


OMOUR TABIYA

Brand identity Booklet





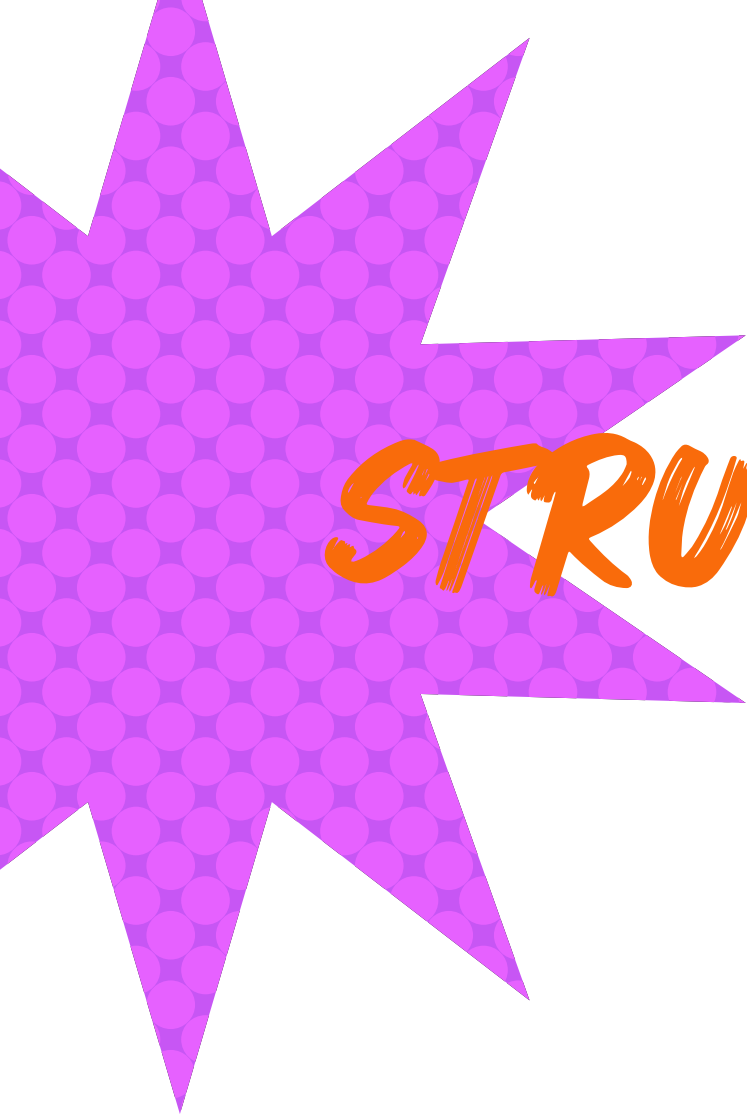
“Omour Tabiieya” is a beacon of openness, encouraging the youth to embrace their authentic selves, get into a world who’s been taboo to talk about from decades and discover the right way to handle and protect themselves. An exciting adventure, where every episode is a step towards a more informed, empowered, and sexually healthy future for Tunisia's youth.



LOGO GUIDE

- * **Logo structure**
- * **Logo proportion**
- * **Color Variations**
- * **Logo size**
- * **Don'ts**
- * **Typography**
- * **Color Pallet**





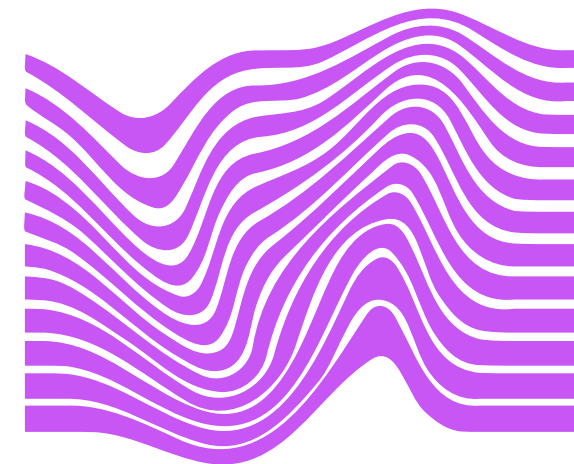
LOGO STRUCTURE

أمور
طبية

+



+



=



Employing a sharp and distinctive font for the brand name imparts a serious and authoritative tone to the podcast. The typography chosen is keenly crafted to evoke a sense of credibility and significance, setting the stage for meaningful content.

serves as a symbolic representation of the listener, positioned in the midst of the design to convey a sense of curiosity and exploration. It signifies the audience's desire to delve between the lines, exploring the content with a keen and inquisitive gaze.

a deliberate choice, symbolizing the breaking of norms and traditions. Specifically, these lines represent the prevailing societal norms in Tunisia, particularly regarding taboo topics such as sexuality.



