Brand Guideline

v 2.1

حيّاكم /

Welcome to Beban

There is a local saying that goes **“لكل مجتهد نصيب”,** but we believe that there is more to it than just نصيب, or in other words, luck.
We believe in opportunities, and that we each have a unique ability to seize them. Every opportunity is an open door that can lead us to our highest ambitions; our full creative potential. This is why we were inspired to create our version of the saying.

لكل . مجتهد . باب
We welcome everyone to our program
We assess participants based on merit
We view opportunities as doors

Contents

1 STRATEGY
2 LOGO
3 BRAND ELEMENTS
4 COLOURS
5 TYPOGRAPHY
6 LOWER THIRDS
7 APPLICATIONS

STRATEGY

1

ARCHETYPE

Magician

Make dreams come true,
create something special

Explorer

Finds fulfillment through
discovery and new experiences

TRAITS

Visionary
Reliable
Dedicated
Innovative

VOICE

Enthusiastic
Professional
Academic
Creative

VALUES

Knowledge / Merit / Growth / Mentorship / Opportunity

LOGO

2

Primary Logo

Beban translates to "doors"
in Bahraini dialect.

Our logo depicts six doors that open to a wide range of growing opportunities. The gradient in the baseline shows light coming from the doors, portraying the possibilities that await beyond.

Alternative Logos

1. When a Beban gradient cannot be used as a background, the logo shown here may be used as an alternative for light applications.

2. For smaller applications where the full logo is too large to use, the icon alternative may be used in either a dark or light format.

1

2

Logo Measurement

Safe Zone
To ensure our logo's legibility, it must be surrounded with safe space. The space is defined by using the dimensions of the letter “ن”.

Minimum Size
Do not go below this size on screen and print.

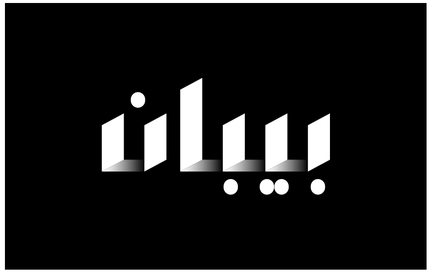
30 px (on screens)
4mm (on prints)

Logo Colour Usage

The visibility and contrast of the logo is very important.

When using dark backgrounds, only use the primary version of the logo (white).

When using light backgrounds, only use the alternative version of the logo (coloured).



Only use the primary logo on dark backgrounds

Do not use the alternative logo on dark backgrounds

Only use the alternative logo on light backgrounds

Do not use the primary logo on light backgrounds

Incorrect Usage

It is important for our logo to remain consistent, therefore it should not be misinterpreted or modified in any way that would distort it.

Do not distort the logo

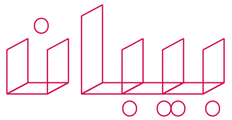
Do not apply a solid colour to the logo

Do not change the logo's opacity

Do not change the colour of the logo

Do not change the approved logo backgrounds

Do not rotate the logo



Do not outline the logo

Do not use drop shadows or other visual effects

Do not alter the shape of the logo

BRAND ELEMENTS

3

Graphics

The Beban Door is our main graphic element, which takes the shape of a simple rectangle to represent the brand. In a 2D format, it may be used for design applications and complimented with imagery to communicate brand messaging.

