



TITLE Media Turtles  
CLIENT Media Turtles Group  
COUNTRY Saudi Arabia  
CATEGORY Identity - Brand identity design

AGENCY Bigbang  
CREDIT Ahmed Mohsen Mansour-Heba Naiem-Moaaz Galal  
COUNTRY Egypt. New Cairo

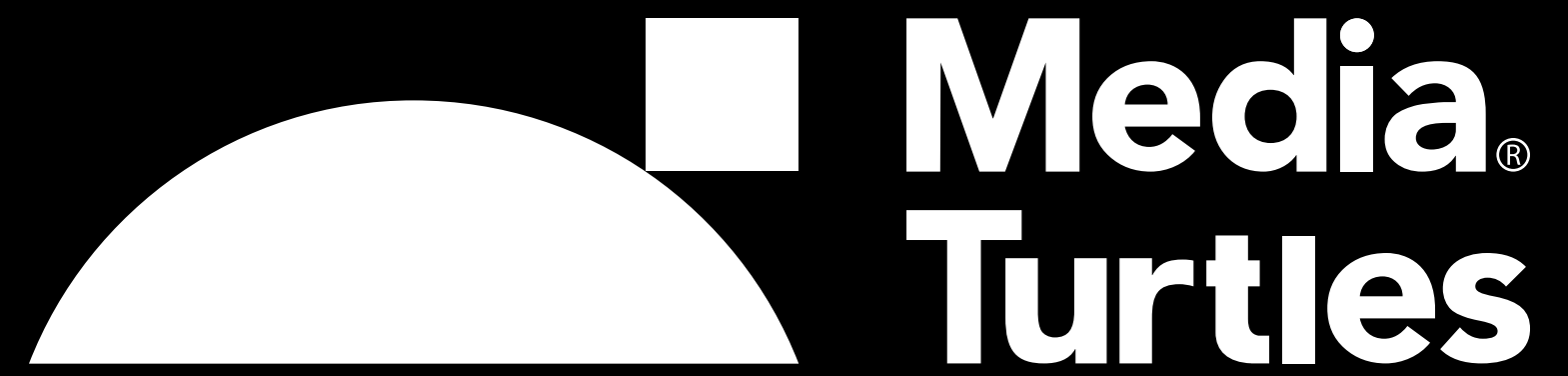


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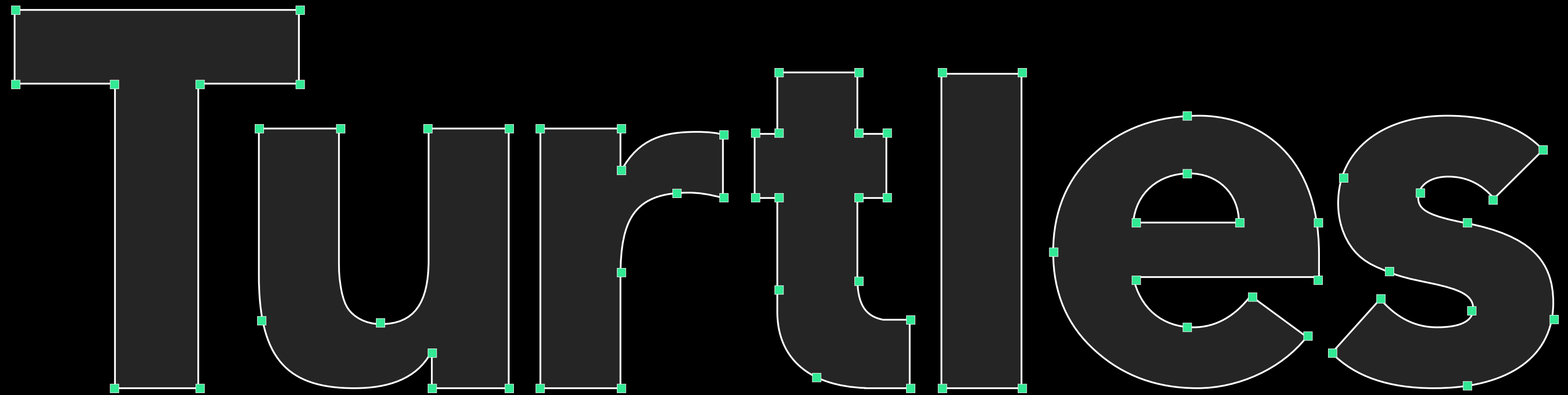
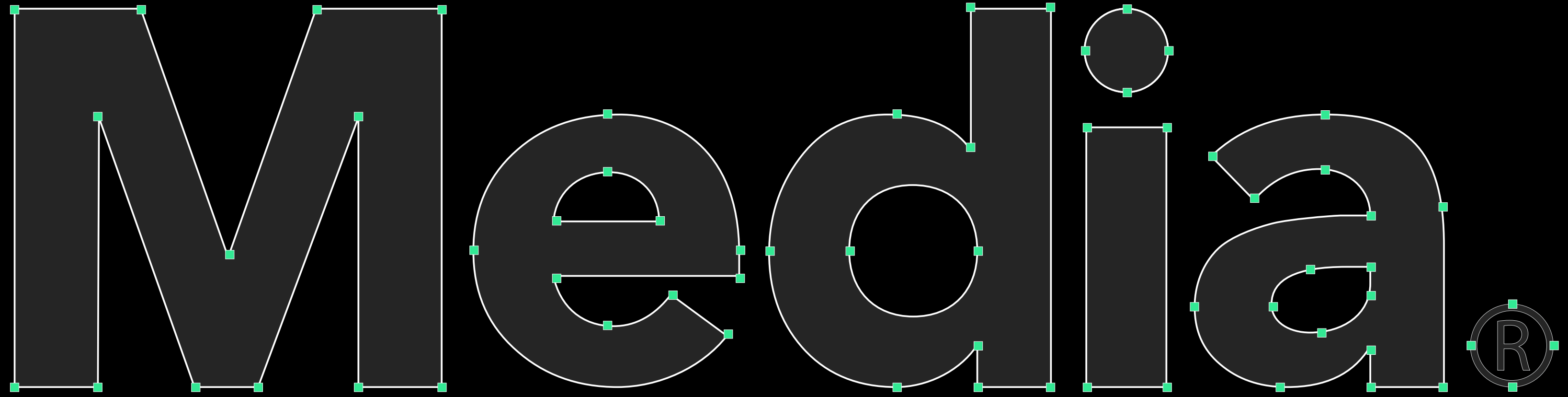
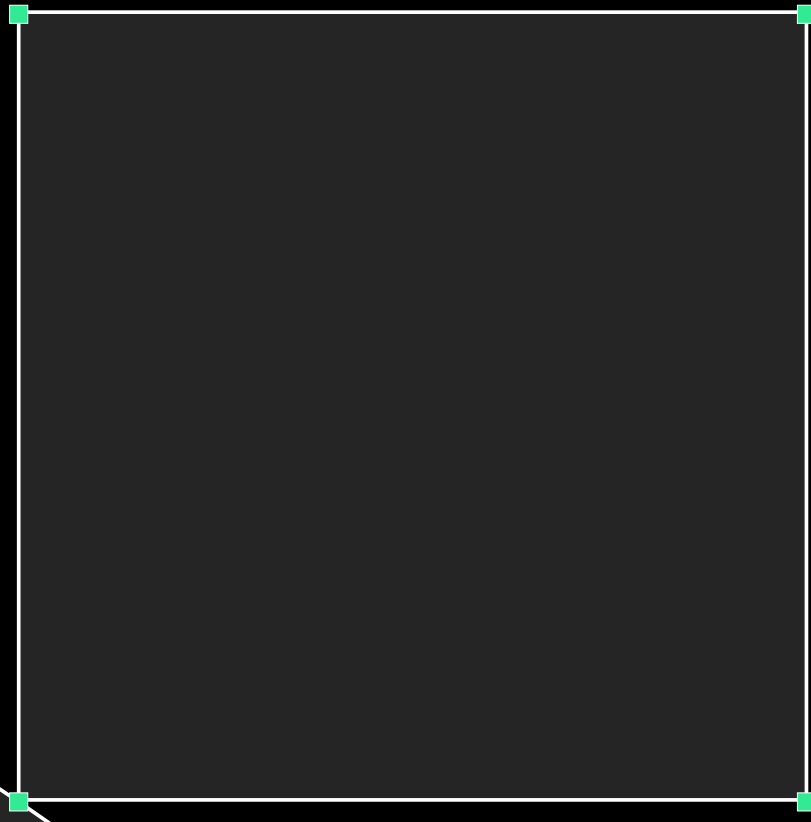