LOGO PROPORTION

Ensuring proper spacing around the logo is crucial for maintaining a visually balanced and impactful brand identity. Adequate spacing prevents overcrowding, allowing the logo to stand out and make a strong impression.





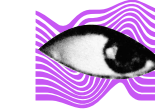
LOGO ON ALTERNATIVE BACKGROUNDS



LOGO SIZE

Maintaining the logo above **50x41 pixels** is essential to preserve its clarity and aesthetic appeal, preventing a loss of detail and ensuring effective communication.

Adhering to a minimum size ensures the logo maintains its distinctiveness and communicates effectively across different applications.



x25%



x50%



x75%



x100%





DON'TS

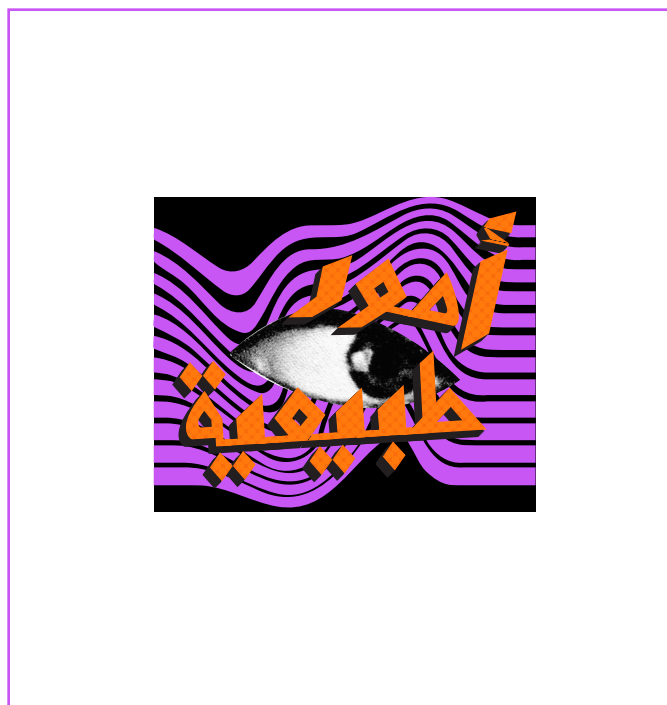
practices and design elements that should be avoided in the use of the logo to maintain their effectiveness



