



Brand Guidelines



Manasa Academy is a Transformational Coaching academy that aims to impact and change as many peoples lives as possible.

LOGO

01

Primary

The Primary logo is a combination of our submark and name in a horizontal orientation. It represents elegance, freedom and serenity. The MANASA ACADEMY name is used in combination with the colors to create balance in the logo and the Arabic "Manasa" in the mark itself.



Secondary

The Secondary logo is a combination of our submark and name in a horizontal orientation. It represents elegance, freedom and serenity. The MANASA ACADEMY name is used in combination with the colors to create balance in the logo and the Arabic "Manasa" in the mark itself.



MANASA
ACADEMY

Submark

The submark is the symbolic section of the logo with the Arabic «Manasa» weaved in it. It represents elegance, freedom and serenity.



Logo Don'ts

To maintain the Manasa Academy Brands' consistency, the log must be used in an appropriate manner.

We have identified a few ways the logo should NOT be used.



Don't Change the size relationship between the



Don't place the logo on a background that does not provide sufficient contrast with all the logo's



Don't rotate or skew the logo



Don't add shadows or effects to the logo



Don't change the logo's colors



Don't outline the logo

COLORS

02

Colors

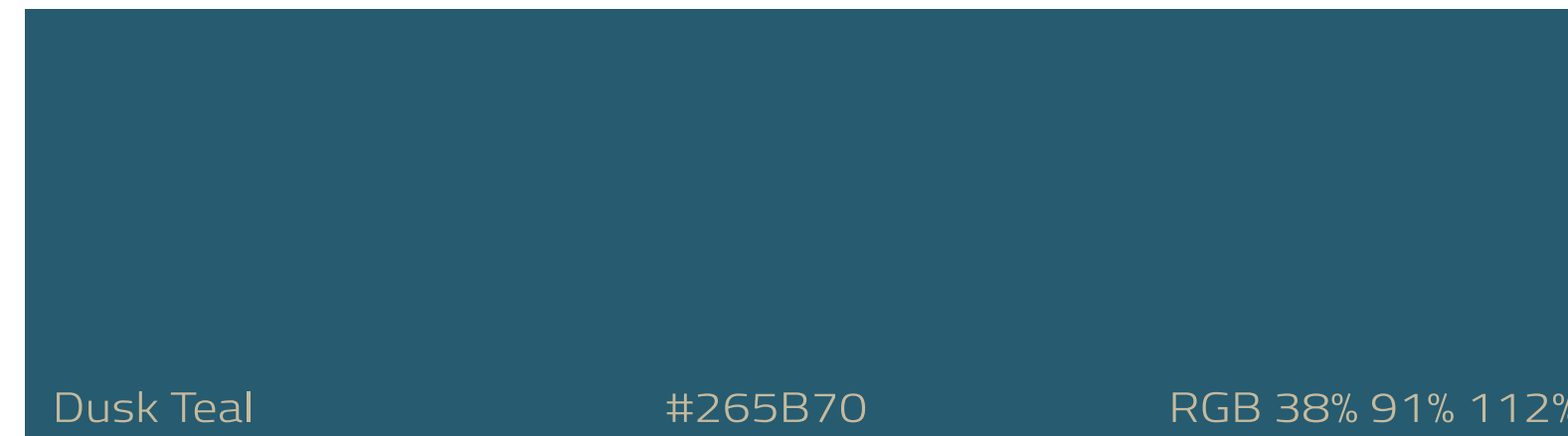
The colors of Manasa Academy were chosen for their soothing tones and elegant feel.

The combination of Dust Brown and Dusk Teal as the primary colors provides excellent contrast while conveying the same feelings.

The secondary colors are within the same families and can be used to create backgrounds, illustrations, and more.

White and black can be used where appropriate, like how white is used throughout this brand guideline.

