



# Maarifa

## Maarifa For Transition

## Brand Visual Identity

Maarifa For Transition is strategic management services agency based in Germany. The brand's name " Maarifa For Transition» means «Knowledge For Transition " in Arabic.

“ Maarifa brand **mission** is to create the bridge between the global north and south via the innovation and technology. Which would create a sustainable future by using the indigenous / tradionnal and appreciating both culture that will creating a healthy exchange of expertise ”.

“ Maarifa brand **vision** is to To be the leading agency in linking the global North and the South via the innovation and technology ”.

Given the role that Maarifa will play in linking two different worlds in many respects, we created a strong brand that is professional yet cutting-edge, just like the ideas they help come to life. The result was a simple and functional identity that is easy to remember and approachable identity that allows target audience to understand and digest the content.

Our task was to create the visual identity, logo and graphics that reflects the uniqueness of the agency.



## Stylescape

When we talk about knowledge, we are trying to reach a place where humanity shares sciences and ideas that represent a point of convergence of many cultures and local knowledge that are able to contribute to the growth of technology and innovation, and this is what we are trying to reflect through the design elements in the stylescape through vibrant colors that attract attention and give a sense of leadership, capable of translating ideas into a reality in which they can grow. With the employment of a font that is characterized by flexibility and dynamism. We also tried to search for an effective way to bring elements that help translate and approximate the concept of communication and transition through pattern are strong and full of movement on the left of the woman, and we have adopted a photo ( on the right of the woman ) that represent the concept of sharing and communication between people who seem to have different cultural backgrounds capable of exchanging experiences and knowledge that help develop and grow projects and ideas for a sustainable future, and this is exactly what represents the goals and the vision of Maarifa For Transition

## **Logo**

When working on the logo, it was necessary to adhere to the brief that confirms Maarifa For Transition Agency's mission to create a bridge between the south and global north. This in turn helped us find the inspiration to reflect Maarifa's mission and role in a simple and functional logo.

### **Logo attributes**

Professional  
Simple  
Modern/Futuristic  
Dynamic  
Bold  
Geometric

### **Logo developing**

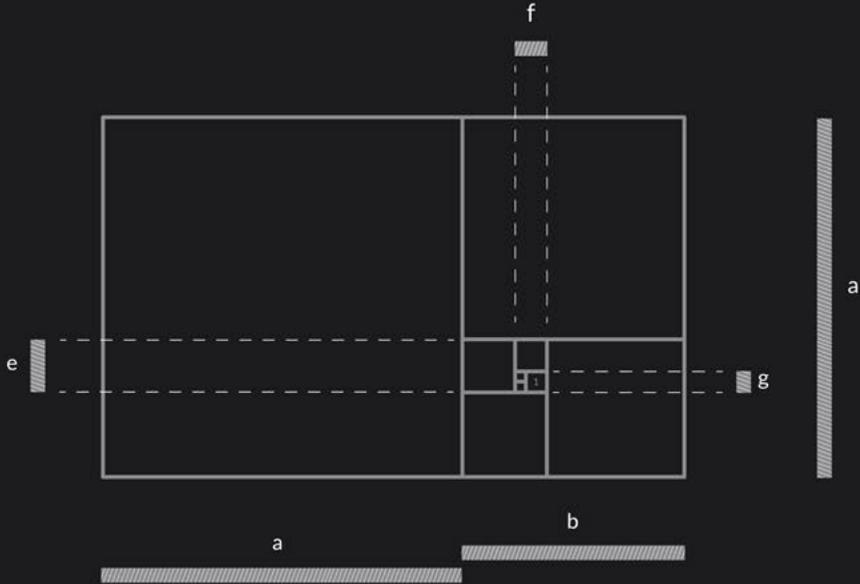
When starting to brainstorm, we were able to create a compatibility between the shape/ the structures of the letters "M" and "T" with the shape of the bridge laying the ground-work for the final symbol. In order to achieve the meaning of movement, transition and dynamism in the logo, we have adopted vertical lines (stripes), which are typical of the agency's mission. In the end this process resulted in a wonderfully negative space that showed the shape of the eye, which reflects the concept of knowledge.

Helvetica Neue LT Pro was chosen to be the logotype because it is flexible enough and to be an extension of the logoicon – giving the logo a bit more width and dynamism.

To make this happen by a professional way we used the golden ratio dimensions to determine the height and width of a logo as well as the proportions of the internal elements to the entire design. Also to define the best composition that is most pleasing to the eye.