Beban Door

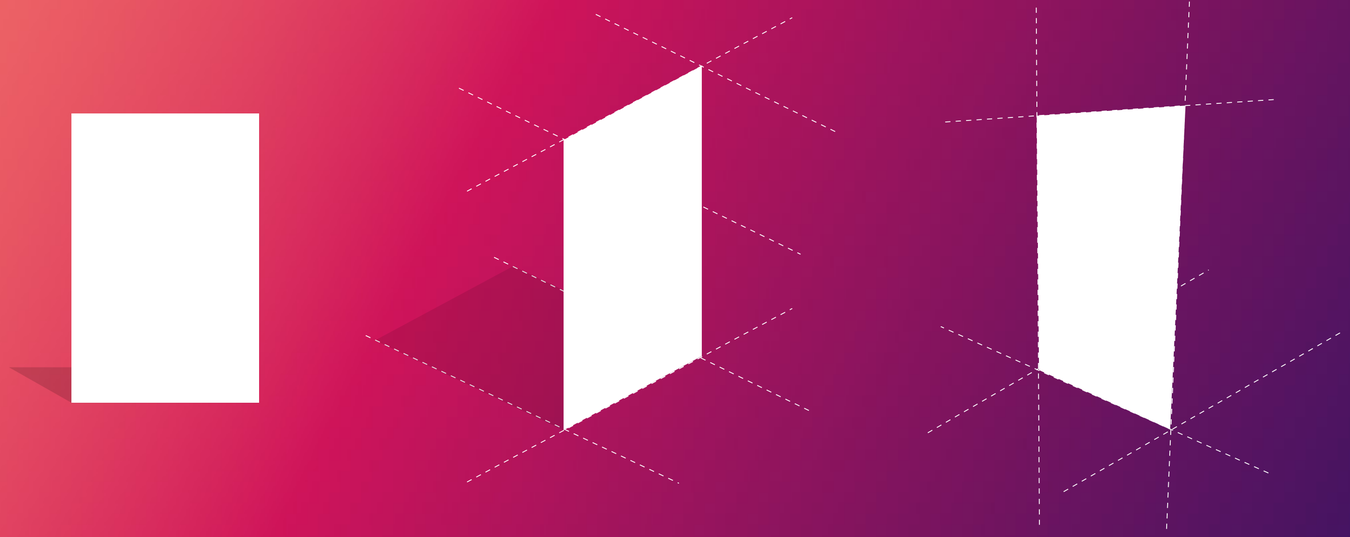
Light

3D Rendering

In its 3D format, dimension may be added to the Beban Door. While the door may be perceived from different angles in 3D, the original shape should remain rectangular.

Top view

Perspective view



Font

Isometric

Prespective

Incorrect Usage

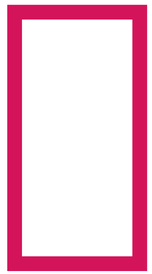
The shape and proportions of the Beban Door should remain intact at all times, whether it is applied to a 2D or 3D design space.

Door edges should be parallel

Do not alter the shape of the door

Do not use trapeziod shape

Only use filled door



Do not outline the door

Do not change the proportion of the shape

4

COLOURS

Colour Palette

Our colour range consists of four main colours. Lucky Navy adds depth, while the three remaining colours give our brand a visual contrast.

Crimson, Positive Vibes, and Dream each can be used to convey a more exciting feeling.

