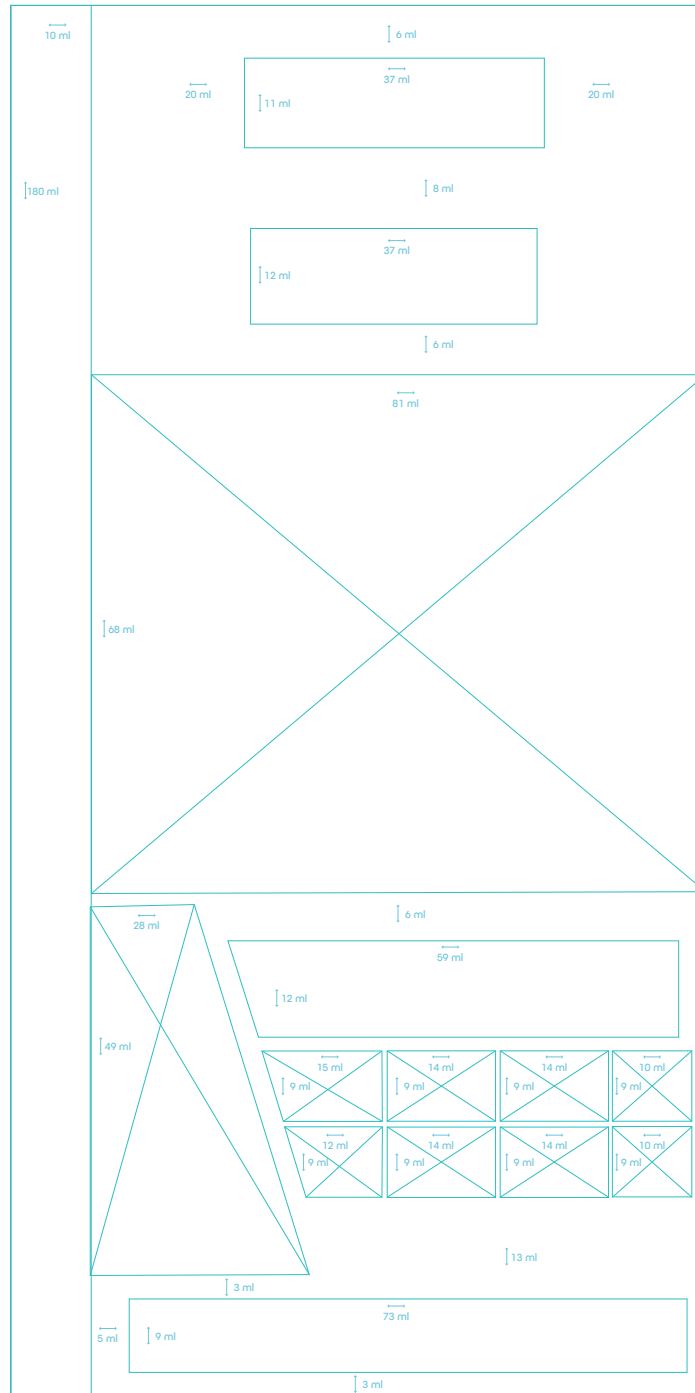
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat,

الشركة الوطنية للإسكان
National Housing Company
NHC

920033499 مركز الاتصال
murcia.sa الموقع الإلكتروني
inFo@murcia.sa البريد الإلكتروني
طريق الأمير فيصل بن بندر بن عبد العزيز ، مطار الملك خالد الدولي ، الرياض

Branding Application

TACTICAL Rollup Grid





HEADLINE

SUB HEADLINE



في موقع متميز بمدينة الرياض يقع مشروع مرسية
مدينة سكنية فاخرة تحتوي على أكثر من 0٠٠٠ منزل و 0٧٠
شقة سكنية عصرية جذابة تحقق الرفاهية والراحة
لعائلتك