**Logo**



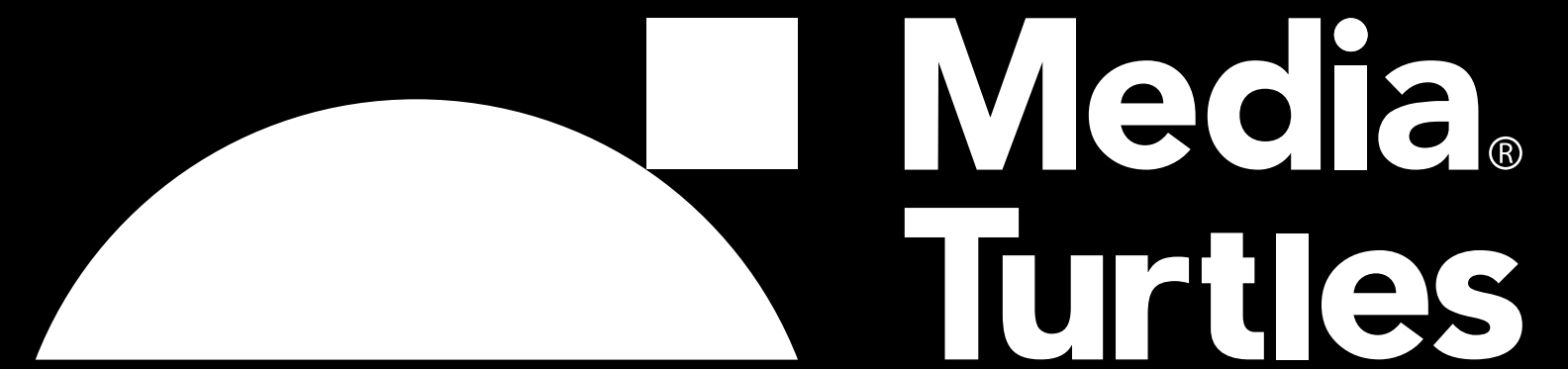
Our logo carries our name, mission and legacy. With it we establish our clear vision that there is a new way forward for logistics.

# Construction



Handcrafted, the logo has been carefully typeset for our use cases.

**Logo on black  
and white**



On white, our logo is used in black. On black, our logo is used in white.