Lucky Navy
PANTONE 2745 C

C 97 M 100 Y 0 K 18
R 27 G 20 B 100
#280071

Crimson
PANTONE Rubine Red C

C 0 M 100 Y 22 K 3
R 206 G 0 B 88
#A50050

Positive Vibes
PANTONE 805 C

C 0 M 58 Y 41 K 0
R 255 G 114 B 118
#FF7276

Dream
PANTONE 107 C

C 0 M 1 Y 88 K 0
R 251 G 225 B 34
#FBE122

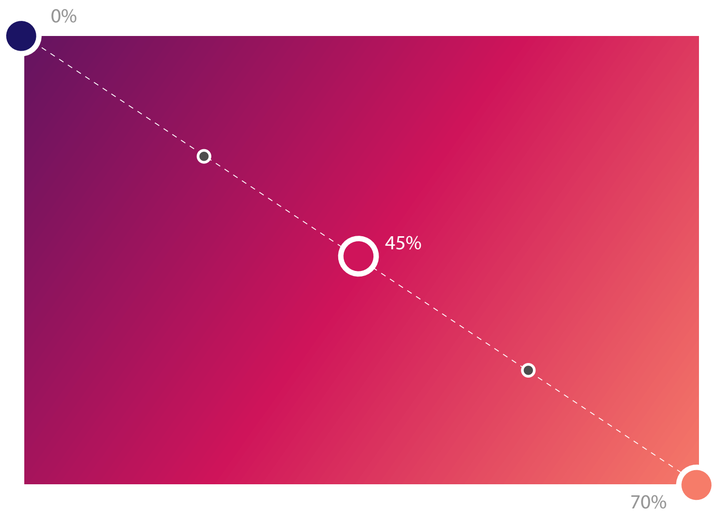
Gradient Variations

In order to add variety to our brand, we use two gradient styles.

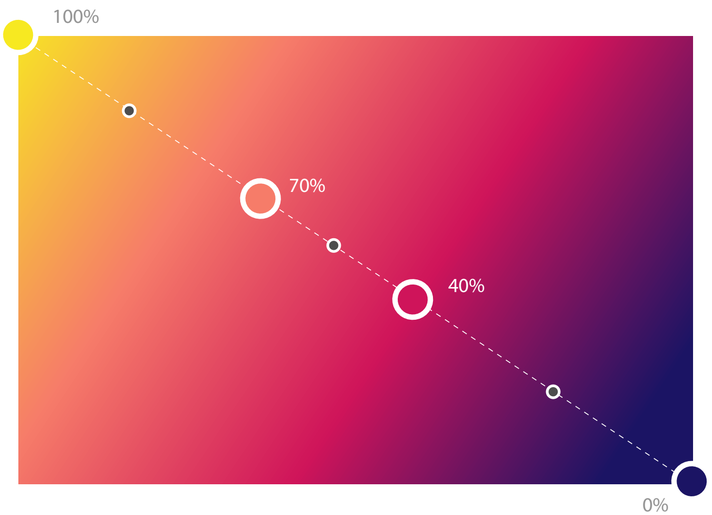
The duo-tone gradient ranges from Lucky Navy to Positive Vibes, while the multi-tone gradient consists of all 4 Beban colours.

The gradient slider is located at 50% between each two colours.

The colours location and percentage are also shown here.



Duo-tone Gradient



Multi-tone Gradient

Lucky Navy

Crimson

Positive Vibes

Dream

5

TYPOGRAPHY

English Type

Good typography is primarily about clarity in communication.

Our English font is Myriad Pro, it displays a reliable and functional text.

Myriad Pro

Myriad pro
Regular

Aa Bb Cc Dd Ee Ff Gg
1234567890
!@#$%^&*()

Myriad pro
Bold

Aa Bb Cc Dd Ee Ff Gg
1234567890
!@#$%^&*()

Myriad pro
Italic

Aa Bb Cc Dd Ee Ff Gg
1234567890
!@#$%^&()*

Myriad pro
Bold Italic

Aa Bb Cc Dd Ee Ff Gg
1234567890
!@#$%^&*()

Arabic Type

Our Arabic font is FFShamel.

This font family also offers reliable and functional text, providing consistency across Arabic and English.

FF Shamel

FF Shamel Family
Bold Sans One

أبتثجحخددذ
1234567890
!@#$٪^*()

FF Shamel Family
Medium Sans One

أبتثجحخددذ
1234567890
!@#$٪^*()

FF Shamel Family
Normal Sans One

أبتثجحخددذ
1234567890
!@#$٪^*()

FF Shamel Family
Light Sans One

أبتثجحخددذ
1234567890
!@#$٪^*()

