

DESIGNER: FLORIN CHITIC
CLIENT: AHMED FAOUR
COMPANY: MARAYA
DATE: 2021



BRAND GUIDLINE



Every brand has a purpose. Let's build up your brand. Get in touch.

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Brand story...

Maraya aims to make organizers make better decisions based on their exhibitors and event activation performances. It allows organizer to engage with their visitors and track their journey during the event. In addition, Maraya is designed to keep visitors informed about their favorite exhibitions/events, bringing organizers and visitors together.

HMW: How might we enable organizers to engage with visitors and better monitor their journey during the event or exhibition?

Target Customer: Organizers, Venue Owners



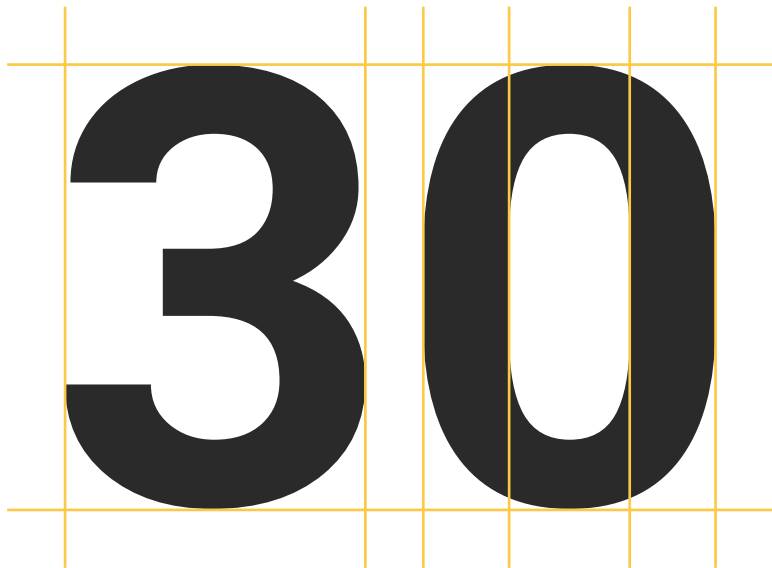








PRIMARY DISPLAY TYPEFACE



CUSTOM

Kontora font family

Maraya

REGULAR

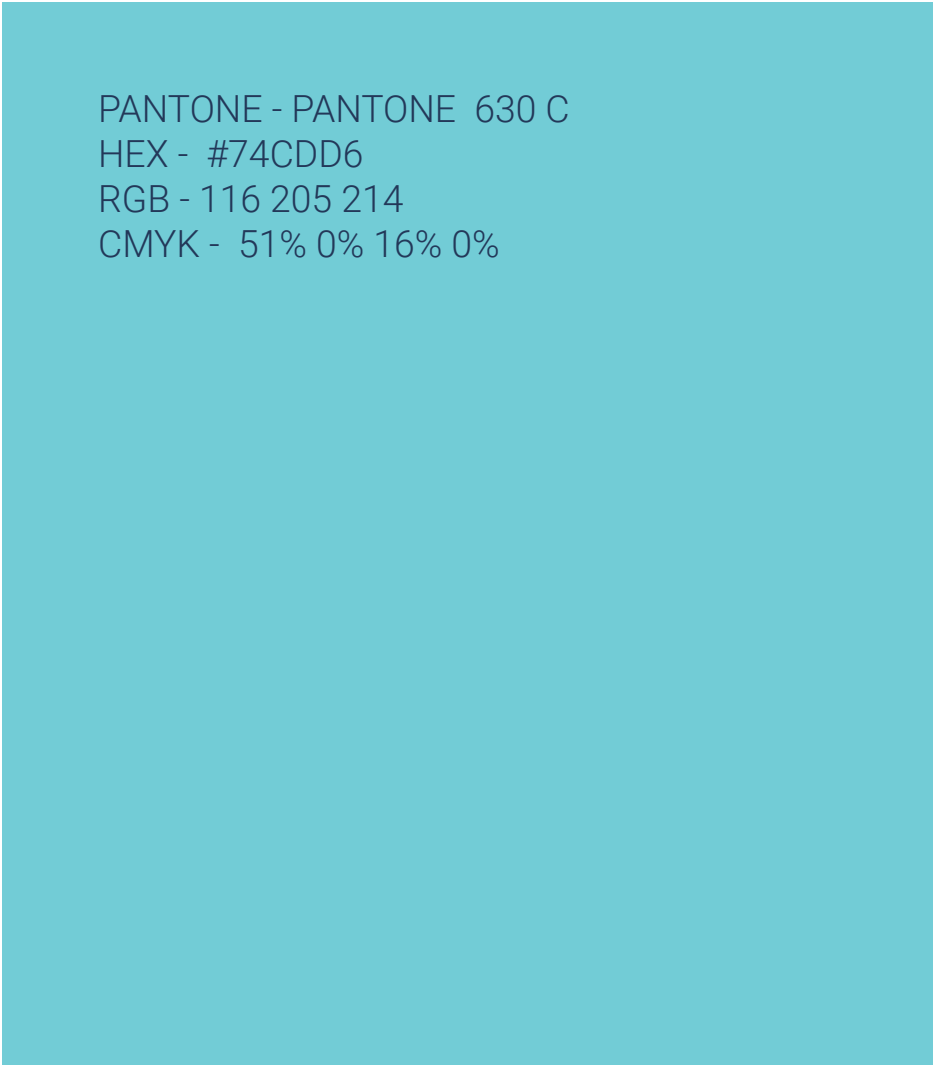
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&*