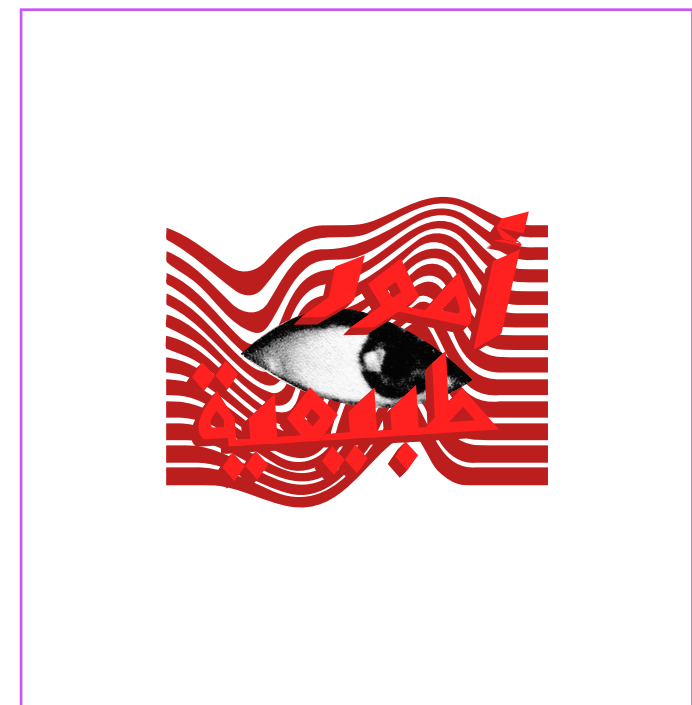
Mess with Logo proportions



Rotate or Incline the logo



Box the Logo

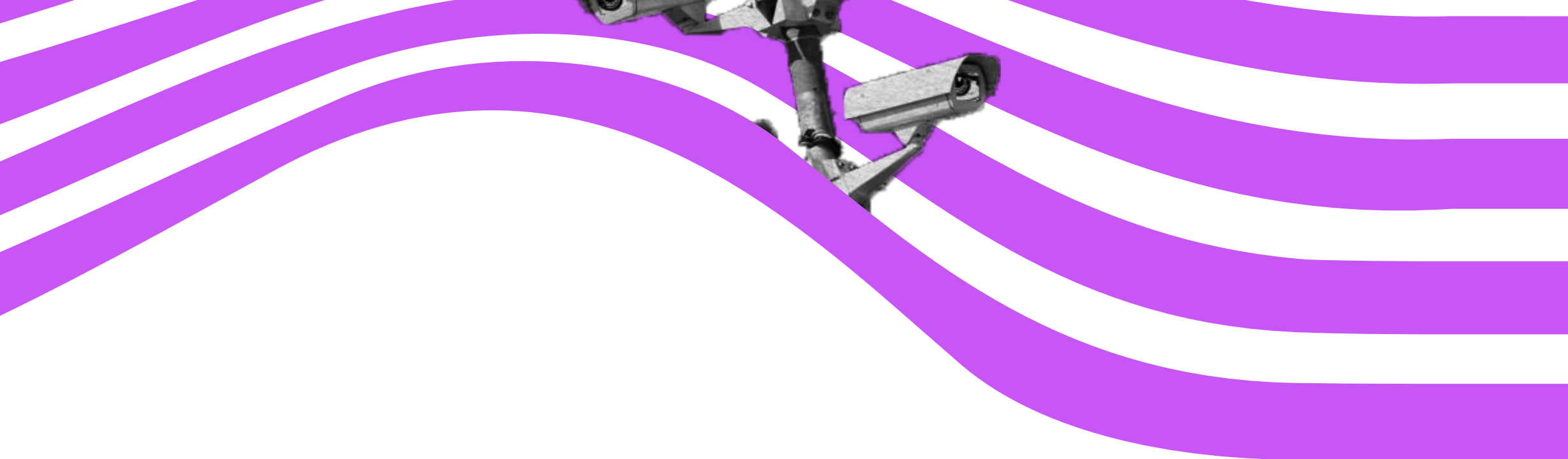


Change Brand Colors



Mess with Brand Elements





TYPOGRAPHY

Selecting a harmonious combination of fonts tailored to the brand's personality and message ensures a cohesive visual identity across diverse content, reinforcing the brand's unique character and leaving a lasting impression.