From sketch to vector and final grid



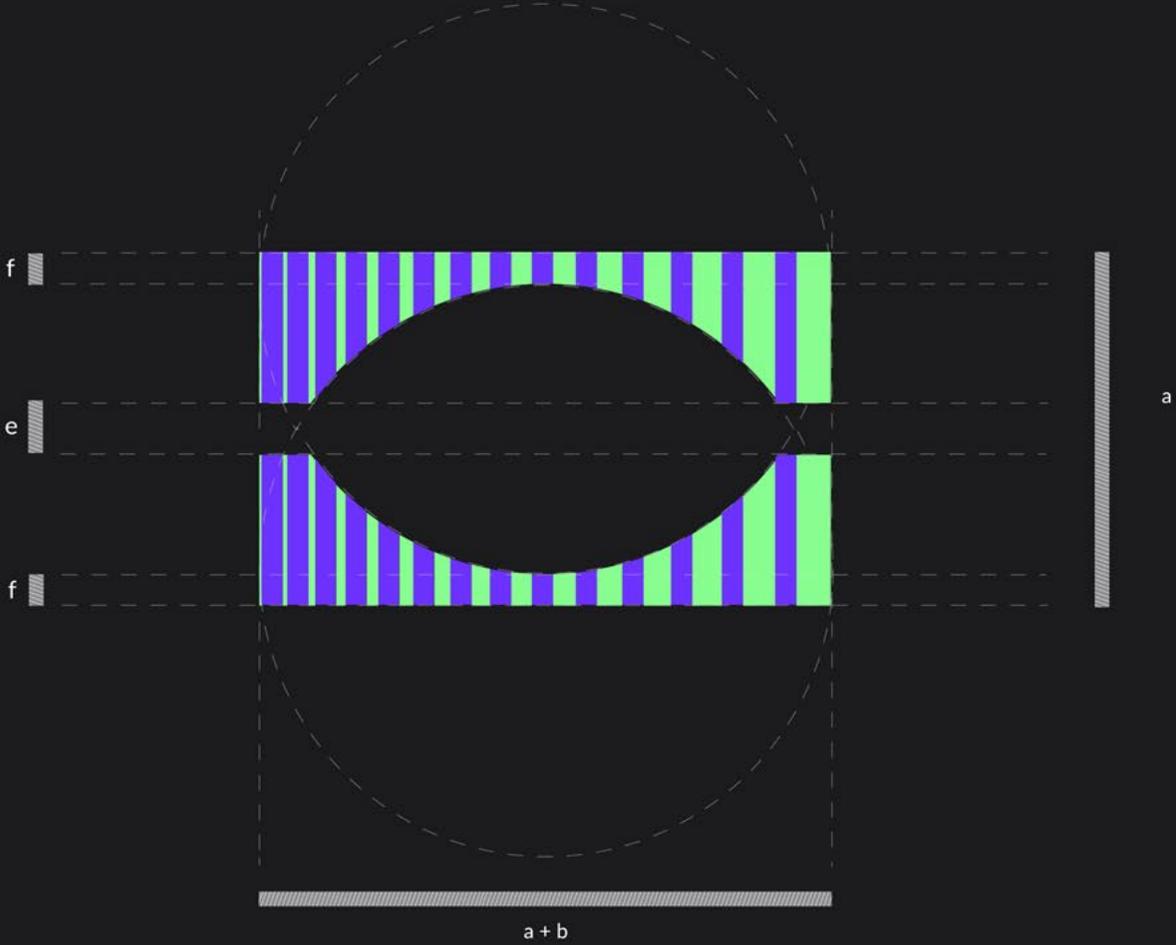
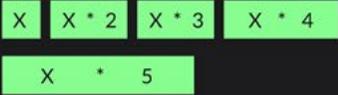
**g**

**g** : Represents the space between space  $x$  (that doubles each time), it is a fixed space that does not change.

**x**

**x** : The space that doubles every time to finally have the shape of waves '  $x * 2$  ' '  $x * 3$  ' '  $x * 4$  '...

EXEMPLE :





To define what brand personality should be we settled on “**Diversity**” and “**Growth**” – two values that we felt captured the essence of the Maarifa For Transition.

“ **Diversity** ” because the basis of connecting between the global north and south depends on the diversity of indigenous and local knowledge. “ **Growth** ” because we have always prided of our interest in creating an atmosphere in which our customers opportunities to achieve their successes grow.

The use of **purple** (a bold color because it embodies strength, supremacy and he is distinguished by his leadership qualities) has been retained but lightened. Also **light green** has been used – a colour that’s bright and all about growth and sustainability.



