Option 1

MID IT
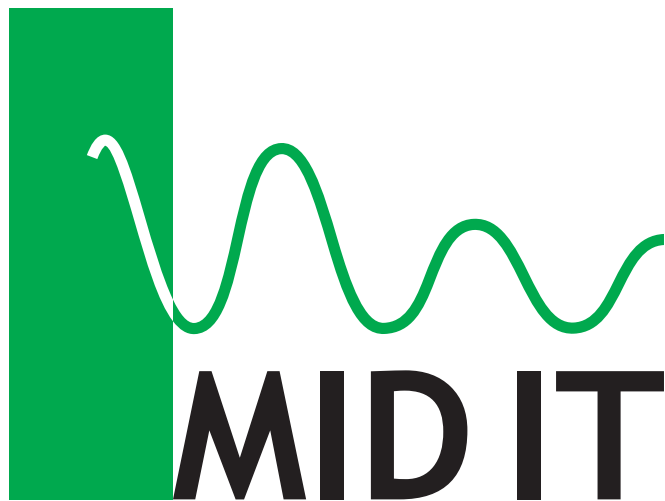
Option 2

MID IT

Basic Elements

Corporate Design Guidlines

شركة الأوسط لتكنولوجيا المعلومات
MID Information Technology

Start
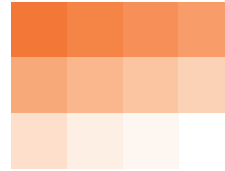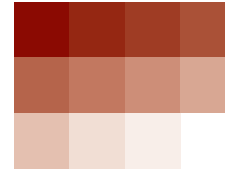
Design elements

Signature

option 1

MID IT area Color palette

Pantone 172	Pantone 188

(orange swatch)	C=0 M=66 Y=88 K=0
(dark red swatch)	C=0 M=97 Y=100 K=50

Design elements

Signature

option 2

MID IT area Color palette

Pantone 355	Black

(green swatch)	C=94 M=0 Y=100 K=0
(black swatch)	C=0 M=0 Y=0 K=100

شركة الأوسط لتكنولوجيا المعلومات
MID Information Technology

The whole is more than the sum of its parts

This overview illustrates the most important design elements for the implementation of our new MID IT Corporate Design.
In addition to the signature, there are four other important design elements which shape the visual identity of our brand. A detailed description of each individual element can be found in the following chapters.
By following these and other application related guidelines, you will help strengthen awareness of our brand.
The application of the individual elements must follow the guidelines.

Basic Rules

- Always make sure that you apply all of the design elements consistently. This is the best way to make the MID IT "look and feel" unmistakable.
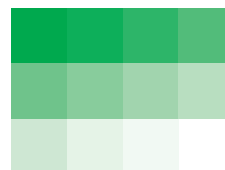
Signature

triangle mark
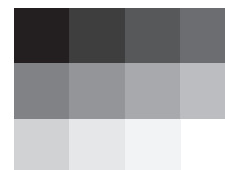
X

X

X

Circle mark

word mark

option 1

Let it breathe

1/2 X

1/2 X

X

We Can *Solve*

شركة الأوسط لتكنولوجيا المعلومات
MID Information Technology

An inseparable unit

The signature is the most important element of the new brand identity. It is the central component of all visual communication.
*The MID IT signature is made up of Three elements, the triangle mark, the Circle Mark and the word mark. At no time may these elements be used separately; they always form a unit as illustrated here. The signature should only be reproduced from the master artwork and may not be redrawn or altered in any way. The master artwork is available in various electronic formats, for both Mac and PC, from www.midit.info.*
When writing MID IT in copy text, always use upper case letters as shown.

Basic Rules

- The MID IT signature always forms a unit and
  may not be modified.
- The MID IT signature may be applied only in
  the manner described here.
- In copy text, the name MID IT is written using
  upper case letters.

Signature

Square mark

X

3X

3X

word mark

option 2
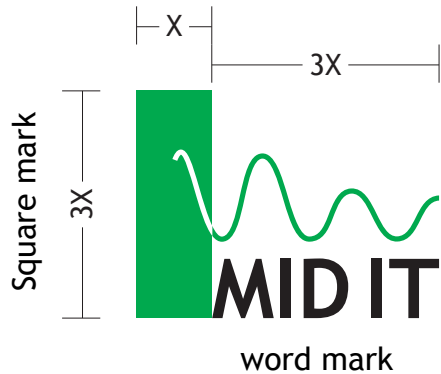
Signature - clear space

Let it breathe

X

1/2 X

1/2 X
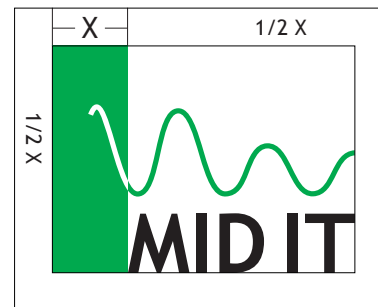
Special use

If the MID IT name has to be depicted smaller than 10 mm, it is depicted in (Trebuchet MS) Bold using upper case letters. The triangle and the Circle marks is not used as it is not legible at this size.