ARABIC

Main

B Jadid _____

تاکست عربی

Secondary

Cairo _____

تاکست عربی

LATIN

Main

Zumrud v2 _____

LATIN TEXT

Secondary

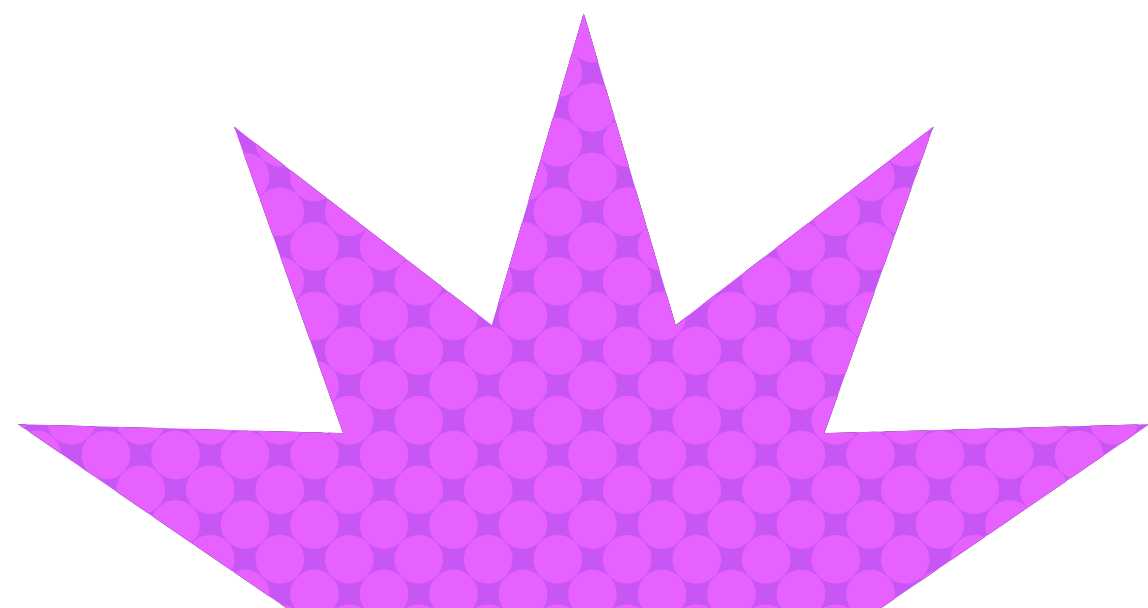
Montserrat _____

Latin Text



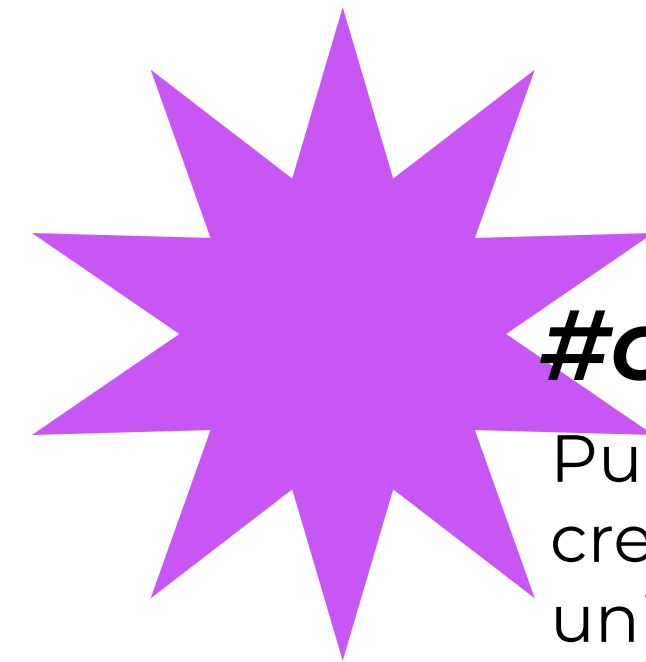
COLORS

Colors not only evoke a distinctive visual tone but also establish a consistent and memorable palette that reinforces the brand's personality and fosters a unified and impactful brand presence.



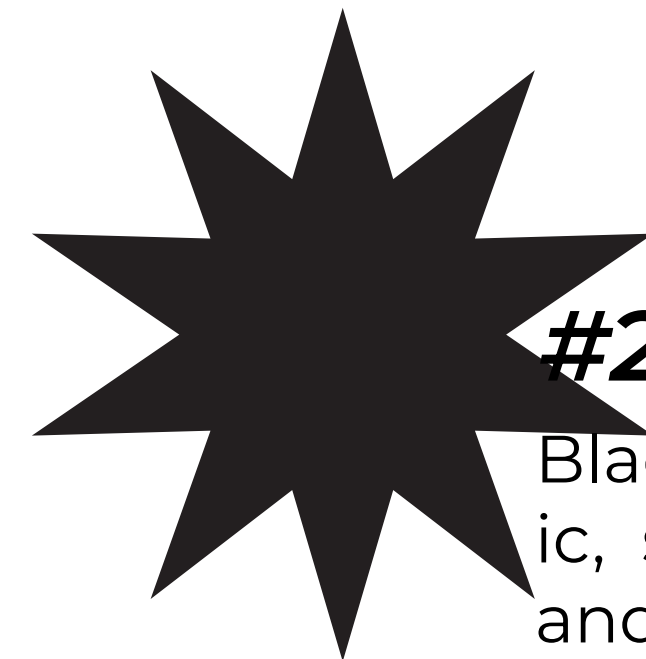
#f96b0b

Orange represent warmth and vibrancy, symbolizing creativity and optimism to evoke a sense of enthusiasm and energy.