## Logo scaling

Media.  
Turtles

Media.  
Turtles

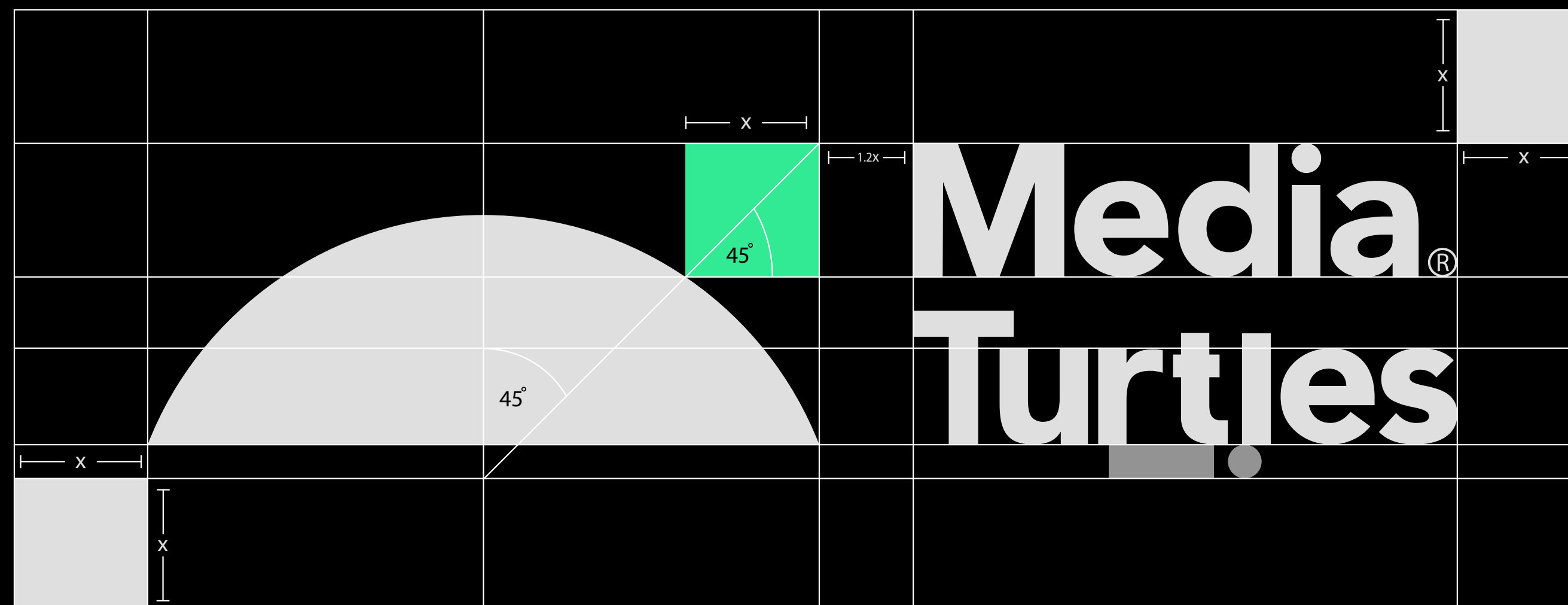
Media.  
Turtles

Media.  
Turtles



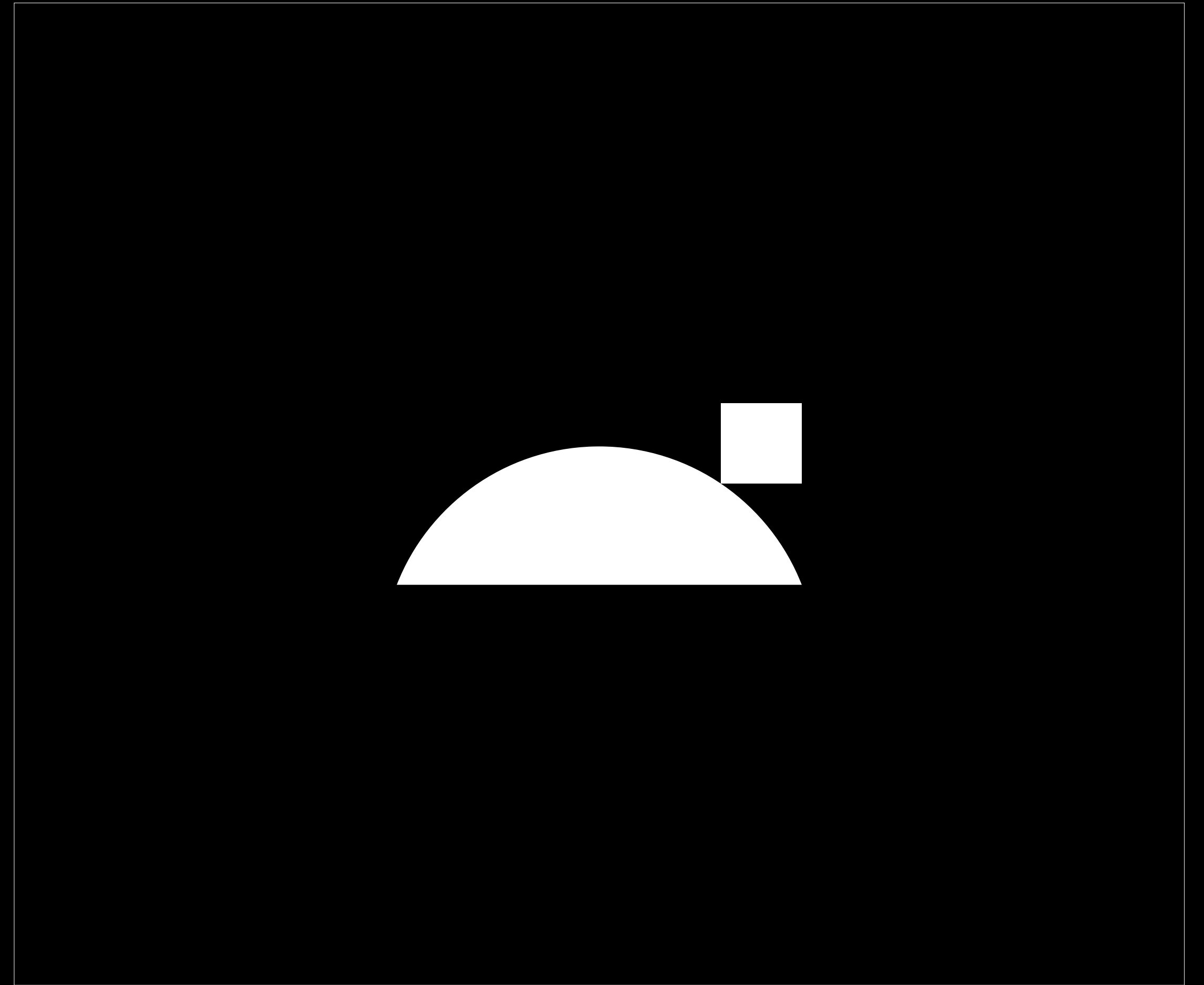
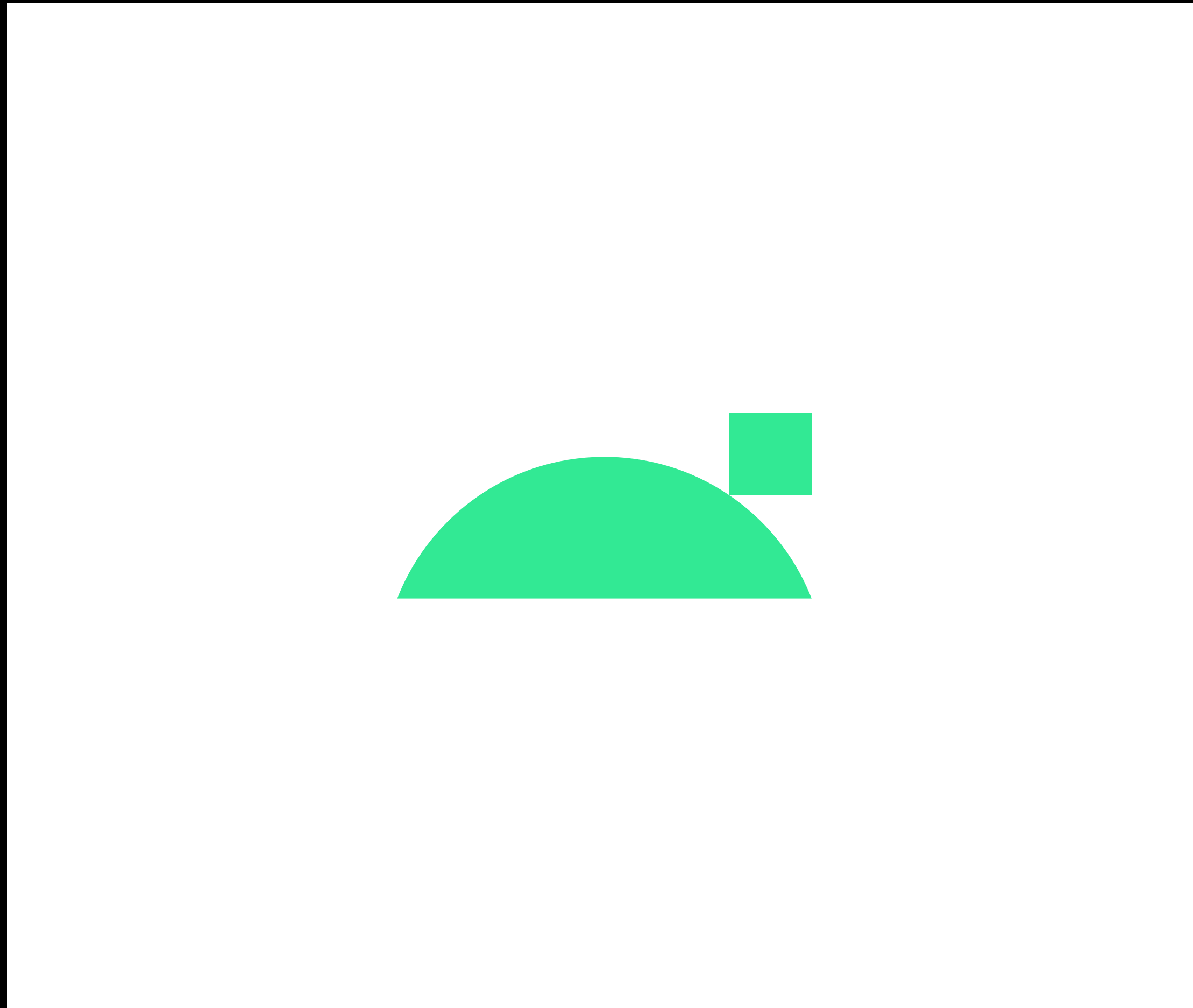
Always ensure the logo is legible and use your best judgement when scaling. If it becomes difficult to read it may be too large or small.

# Clearspace



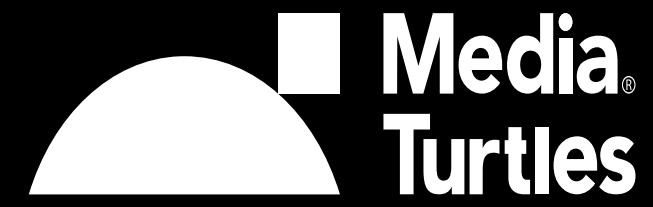
When placing additional elements around, use the x-height of the lowercase type as a spacing metric.

# icon



Our icon is the condensed version of our logo. It should only appear in green, black or white.

## Logo don'ts



Do not distort the logo



Do not use any filters or effects on the logo



Do not alter the proportions of the logo



Do not change the opacity of colors



Do not dismember or remove any element of the logo



Do not put inside any shapes

This page showcases some examples of what not to do to maintain the integrity of the logo across all brand communications.



## Weights

THIN

LIGHT

BOOK

REGULAR

BOLD

XBOLD

BLACK

HEAVY

NEXA THIN

NEXA LIGHT

NEXA BOOK

NEXA REGULAR

**NEXA BOLD**

NEXA XBOLD

**NEXA HEAVY BLACK**

NEXA HEAVY **YT HEAVY**

Typefaces transfer the voice of an organization to the reader.

## Arabic typeface

# خط اي بي ام بليكس

كانت حروف اللغة العربية في بدايتها تُكتب دون إعجام، أي بلا تنقيط فوقها أو تحتها؛ لذلك كان القارئ يعتمد على ذكائه وعلى السياق في التفرقة بين الحروف "كالباء، والتاء، والثاء"، وكانت تُصب جهود القدامى والمحدثين على تطوير الحروف العربية وترتيبها، فرتبوها وفقًا للشكل وهو ما يُسمى بـ "الترتيب الألفبائي"، كذلك رتبوا الحروف وفقًا لمخارجها وهو ما يُسمى بـ "الترتيب الصوتي"، أما النوع الثالث فهو "الترتيب الأبجدي".

Primary typeface

Type carries the voice and tone of our brand. Circular Bold is our primary headline weight.

## Arabic Weights



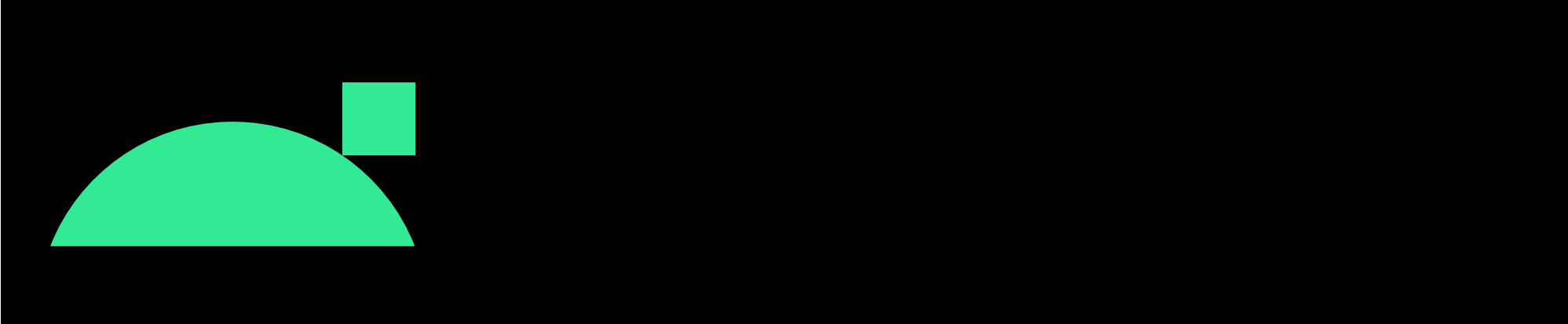
THIN  
REGULAR  
SIMI BOLD  
BOLD

میدیا تیرتلز  
میدیا تیرتلز  
میدیا تیرتلز  
میدیا تیرتلز

Primary typeface

Type carries the voice and tone of our brand. Circular Bold is our primary headline weight.