# Maarifa For Transition

## Han Purple

HEX #6D32FE  
RGB 1109, 50, 254  
CMYK 57, 80, 0, 0

## Light Green

HEX #88FE90  
RGB 136, 254, 144  
CMYK 47, 0, 43, 0

## Black

HEX #1B1B1C  
RGB 27, 27, 28  
CMYK 4, 4, 0, 89

## White

HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

## Pattern

The pattern inspired from the logo

Aa

# Helvetica Neue LT Pro

Premier Font

Light

*Light Italic*

Light Extended

Extended

**Bold Extended**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*~ ({"-+=.,;:'"})

Aa

# Lama Sans

Secondary Font

Light

معرفة

Regular

معرفة

Medium

معرفة

Semi Bold

معرفة

**Bold**

معرفة

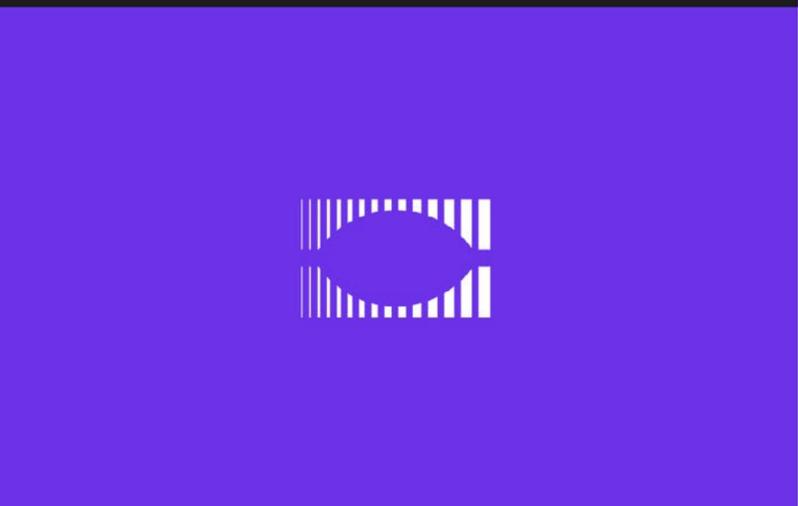
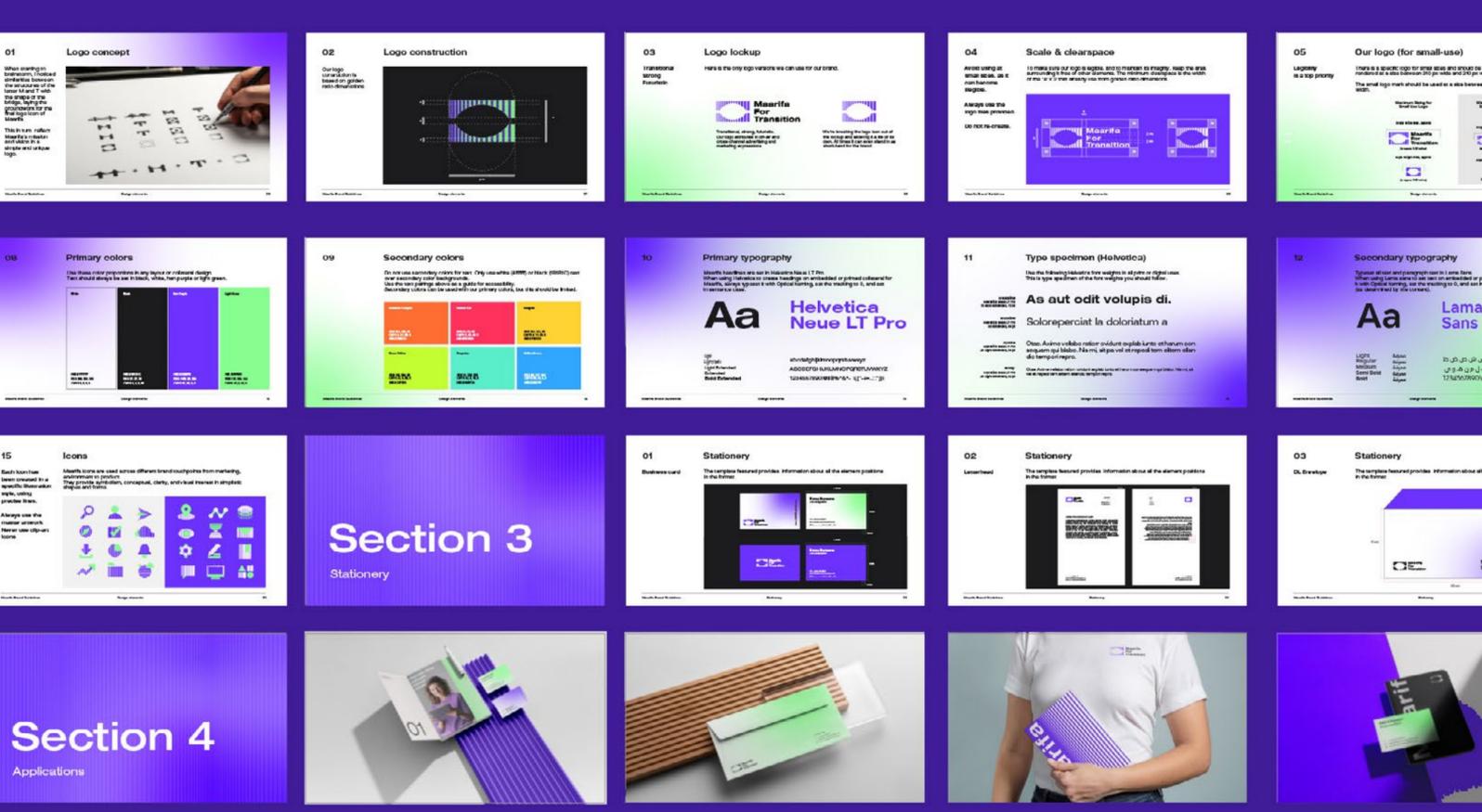
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط