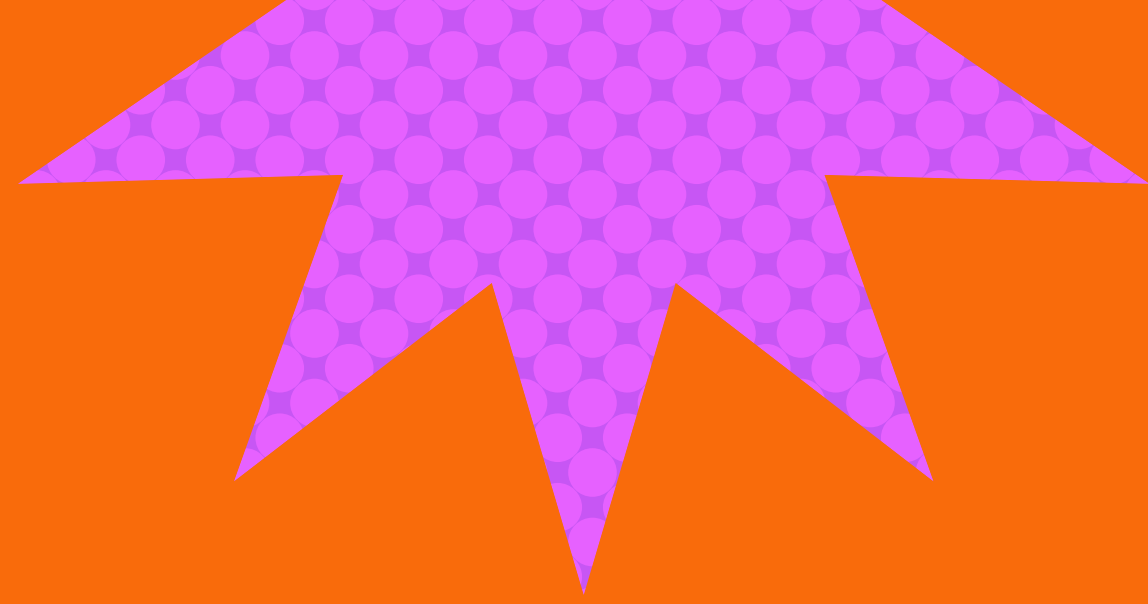
#c756f4

Purpil exudes a sense of sophistication and creativity, conveying a message of luxury and uniqueness, fostering a visually striking and memorable brand persona.



#231f20

Black conveys a timeless and elegant aesthetic, symbolizing authority and sophistication, and contributing to a sleek and versatile visual representation that leaves a lasting impression.



STATIONARY

- * *Banner Presentation*
- * *Facebook Poster*
- * *Facebook Cover*
- * *Story*
- * *Episode Heading*

على يوم ... على الساعة



city outdoor



FM السيدة
حقوق الناس

أخبار طيبهية

كل يوم خميس حلقة ممتعة
على إذاعة السيدة

9.5k 15k Comments

Like Comment Share



facebook

أمور طبيعية

موضوع الحلقة

الخميس على الساعة الخامسة مساء على إذاعة السيدة

أمور طبيعية - الحلقة رقم 1

Home About Photos Videos More -

LIKE

The image shows a Facebook post for a radio program. At the top left is the Facebook logo. The main content features a graphic of a cassette tape with the text 'موضوع الحلقة' (Topic of the episode) written in red on its label. Below the tape, it says 'أمور طبيعية - الحلقة رقم 1' (Natural Things - Episode 1). To the right of the tape is a large orange starburst containing the text 'الخميس على الساعة الخامسة مساء على إذاعة السيدة' (Thursday at 5 PM on Lady Radio). In the top right corner is the 'أمور طبيعية' logo, which includes a stylized eye. Below the main text is a black and white photograph of a woman's head next to a vintage microphone. At the bottom of the post, there is a navigation bar with links for 'Home', 'About', 'Photos', 'Videos', and 'More -', and a blue 'LIKE' button with a thumbs-up icon.