(Trebuchet MS) Bold sizes smaller than 10 mm

MID IT
(Trebuchet MS) Bold

Corporate typeface Trebuchet MS

Trebuchet MS

Main headings in Trebuchet MS Bold set in both lower and upper case

Sub-headings in both upper and lower case letters in Trebuchet MS Regular.

For titles and subtitles in paragraphs we use Trebuchet MS Bold.

For copy text we use Trebuchet MS Regular. It is a clear, simple and open expression of who we are and what we have to say. To highlight phrases and words Trebuchet MS Italic may be used but only in copy text.

For Arabic Name we use AXT Manal Black.

شركة الأوسط لتكنولوجيا المعلومات

Corporate typeface

Trebuchet MS
one typeface
all over
the world

One brand, one typeface – all over the world

The unmistakable character of a unique Corporate Design is also enhanced with the application of a corporate typeface. The Trebuchet MS family is used as our corporate typeface all over the world. We can ensure a uniform global presence through its consistent application.

The Trebuchet MS family is used for all print applications. You will find more detailed information about the application of Trebuchet MS in the application related Corporate Design Guidelines.

Basic Rules
– The MID IT corporate typeface may not be modified in any way (skewing, shadows, Photoshop filter).
– Generally, Trebuchet MS is used for all headlines, and for copy text.

Corporate typeface

One brand,

Trebuchet MS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(.,;:?!$& -*)

one typeface

Trebuchet MS Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(.,;:?!$& -)*

all over

Trebuchet MS Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,(.,;:?!$& -*)

the world

Trebuchet MS Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(.;;:?!$& -*)

The limited number of faces (e.g. Trebuchet MS, Regular, Italic, Bold and BoldItalic) helps create a unified appearance, while at the same time allowing enough flexibility for creative designs.
All print applications use only the 12 faces of the MID IT
Trebuchet MS. The use of other versions of Trebuchet MS or other typefaces (apart from those specified in these Corporate Design Guidelines) is not permitted and weakens the visual identity.

Basic Rules
– Please use only Trebuchet MS.
– The faces Italic, Bold and BoldItalic determine our visual appearance. These faces take precedence in design application.
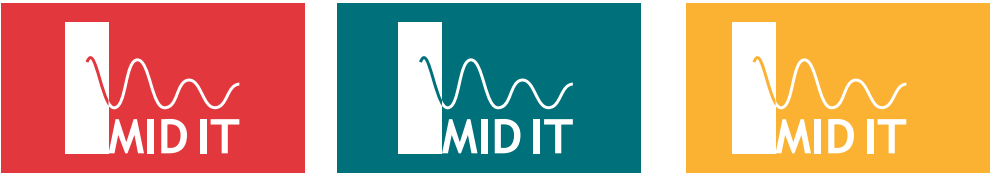
Signature – reversed out white

شركة الأوسط لتكنولوجيا المعلومات
MID Information Technology

Making white look special
The signature (reversed out white) can be placed on allour secondary colors shown here. All of the secondarycolors have names for easy identification.
These color combinations offer the greatest possible con-trast between the signature and the background color within the MID IT color palette.
This means that legibilityis always good and consistency of the Corporate Designis ensured.Basic RulesIf you are using the reversed out white version of the signature on a colored background, select only the colors shown here for this purpose. All other color combinations will be accepted only if there are production-related restrictions.

Look and feel

Flags

Merchandising examples

Trucks

Merchandising examples

Flags
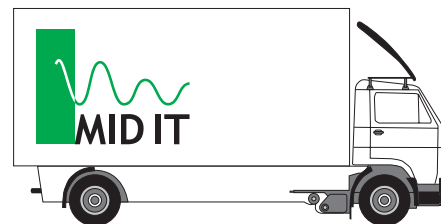
Trucks

شركة الأوسط لتكنولوجيا المعلومات
MID Information Technology

A feel for the brand Every detail counts. And the interplay of all of the individual elements is what makes our brand come to life.

These examples of various applications using the new MID IT Corporate Design, give you an initial impression of the new MID IT look and feel. By "look and feel" we mean the overall impact that is created by the combined effect of all of the design elements.

This new look and feel gives MID IT an integrated, strong and consistent visual identity, which makes a powerful impact both externally and internally. All the work you do should always be in line with this look and feel. This is why it is crucial that the new MID IT brand and the corresponding MID IT Corporate Design are implemented correctly and consistently.

Basic Rules

- Brands are brought to life by people and their emotional responses. Before you begin it is important to develop a feel for the brand.
- Always think holistically to ensure a consistent visual identity.