At vero eos et accusamus et iusto odio dign
 ducimus qui blanditiis praesentium voluptat
 i atque corrupti quos dolores et quas moles
 sint occaecati cupiditate non provident, sim
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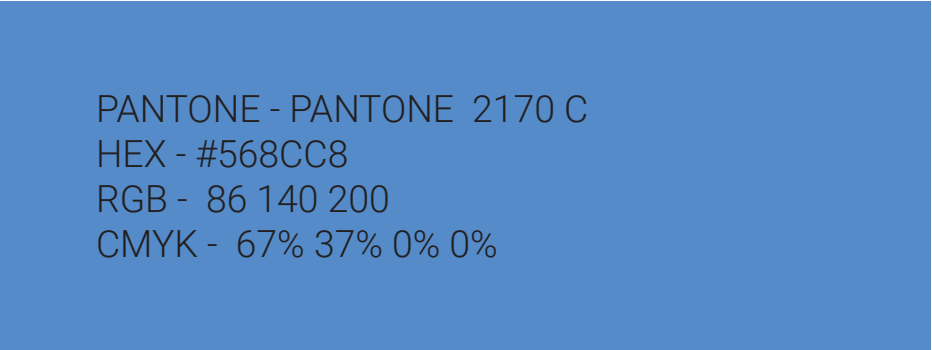
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*

**At vero eos et accusamus et iusto odio dign
 ducimus qui blanditiis praesentium voluptat
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 i atque corrupti quos dolores et quas moles
 sint occaecati cupiditate non provident.**



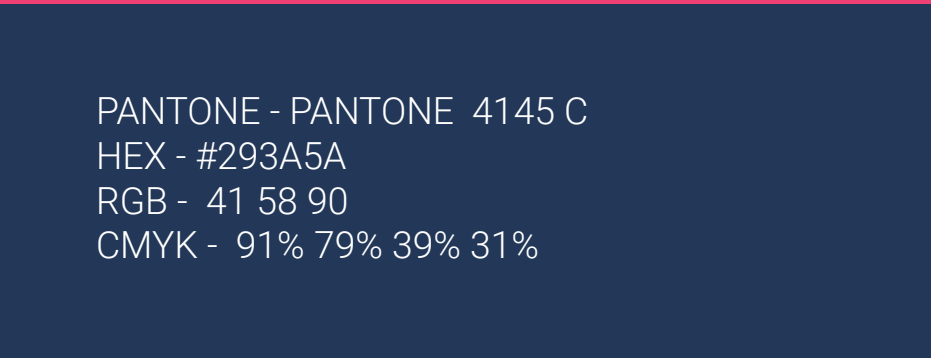
PANTONE - PANTONE 630 C
HEX - #74CDD6
RGB - 116 205 214
CMYK - 51% 0% 16% 0%