الشركة الوطنية للإسكان
National Housing Company
NHC

920033499 مركز الاتصال

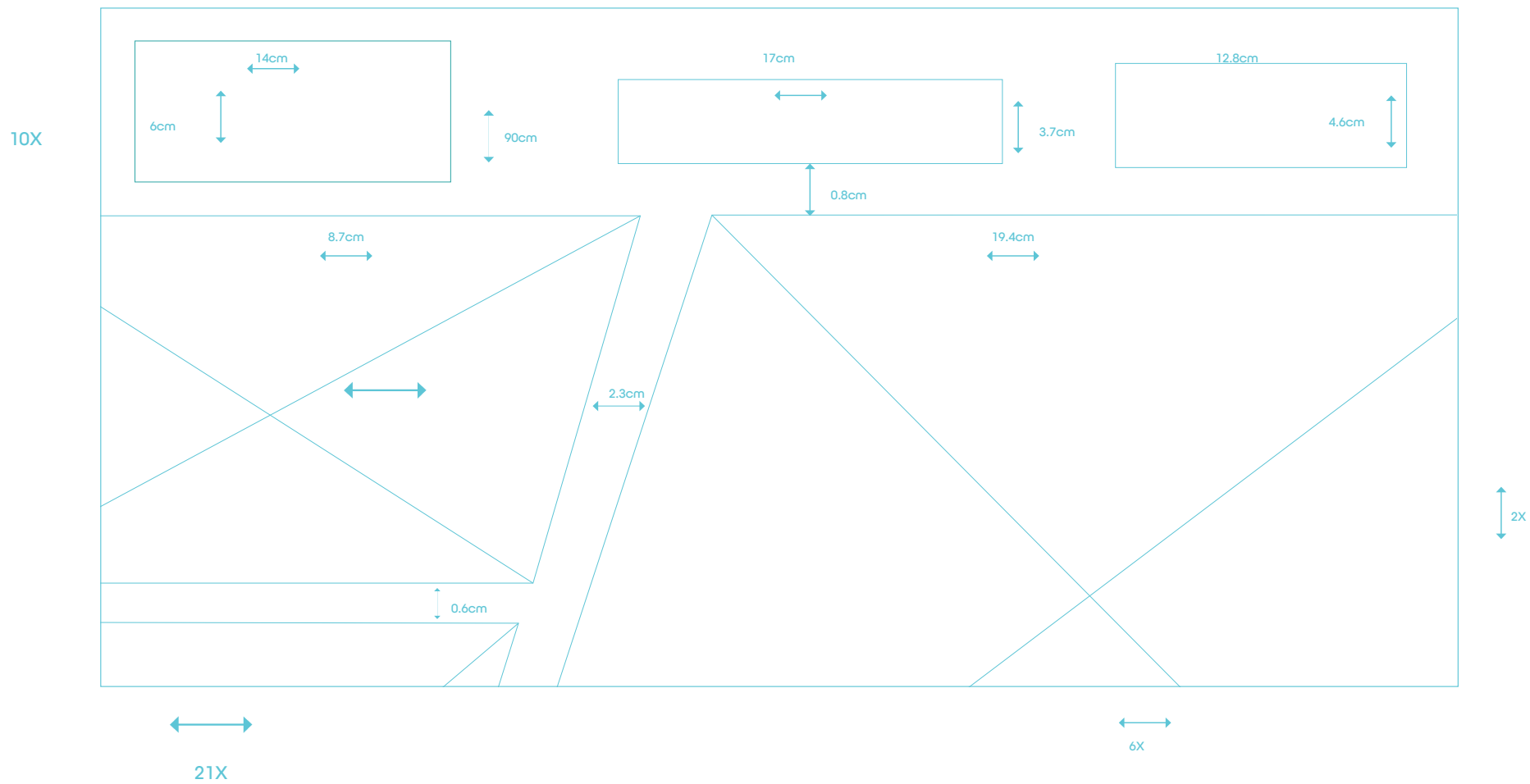
murcia.sa الموقع الإلكتروني

inFo@murcia.sa البريد الإلكتروني

طريق الأمير فيصل بن بندر بن عبد العزيز ، مطار الملك خالد الدولي ، الرياض

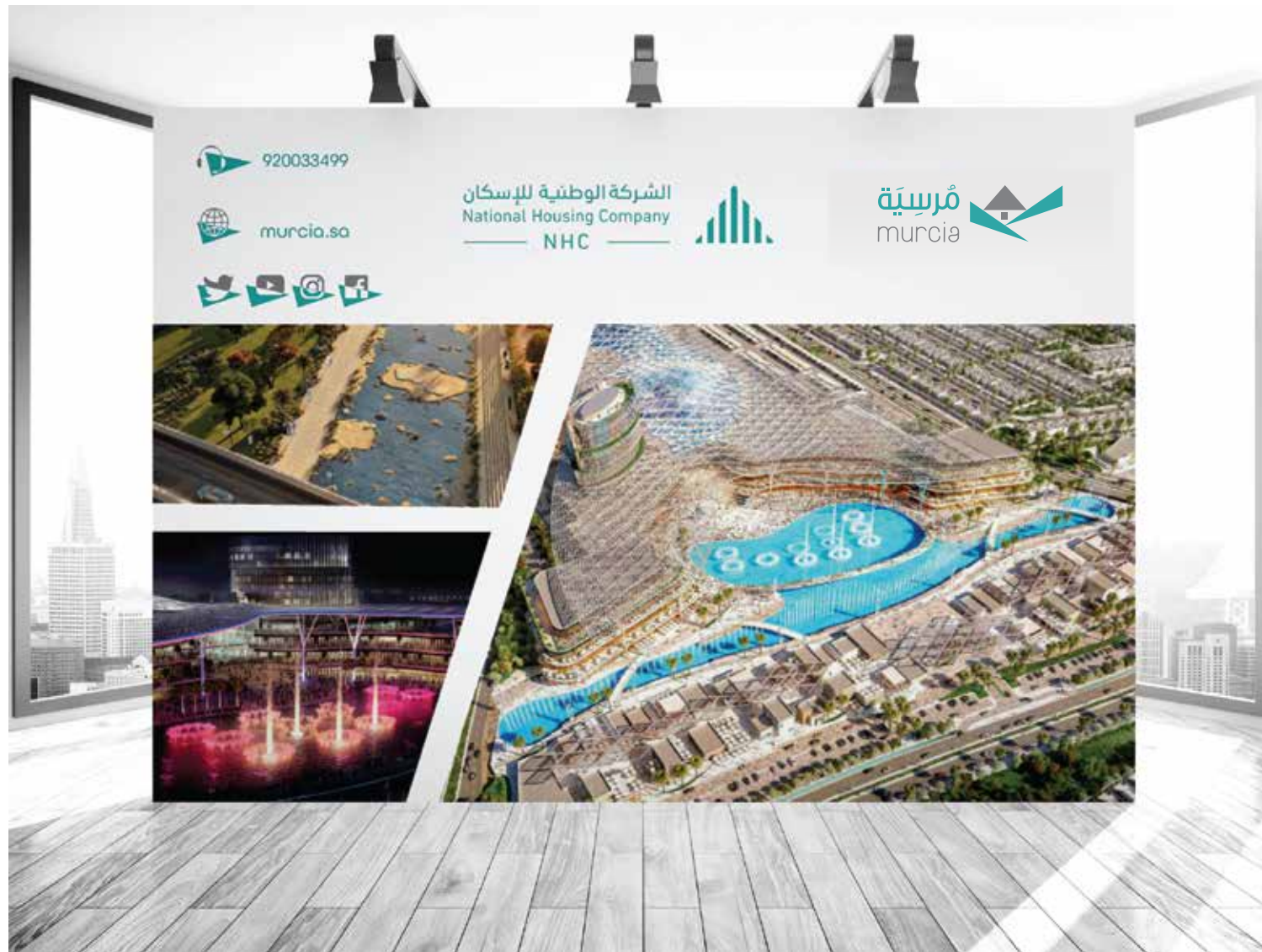
Branding Application

Grid Backdrop



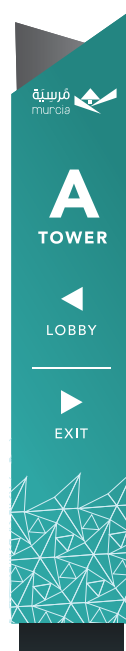
Branding Application