Back   *Next*

Stationary

MID IT
شركة الأوسط لتكنولوجيا المعلومات
MID Information Technology

شركة الأوسط لتكنولوجيا المعلومات
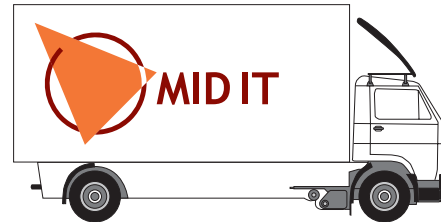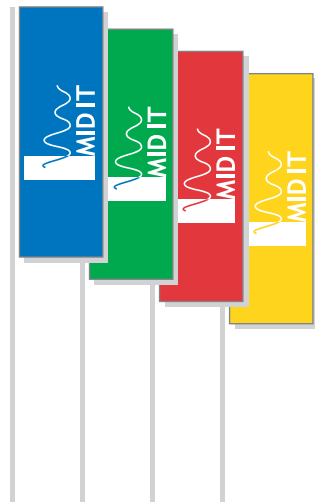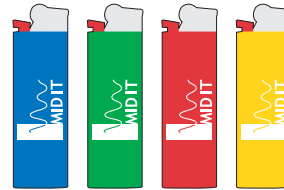MID Information Technology

9 cm

5 cm

0.25 cm

0.25 cm

MID IT
شركة الأوسط لتكنولوجيا المعلومات
MID Information Technology

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Marketing & Sales Manager

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We Can *Solve*

Corporate Identity terms

Brand strategy
The brand strategy allows a business to communicate the brand values and experiences consistently at all points of contact.

Corporate Identity
The Corporate Identity is expressed by the attitude and action of all participating parties; it brings the company's distinctive identity to life both internally and externally.

Corporate Design
Corporate Design is a specific and consistent design developed according to the requirements of a company. The defined combination of the individual design elements (typeface, color palette, signature, basic graphic elements and imagery) gives the company a unique image.

Signature (logo)
A graphic symbol, which represents a brand and is part of the Corporate Design.

Look & feel
The overall impression that is created by the combination of all Corporate Design elements.

Technical terms

Baseline grid
The horizontal unit of a grid used for positioning all elements, particularly text.

CMYK
Abbreviation for cyan, magenta, yellow, black – the four colors in four-color printing.

Cropping
Design elements which extend to the format border are cropped. For printing, these elements must be extended to at least a 3 mm bleed beyond the format.

EPS
Abbreviation for "Encapsulated PostScript". A graphic file format that contains the entire PostScript Code to open images in one program when they have been created in another.

Face (of typeface)
By using the various available faces (e.g. Trebuchet MS, Regular or Bold), it is possible to create different kinds of emphasis within the overall text.

Four-color printing
Printing process using four different printing colors, cyan, magenta, yellow and black (CMYK), which can reproduce all tints and tones.

Back   Next

MID IT
شركة الأوسط لتكنولوجيا المعلومات
MID Information Technology

9 cm

5 cm

0.25 cm

0.25 cm

We Can Solve

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Stationary

11.5 cm

11.5 cm

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Oil Production Control System

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We Can Solve

Oil Production Control System

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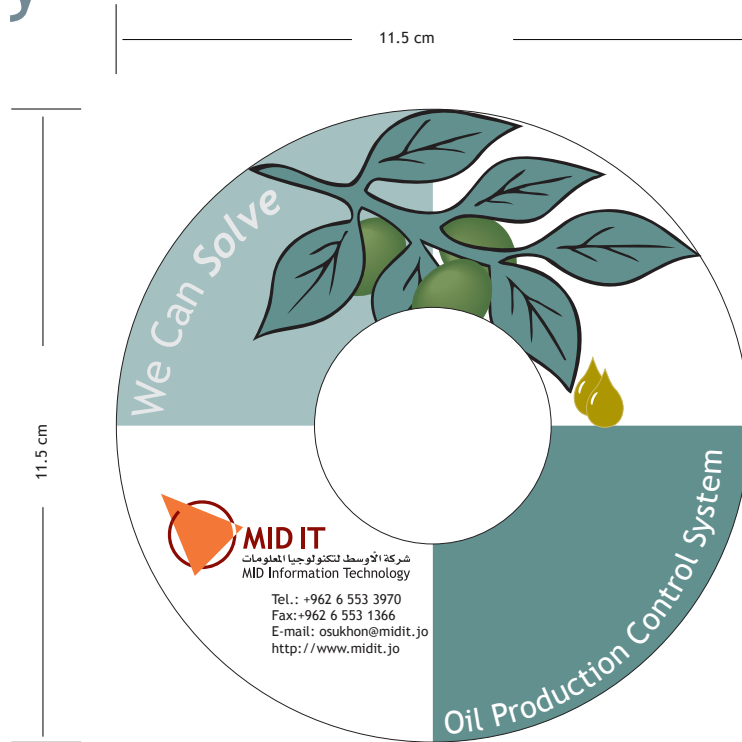
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Contact

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