# Extended palette

	<b>Media<sup>®</sup> Turtles</b>	NAME: SPRING GREEN CMYK: 79, 0, 36, 9 RGB: 50, 233, 148 HEX: 32E994
	<b>Media<sup>®</sup> Turtles</b>	NAME: WHITE CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFFFF
	<b>Media<sup>®</sup> Turtles</b>	NAME: BLACK CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 HEX: 000000

In extended brand use,  
the full palette can be used.

# Dark mode UI

NAME: BLACK  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: 000000

NAME: NIGHT  
CMYK: 0, 0, 0, 94  
RGB: 16, 16, 16  
HEX: 101010

NAME: EERIE BLACK  
CMYK: 0, 0, 0, 86  
RGB: 36, 36, 36  
HEX: 242424

NAME: JET  
CMYK: 0, 0, 0, 77  
RGB: 58, 58, 58  
HEX: 3A3A3A

NAME: DIALY  
CMYK: 0, 0, 0, 60  
RGB: 102, 102, 102  
HEX: 666666

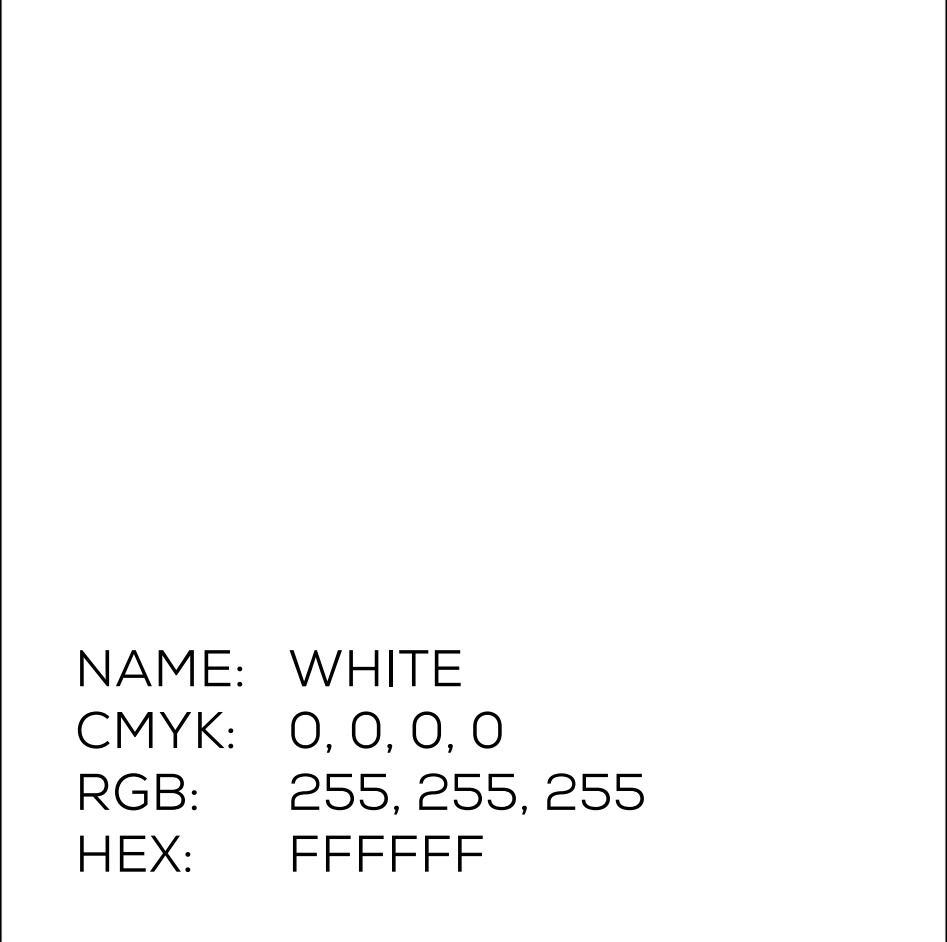
NAME: BATTLESHIP GRAY  
CMYK: 0, 0, 0, 46  
RGB: 137, 137, 137  
HEX: 898989

NAME: WHITE  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: FFFFFFFF

NAME: SPRING GREEN  
CMYK: 79, 0, 36, 9  
RGB: 50, 233, 148  
HEX: 32E994

The following palette has been designed specifically for our dark mode UI.

# Light Mode UI



NAME: WHITE  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: FFFFFFFF



NAME: SEASALT  
CMYK: 0, 0, 0, 2  
RGB: 250, 250, 250  
HEX: FAFafa



NAME: PLATINUM  
CMYK: 0, 0, 0, 10  
RGB: 230, 230, 230  
HEX: E6E6E6



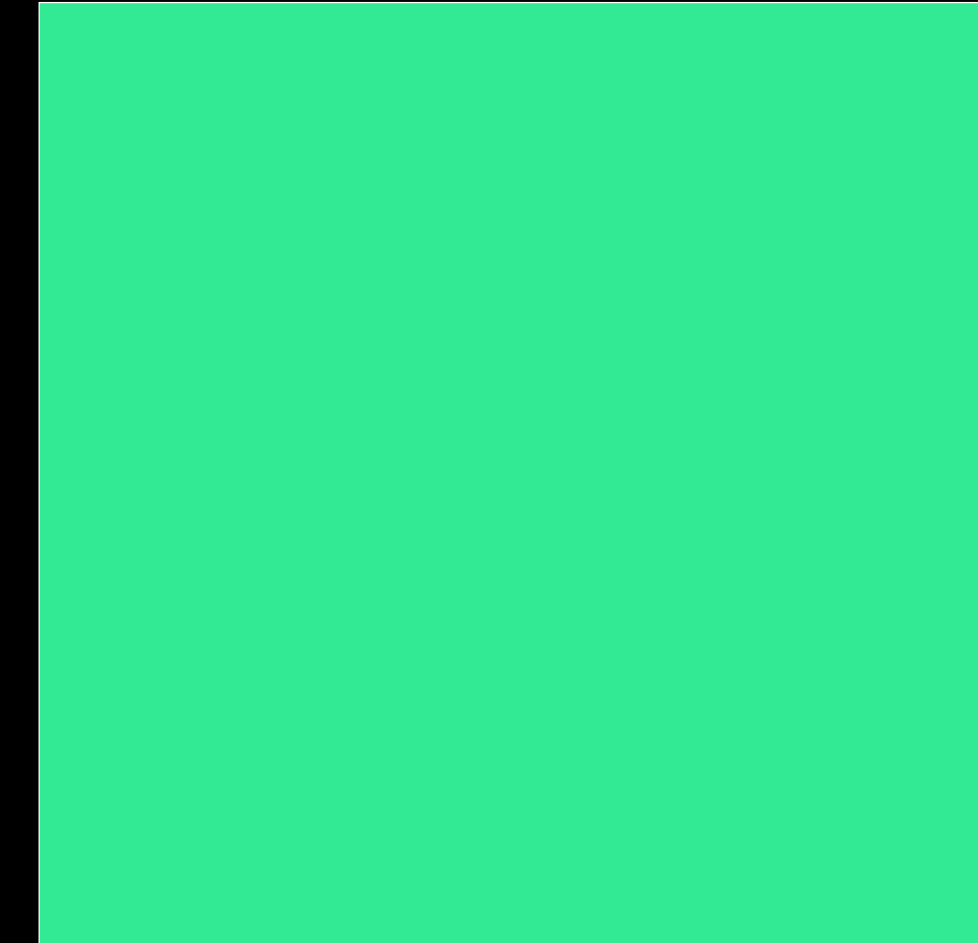
NAME: SILVER  
CMYK: 0, 0, 0, 25  
RGB: 190, 190, 190  
HEX: BEBEBE