ظ ع غ ف ق ك ل م ن ه و ي

1234567890!@#\$%^&\*~ ({"-+=.,;:'"})







Are you ready to collaborate knowledge with global north !

**Connecting people  
Sharing knowledge**

**We love rolling up our sleeves & connecting globals**

Innovation  
Technology  
Sustainability  
Knowledge  
Collaboration

Maarifa

**We love connecting globals**

Knowledge approximation

**We love rolling up our sleeves & connecting globals**

Maarifa For Transition X

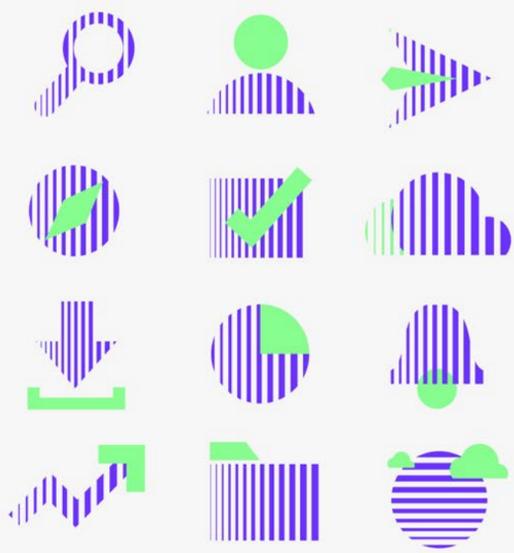
www.maarifafortransition.com

"Maarifa for Transition" creates the bridge between the north and global south via strengthening the bonds through innovation and technology. We are a collective focus on spurring indigenous and local innovation into the globe to foster a sustainable future.

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We connecting globals  
connecting knowledge, connecting people  
never end



# Maarifa

[in](#)

**Maarifa For Transition** ✓

"Maarifa for Transition" creates the bridge between the north and global south via strengthening the bonds through innovation and technology. We are a collective focus on spurring indigenous and local innovation into the globe to foster a sustainable future.

Strategic management services agency - Berlin, Germany [Contact Information](#)