YOURNAME 22h

FM
السيدة
دقوق الناس

UNFPA

**أخبار
طبرية**

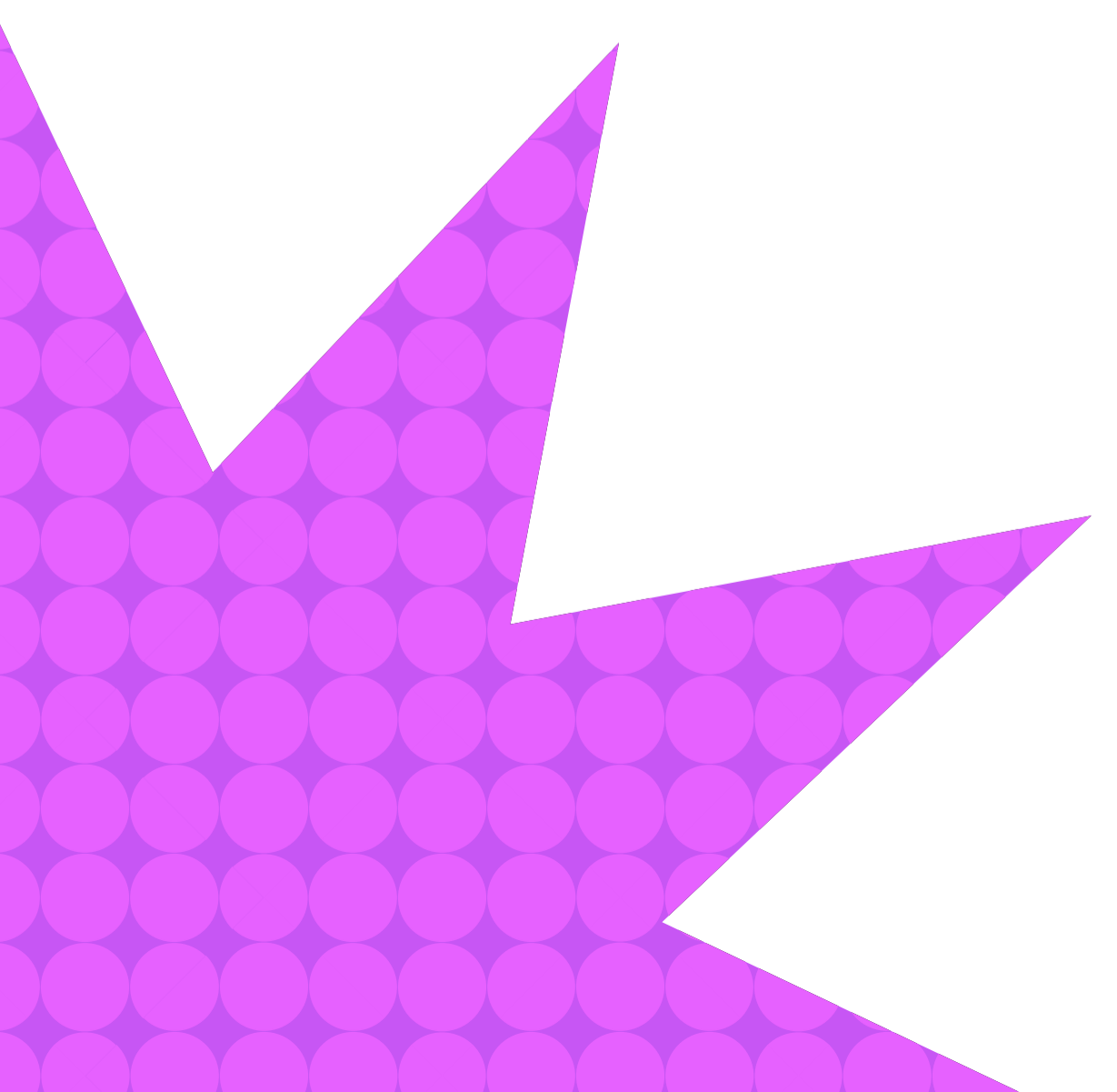
**كل يوم خميس
حلقة ممتعة
على إذاعة السيدة**

Seen by 189

Facebook Highlight More

الفقرة الأولى
موضوع الفقرة الأولى





This project was created by MouadX
2023