NAME: DIM GRAY  
CMYK: 0, 0, 0, 55  
RGB: 115, 115, 115  
HEX: 737373

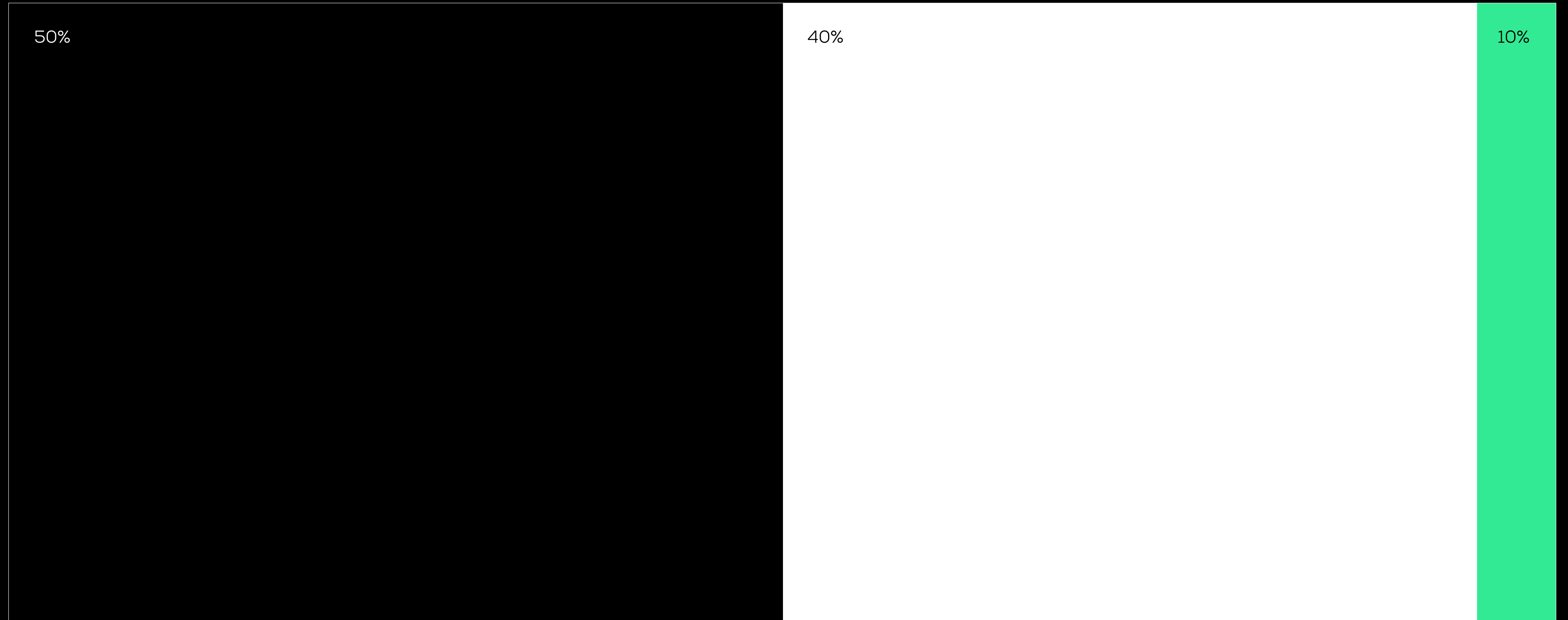


NAME: BLACK  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: 000000



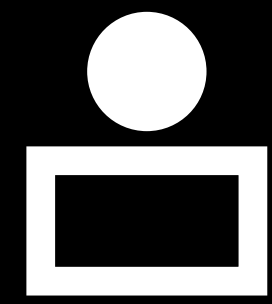
The following palette has been designed specifically for our light mode UI.

# Color proportion

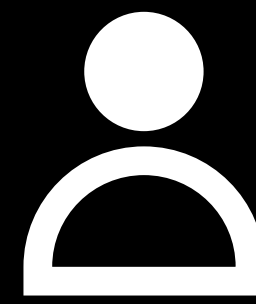


Our primary palette is organized here by scale. The bigger the bar, the more prominence it should carry in the identity.