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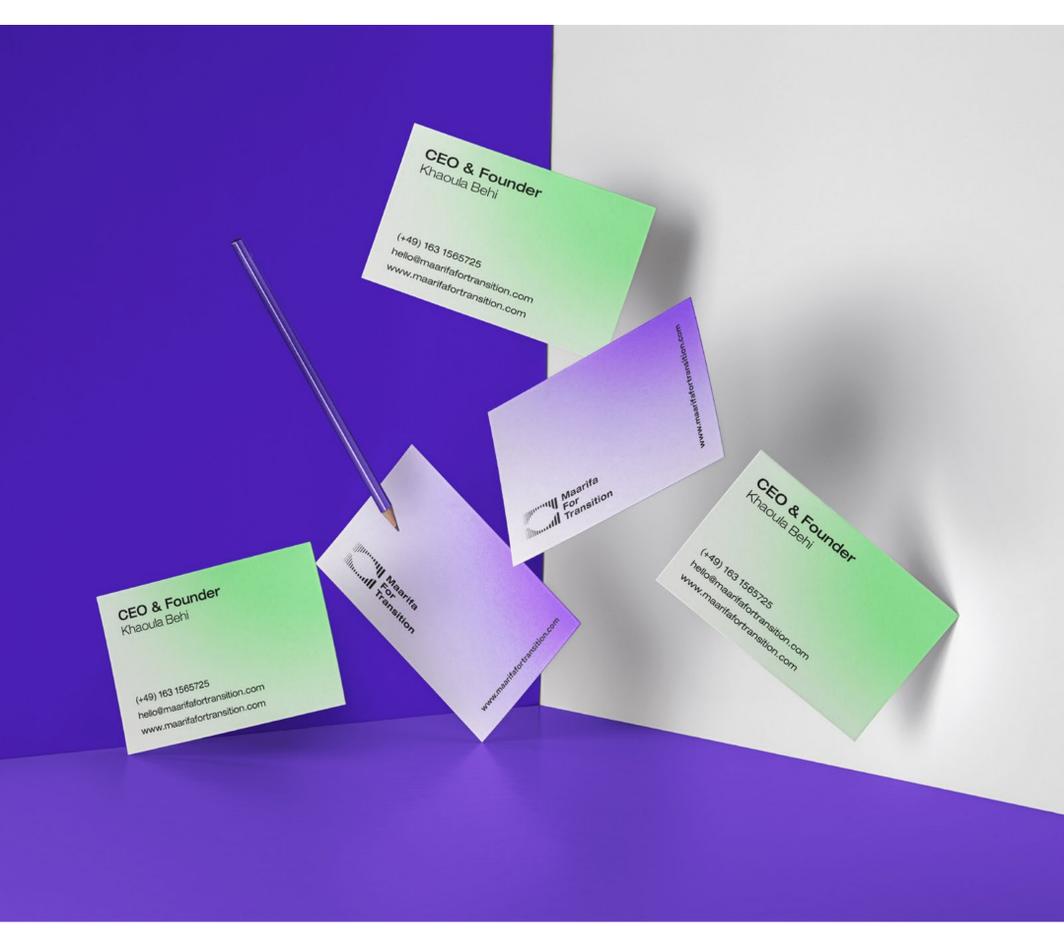
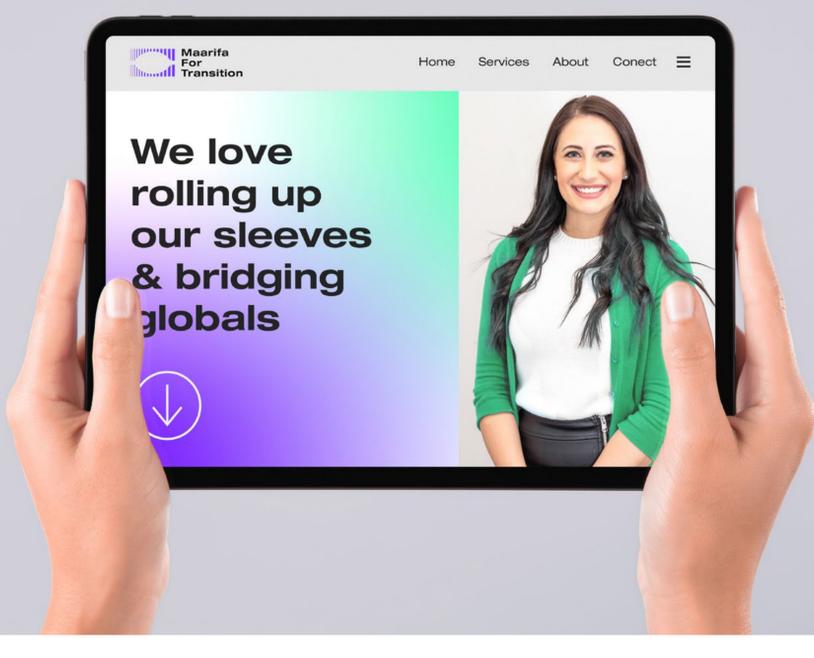
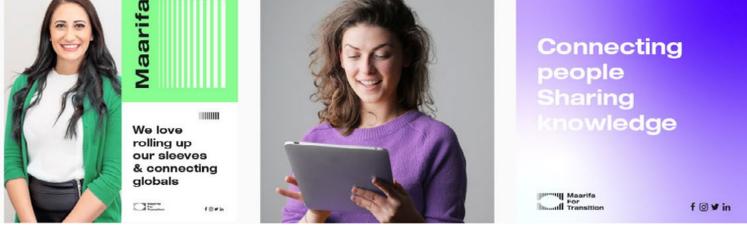