Mockup Backdrop



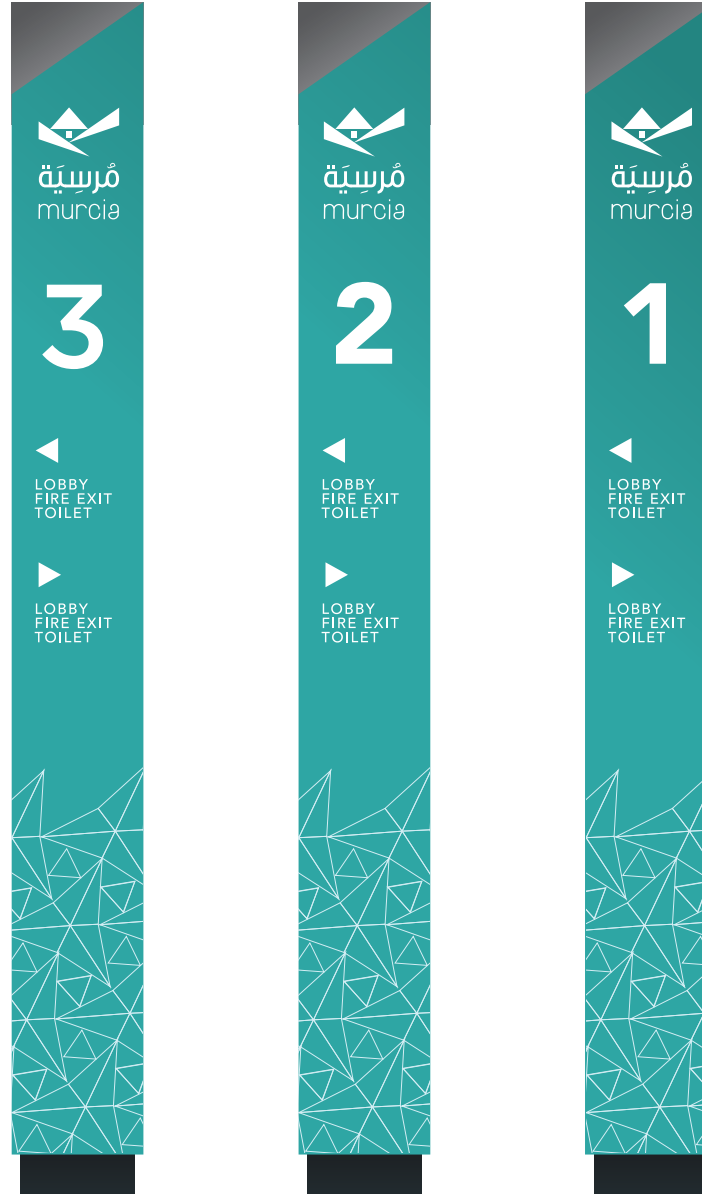
Branding Application

External Signage System Mockup-Directions



Branding Application

Internal wall Signage System Mockup-Entrance



Branding Application

Internal Signage System Mockup-Door signage



Branding Application

Internal Signage System Mockup-Top signage





Thank You

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