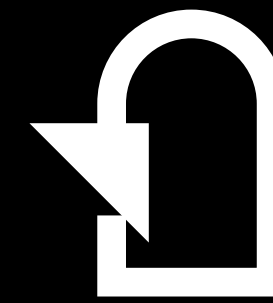
# Large



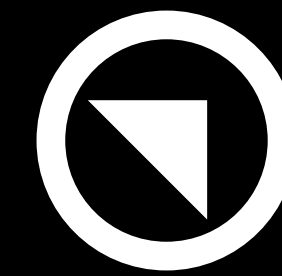
Male



Female



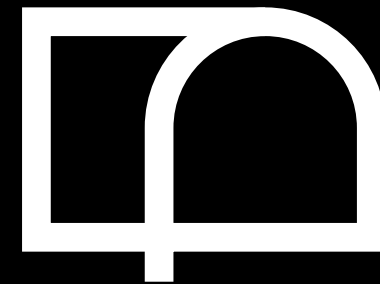
exit



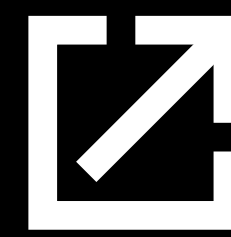
play



Parking



Mail Box



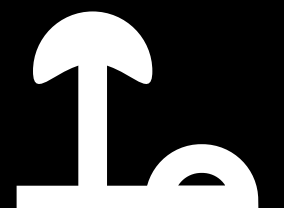
direction



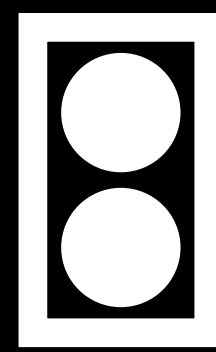
cafe



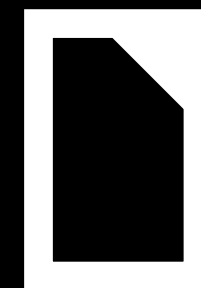
submit message



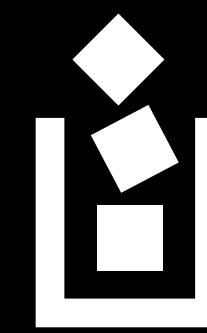
park



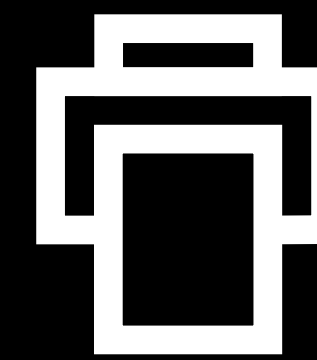
megaphone



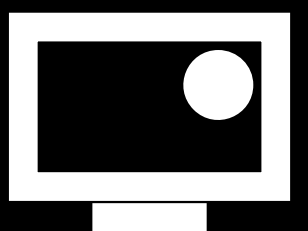
documents



trash bin



printer



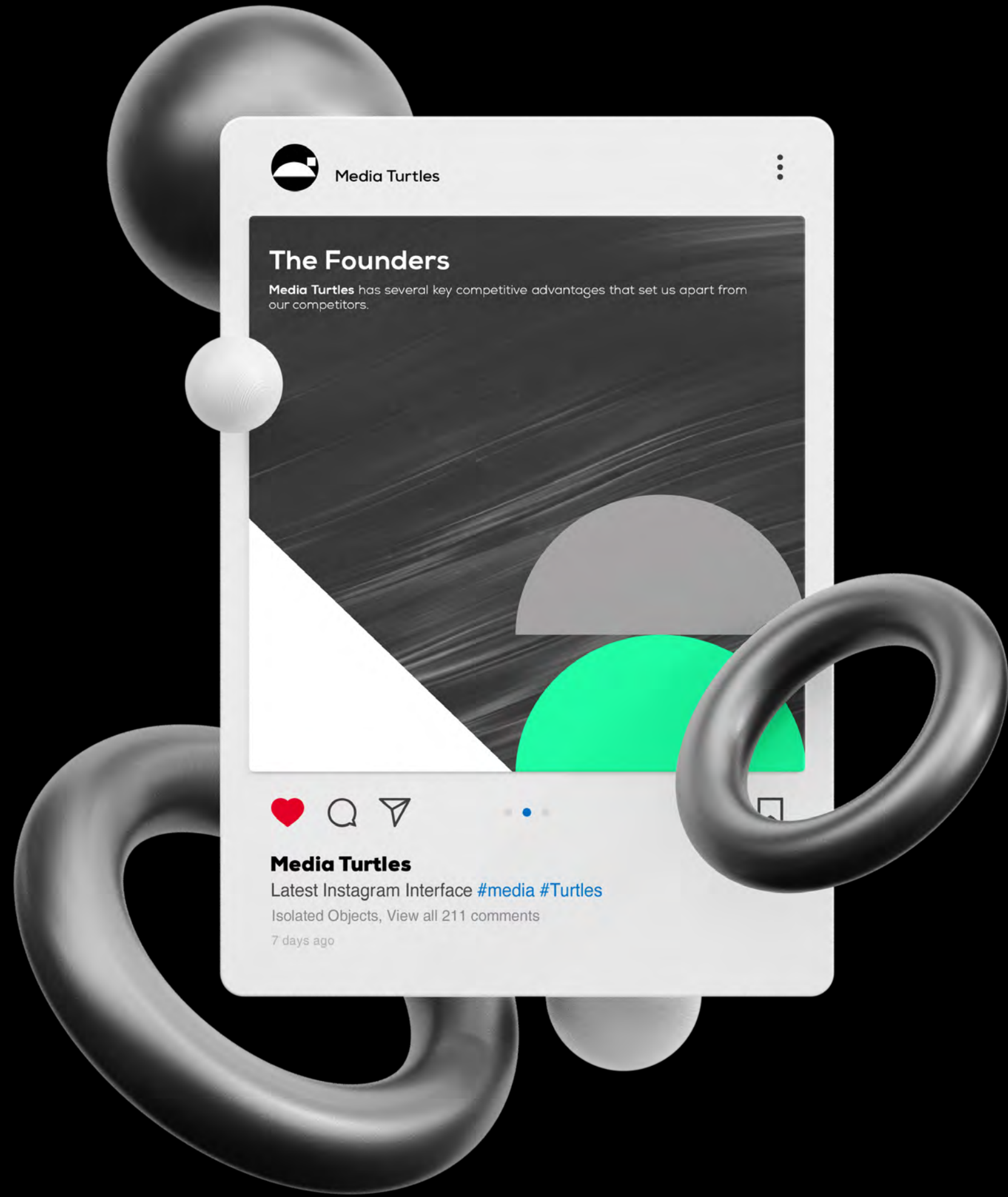
website

These icons are optimized for use in Standard's top bar at 40 x 40 px.