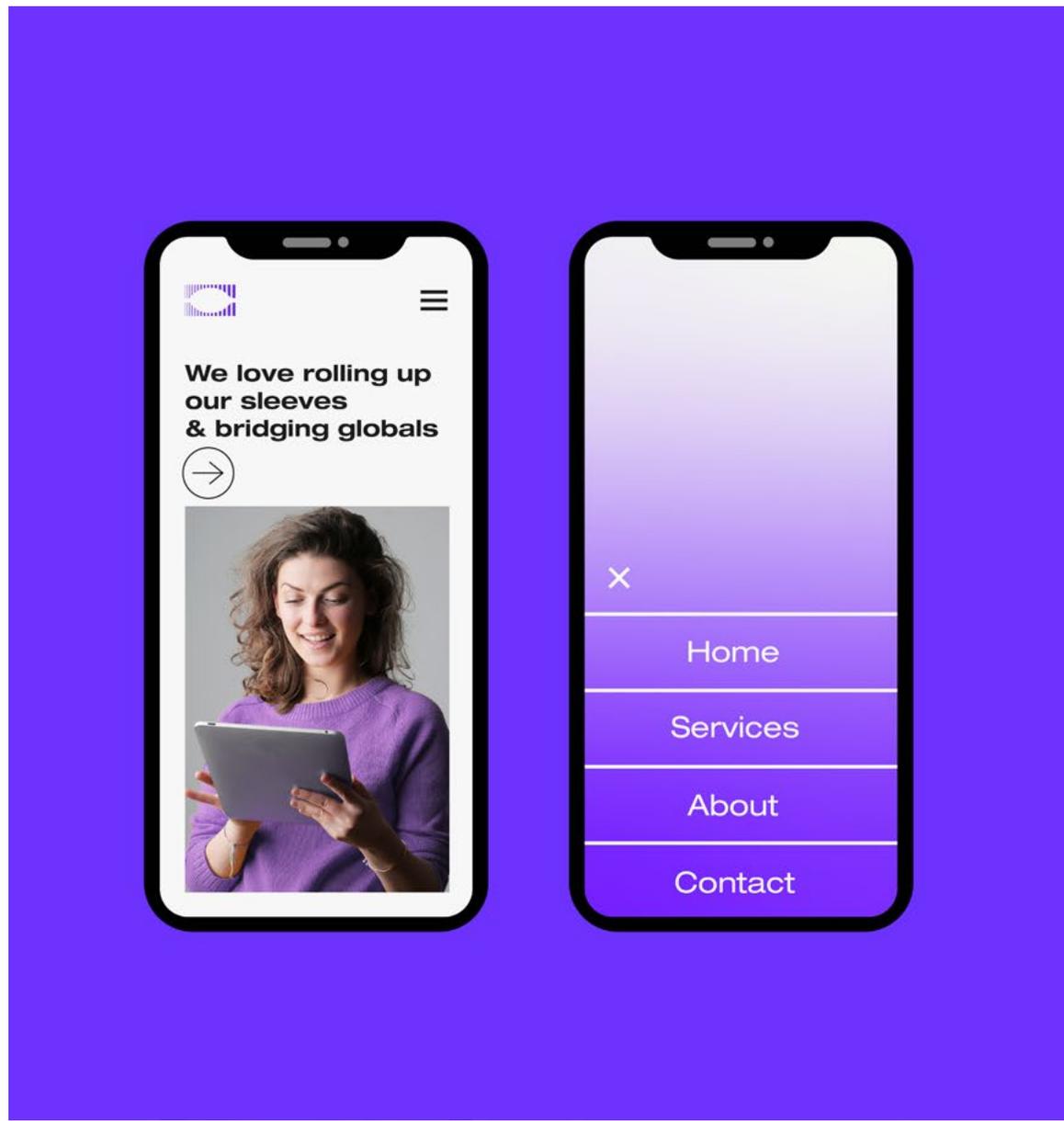
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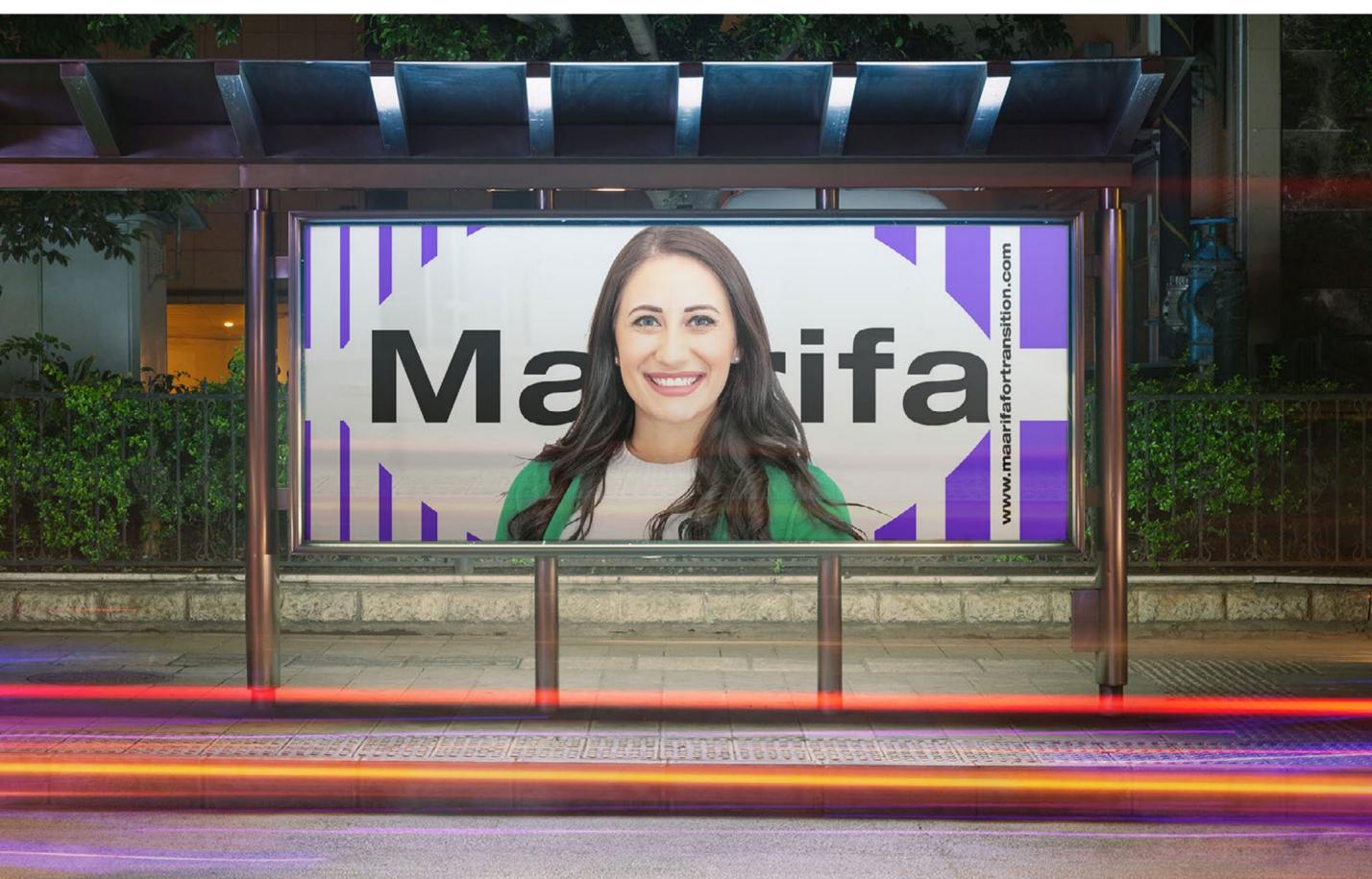