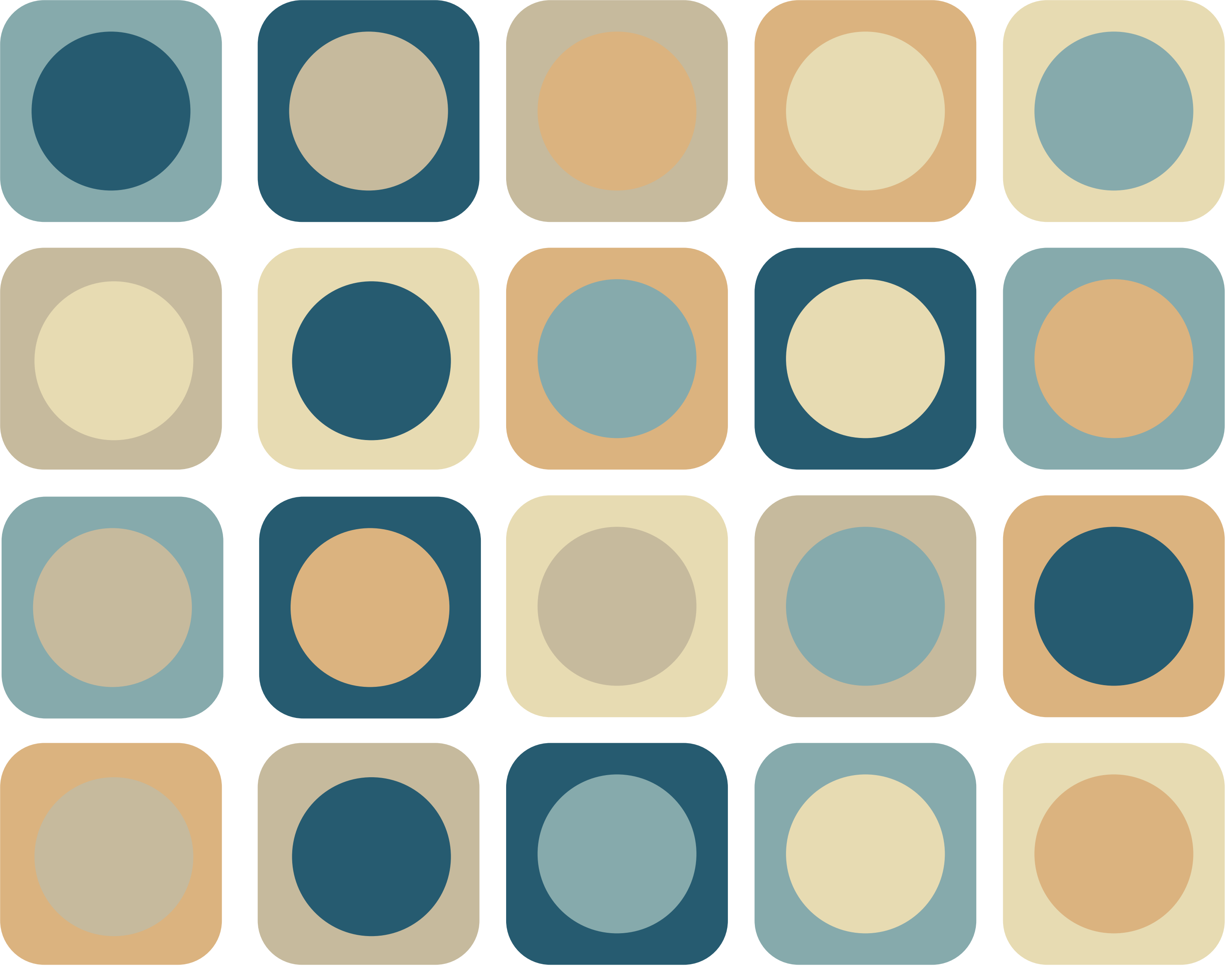
Primary



Secondary



Possible
Combinations





Typography

03

Typeface

The chosen typeface for Manasa Academy is **Cairo**. This font was used as it is modern and reflects Manasa Academy's Educational and Advancement goals.

This font has both English and Arabic versions and thus makes it ideal for Manasa Academy since we offer courses in Arabic.

200 pt **Heading 1**

160 pt **Alt Heading 1**

60 pt **Heading 2**

36 pt **Body 1**

18 pt **Body 2**

12 pt **Subscript**

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

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

1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % ^ & * () _ +



MANASA
ACADEMY

أنا حرة

اكتشفي قوة العقل لتحقيق النجاح



Thank You!