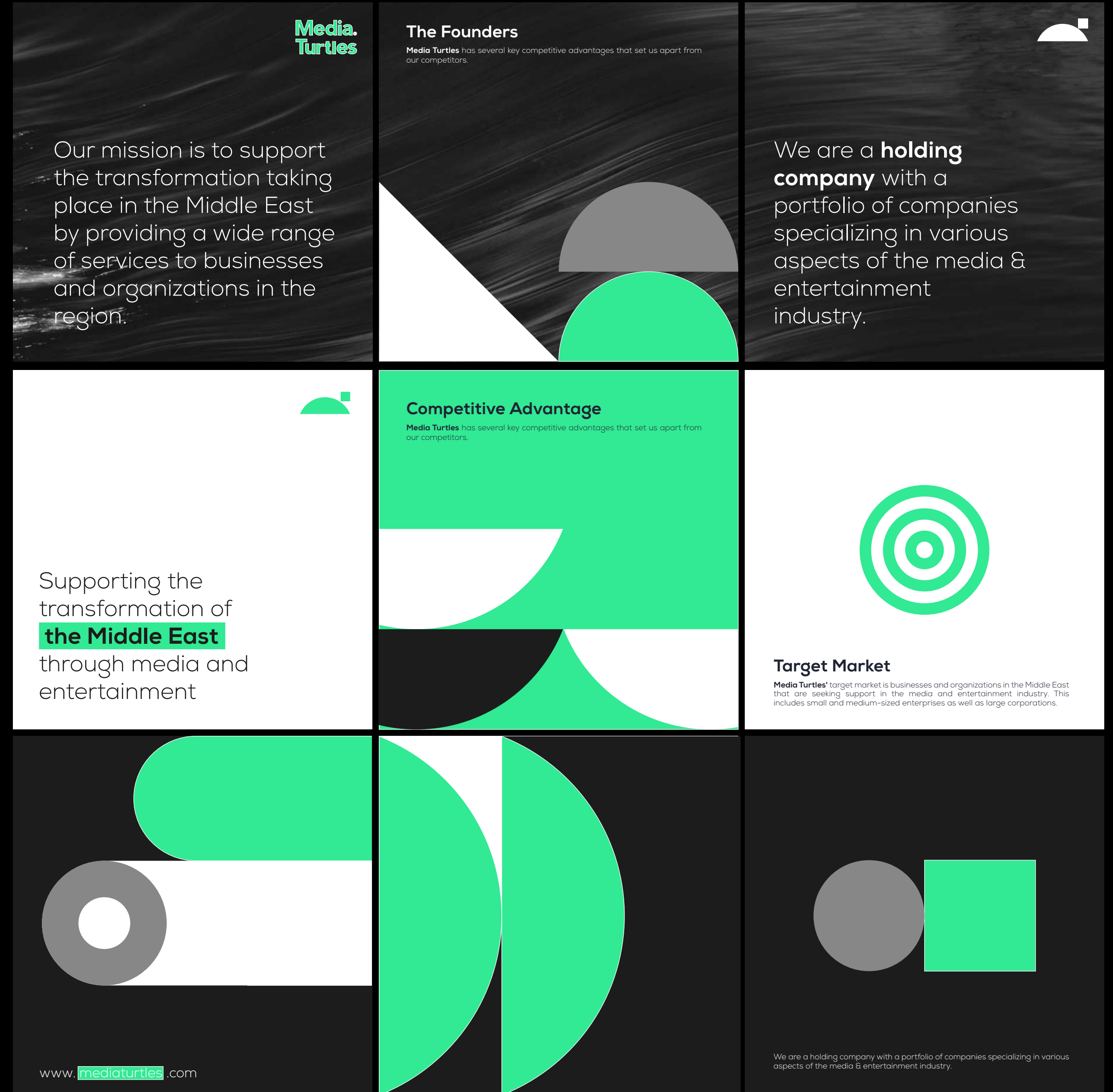




# social media

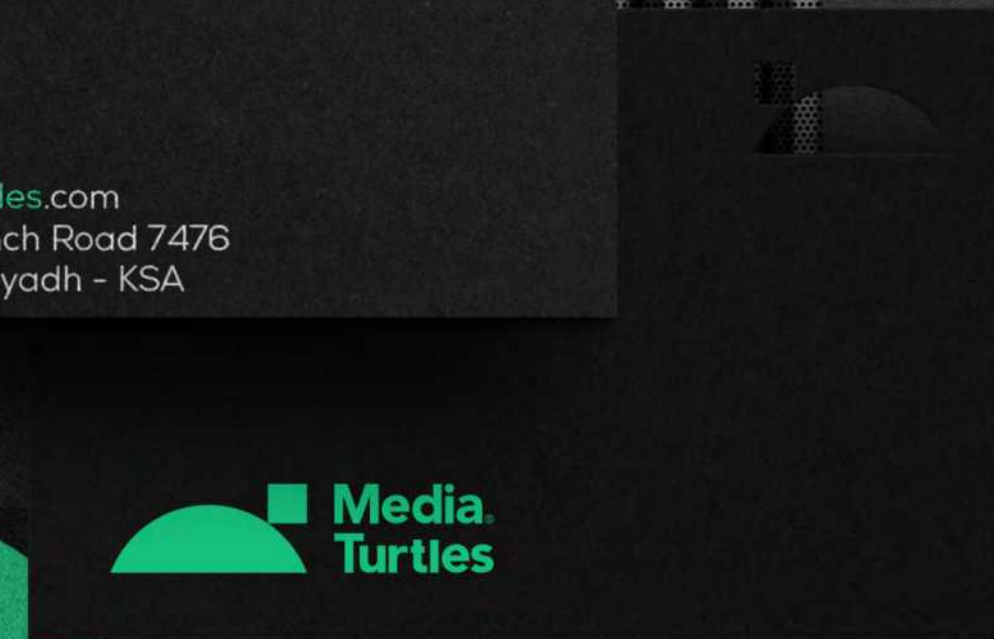
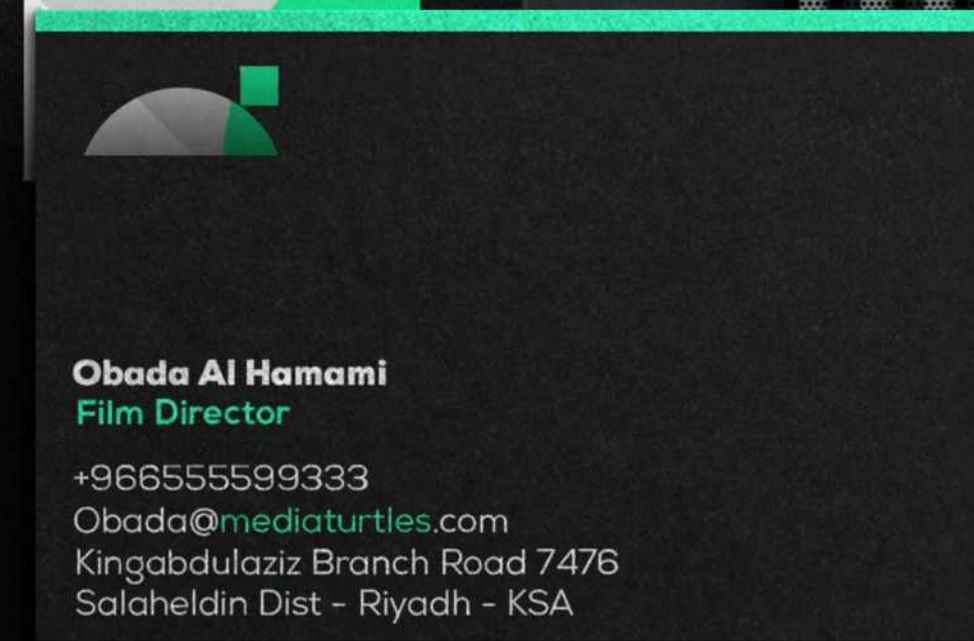
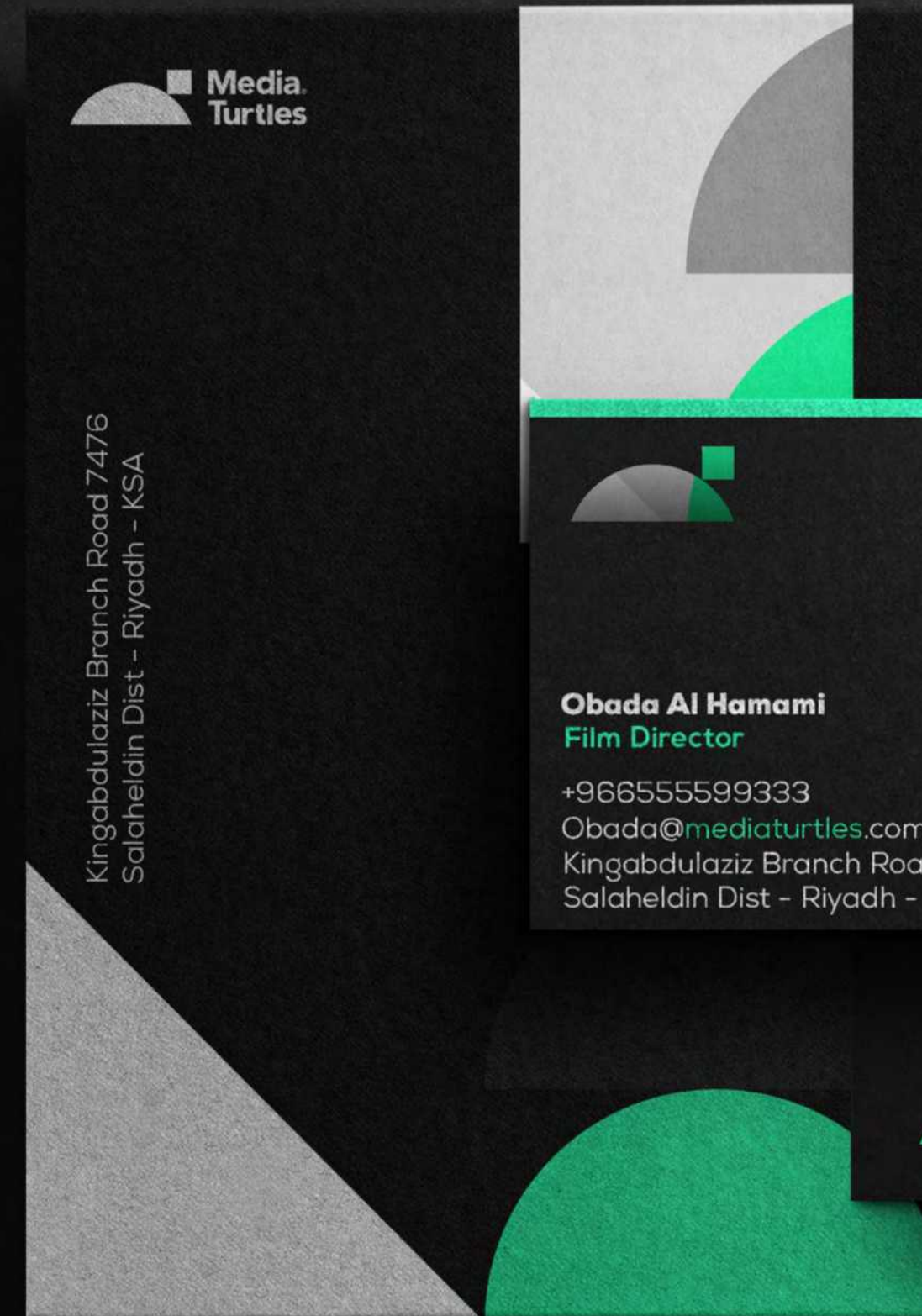


We created a set of illustrations to help communicate specific product features and elements. Many of them are versatile enough to help tell all various product stories.

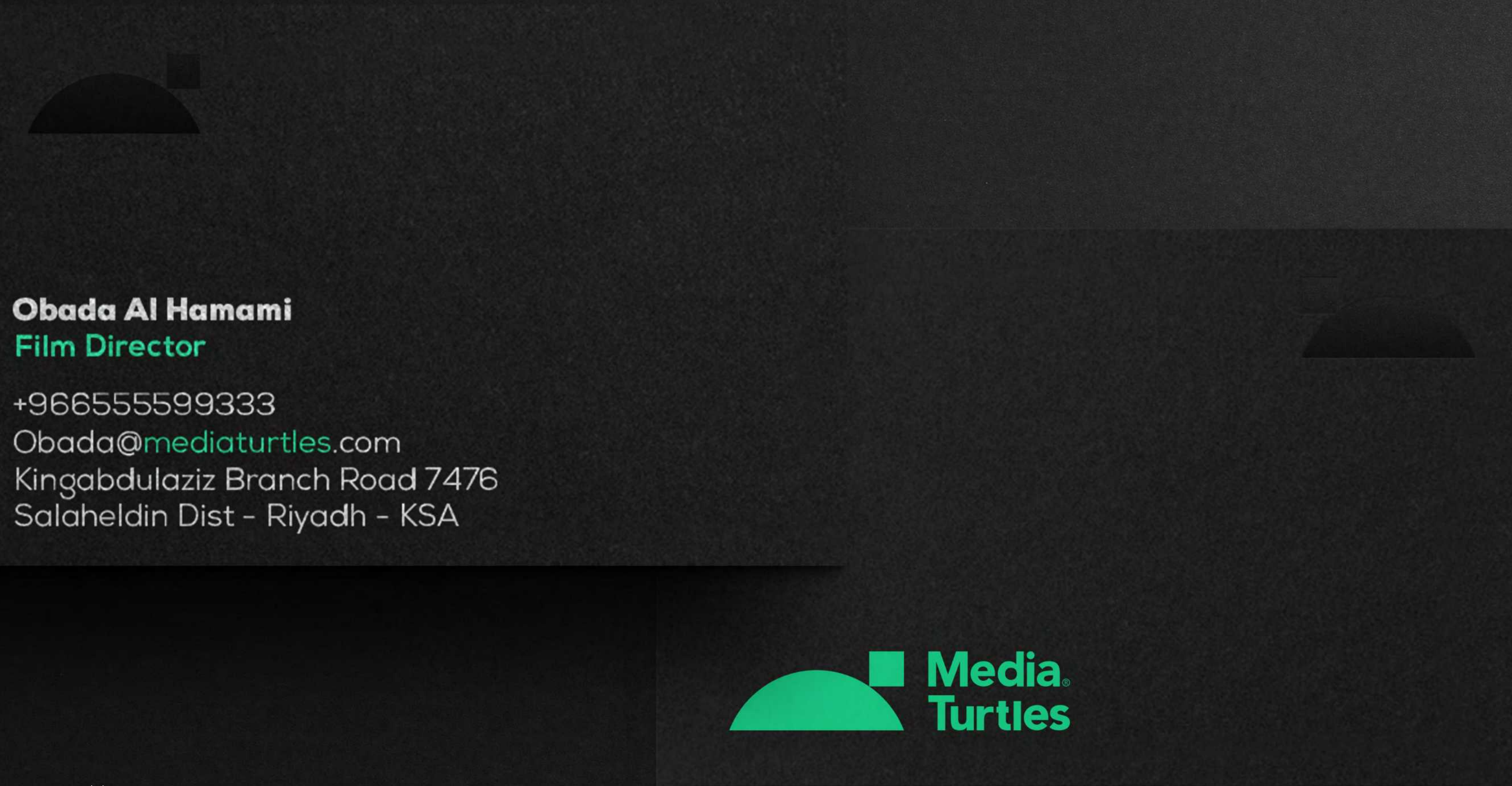


www.[mediaturtles.com](http://mediaturtles.com)

We are a holding company with a portfolio of companies specializing in various aspects of the media & entertainment industry.