PANTONE - PANTONE 2170 C
HEX - #568CC8
RGB - 86 140 200
CMYK - 67% 37% 0% 0%



PANTONE - PANTONE 191 C
HEX - #EF4275
RGB - 239 66 117
CMYK - 0% 89% 31% 0%



PANTONE - PANTONE 4145 C
HEX - #293A5A
RGB - 41 58 90
CMYK - 91% 79% 39% 31%

Social media

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusan laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore verita tecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos tatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum consetetur, adipisci velit, sed quia non numquam eius modi tempora et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

LINKEDIN SIZES

Profile photo - 300PX x 300PX

Cover photo - 1128PX x 191PX

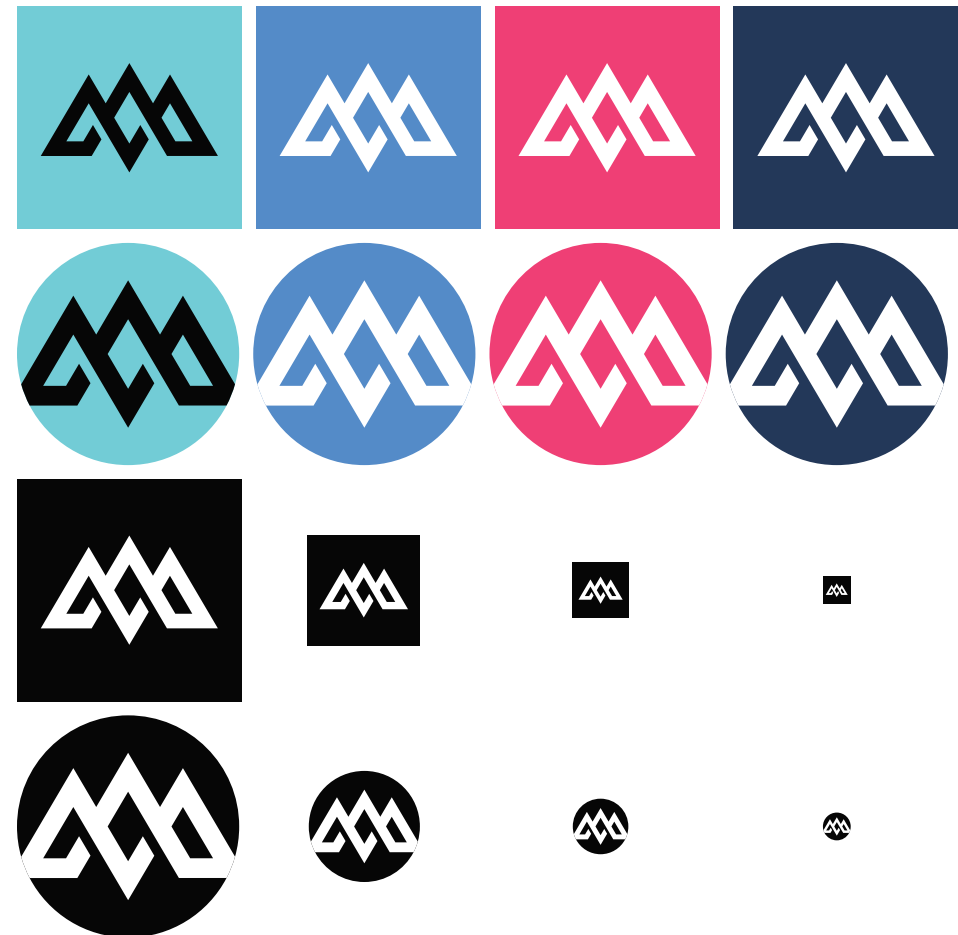
FACEBOOK SIZES

Profile photo - 2048PX x 2048PX

Cover photo - 2037PX x 754PX

INSTAGRAM SIZES

Profile photo - 400PX x 400PX



FINAL COMMENTS

If in doubt of how to use this logo, check the guidelines here or feel free to contact me at office@florinchitic.com for more.

This guidelines are flexible enough and will allow enough creative freedom to use the logo as you see fit while making sure the brand looks best across all media it is used.

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