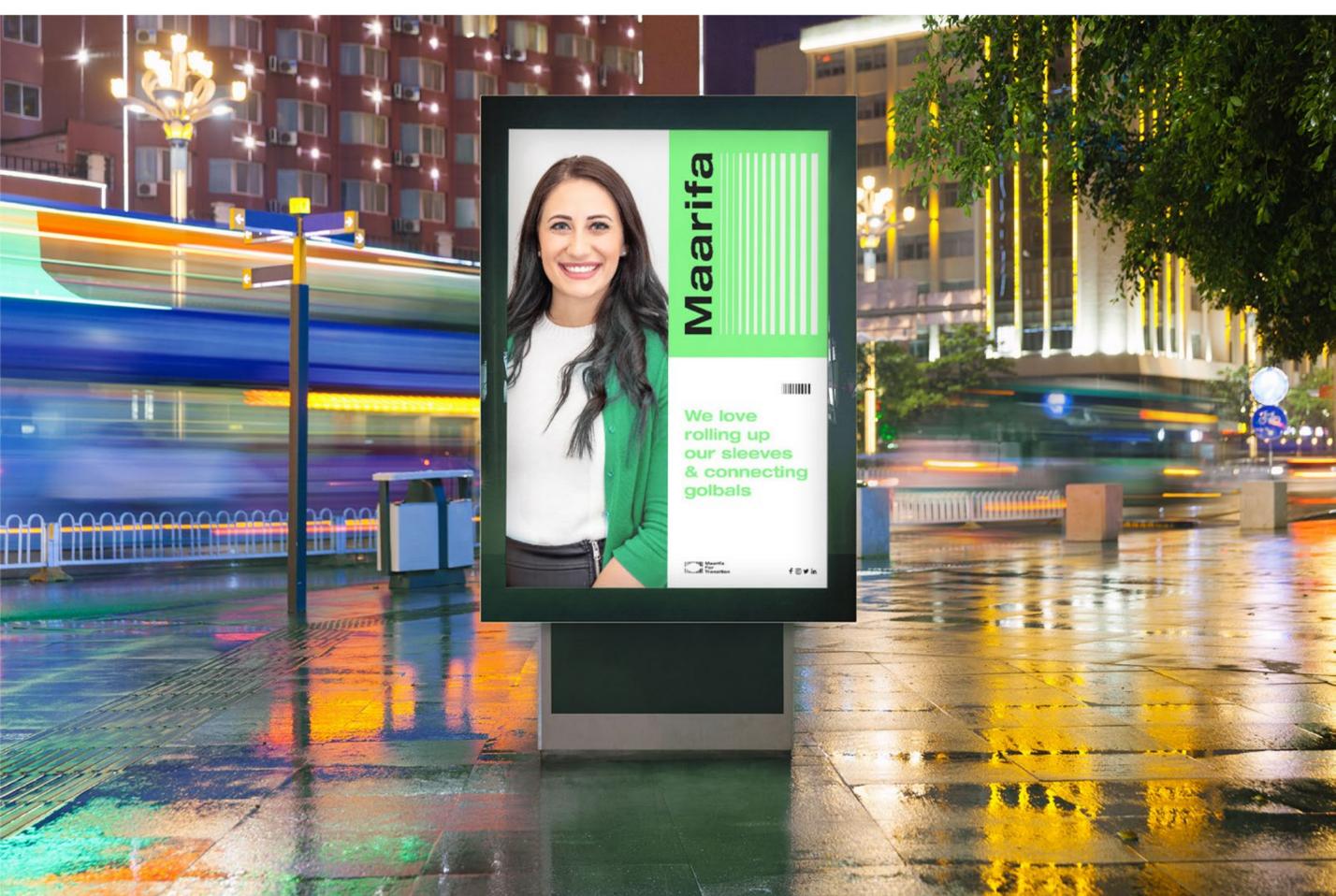
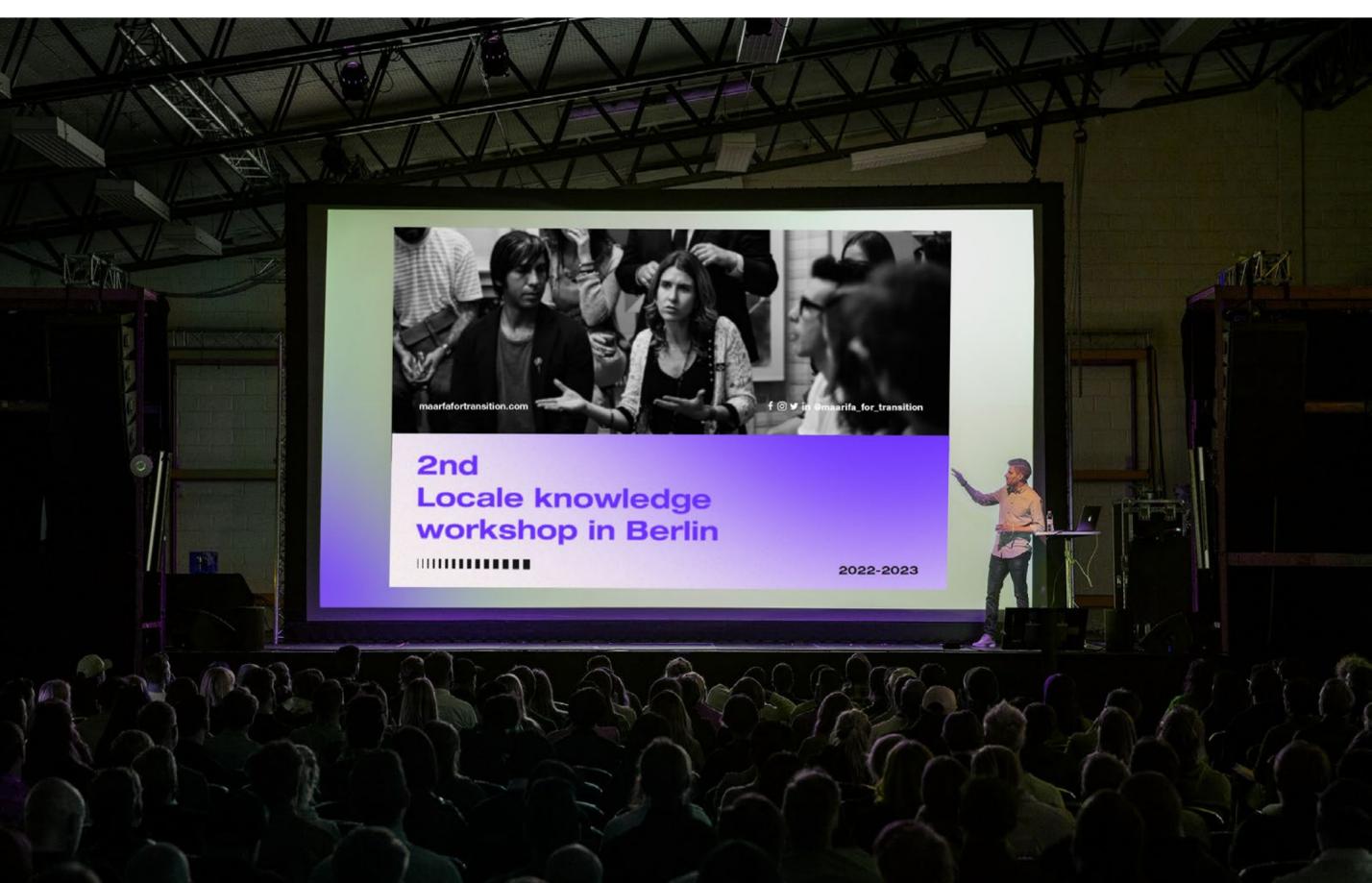
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Thank you to reach the finish of project

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