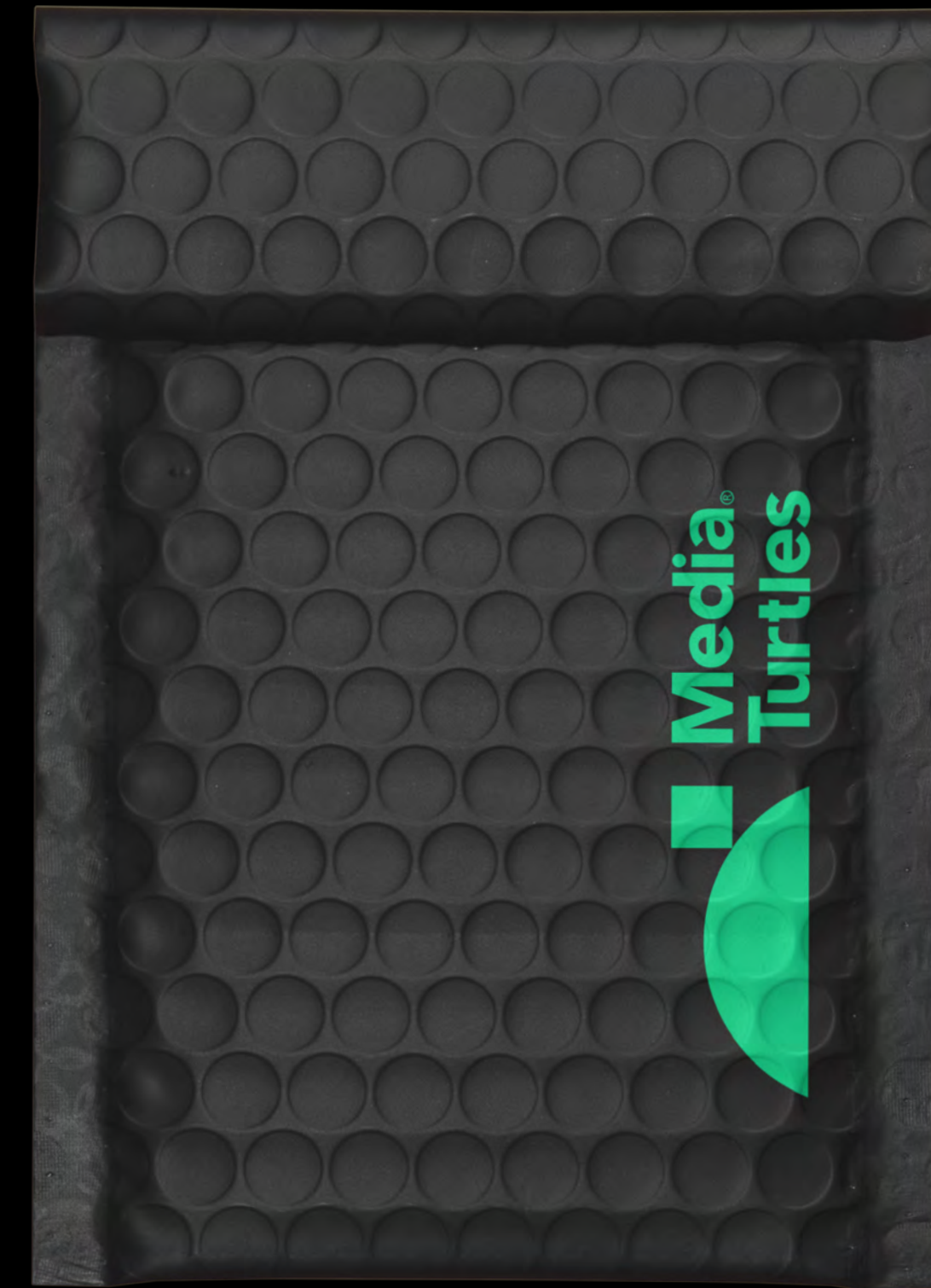
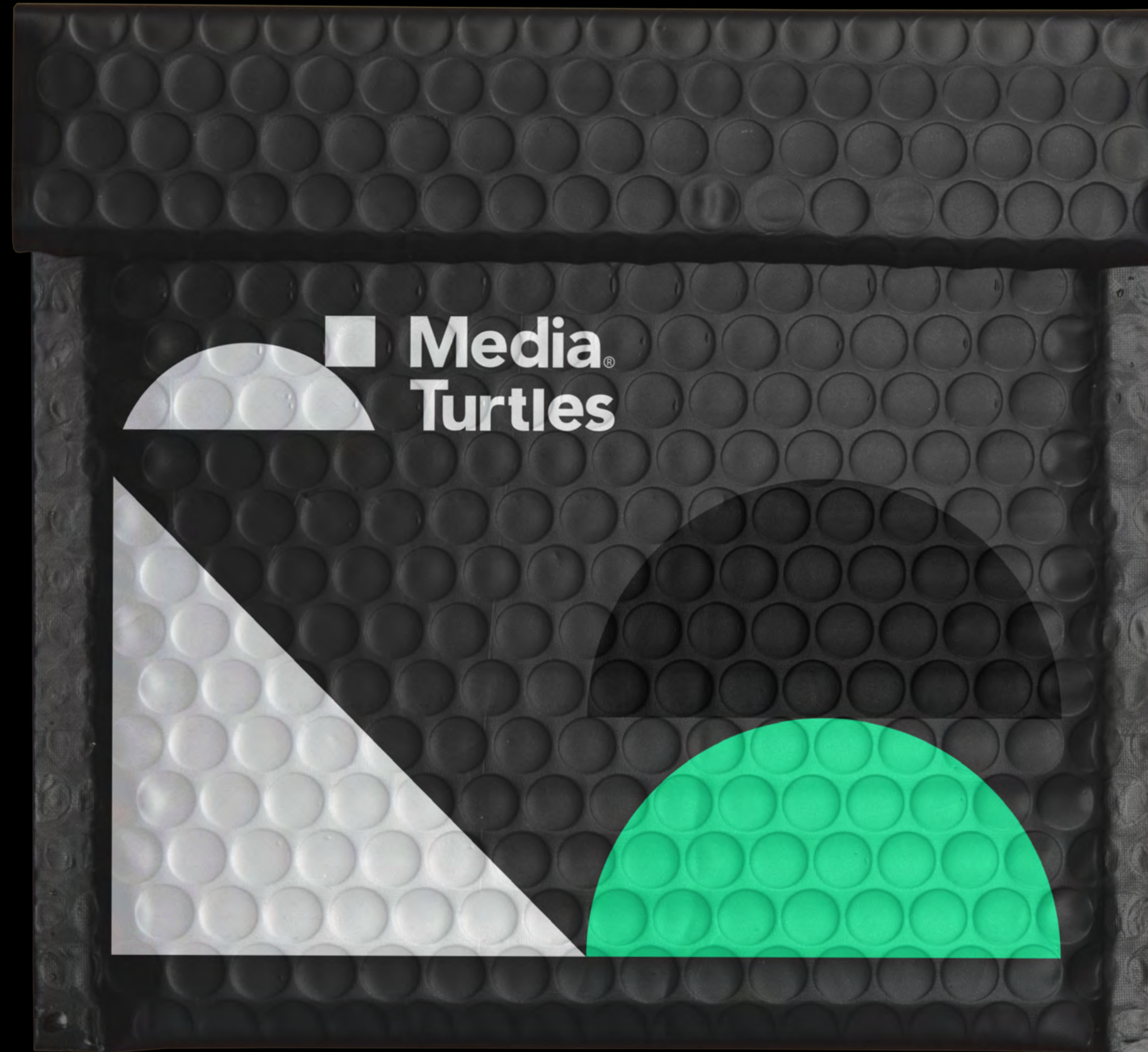


# Application



This place has a die-cut printing (\*) concept for the "Turtle" icon.  
(\* In the printing world, a Die refers to a thin, razor-sharp steel blade formed into a specific shape or pattern (sort of like a heavy-duty cookie-cutter). Consequently, Die-Cutting refers to the act of using this sharp die to cut paper, cardstock, label stock, or other substrates into various shapes.

# Application





Media<sup>®</sup>  
Turtles

# Application



# Application



# Application





# Application

## The Founders

Media Turtles has several key competitive advantages that set us apart from our competitors.



We are a **holding company** with a portfolio of companies specializing in various aspects of the media & entertainment industry.

## Competitive Advantage

Media Turtles has several key competitive advantages that set us apart from our competitors.

# Application



# Application



# Application