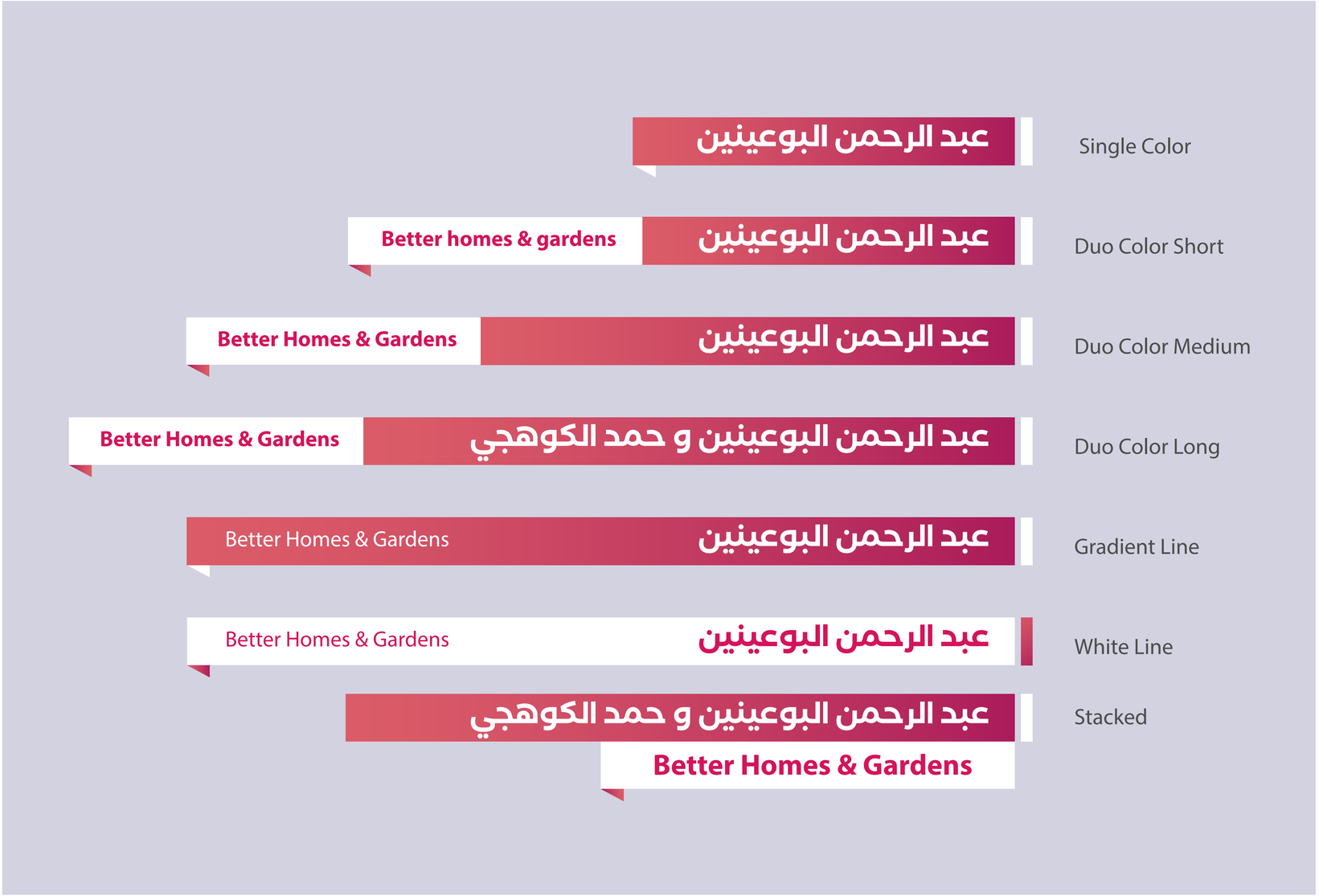
LOWER THIRDS

6

Lower Thirds

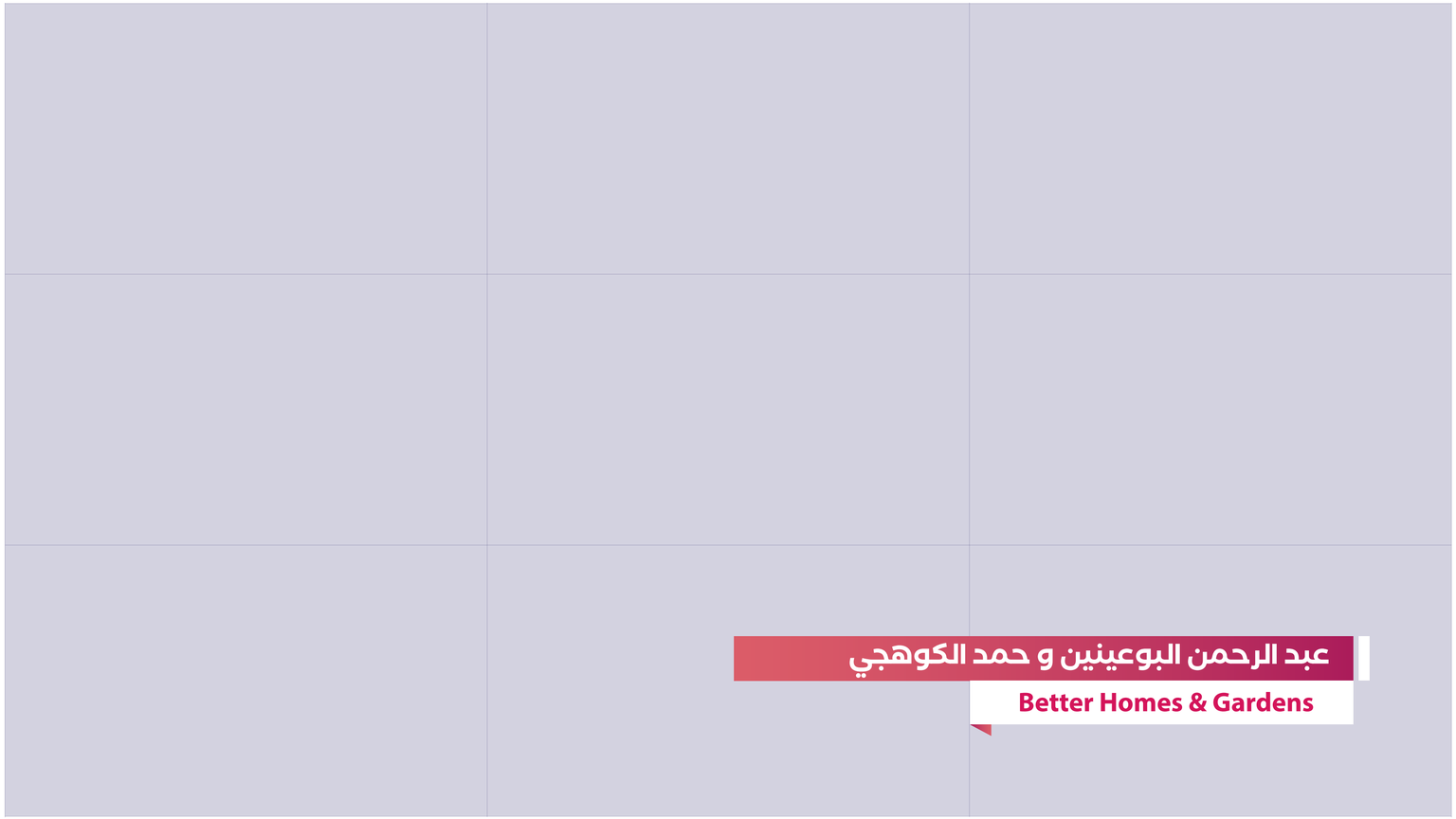
Beban lower thirds are flexible. We use multiple options for different purposes, depending on the length and hierarchy of the information presented on screen.

Arabic text - FF Shamel Family
English text - Myriad Pro



Lower Thirds Placement

Located at the bottom third of the screen, lower thirds are used to identify both general and detailed information. Individuals' first and last names should be in full length whenever possible.



7

APPLICATIONS

COMING SOON

بيبان
لكل مجتهد باب
بيبان

بيبان
لكل مجتهد باب

بيبان
لكل مجتهد باب

Designed with ♥ by limefish

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