محايد Muhayed

كل الأطراف، ميزان واحد • Every side. One standard.

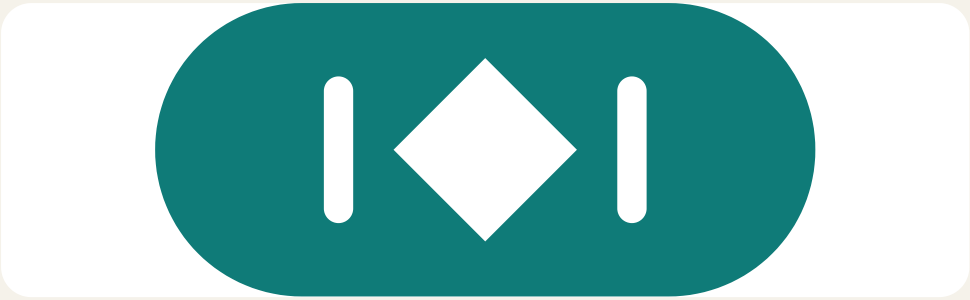
Brand book

The logo in every version, colours, fonts, templates, usage and every file to download.

All files: brand.muhayed.com · Google Drive folder · Full kit (ZIP)

Version 1.0 · 21 September 2026

01 The idea



Muhayed (محايد) means *impartial*. The identity says it without words.

The symbol is **the Level**: a spirit level with its bubble dead centre, leaning to no side. The bubble is a diamond, the same shape as the two dots under the ي in محايد, so the symbol and the Arabic lettering belong to each other.

In the primary logo the symbol sits exactly between the Arabic and the English names. In English, being "on the level" means being honest.

The palette is deliberately neutral: ink and paper, with a single teal accent that belongs to no Lebanese political party.

02

Logo versions

Six versions. Use SVG for web and print, PNG where SVG isn't accepted. Transparent backgrounds. Every version also comes in colour-on-dark, black and white (next page).

Horizontal

Primary logo. Use it wherever there is room.

SVG PNG

Stacked

Square and tall spaces: posters, profile headers, merchandise.

SVG PNG

Arabic only

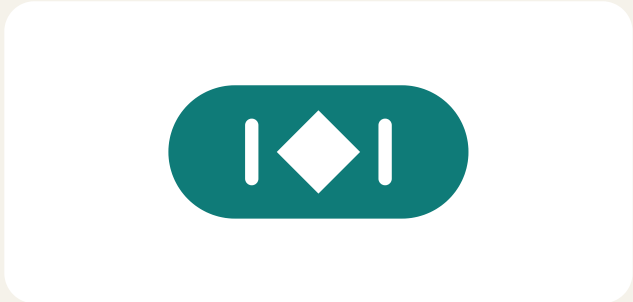
Arabic-only pages, Arabic print.

SVG PNG

English only

English-only contexts.

SVG PNG



Symbol — the Level

App icon, avatar, watermark, video bug.

SVG PNG

Compact symbol

Favicon and anything under 28 px.

SVG PNG

03 Colourways

Colour on light for light backgrounds, colour on dark for dark ones, black for one-colour print, white for photos and video. The Arabic-only, English-only and compact versions follow the same four colourways (see the asset index).

Colour · on light SVG PNG

Colour · on dark SVG PNG

Black SVG PNG

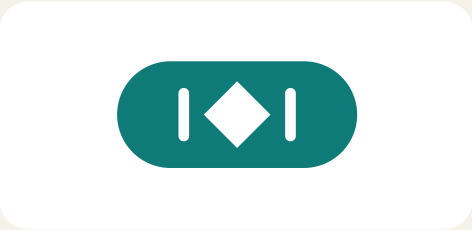
White SVG PNG

Colour · on light SVG PNG

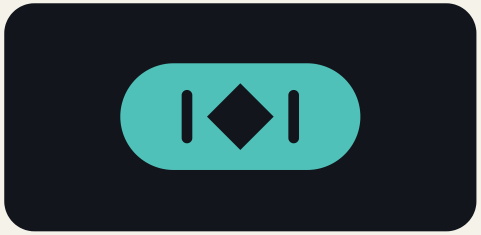
Colour · on dark SVG PNG

Black SVG PNG

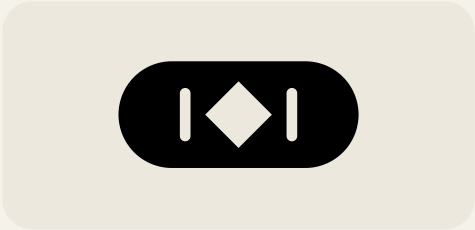
White SVG PNG



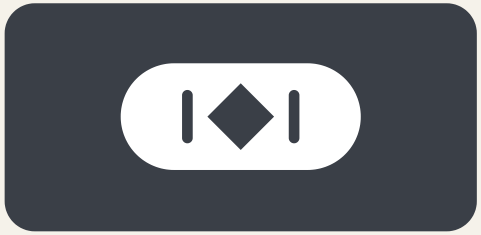
Colour · on light SVG PNG



Colour · on dark SVG PNG



Black SVG PNG



White SVG PNG

04 Clear space, size and misuse

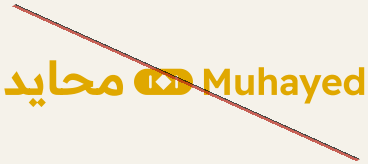
Clear space on every side = the height of the symbol.

Version	Screen	Print
Horizontal	160 px	40 mm
Stacked	90 px	22 mm
Symbol	28 px	8 mm
Compact symbol	16 px	5 mm

Minimum widths.

Never

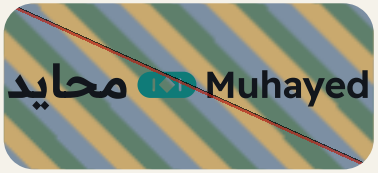
Stretch or squash



Recolour (party colours)

Split the primary logo

Add effects



Colour logo on busy images

05 Colour

#12161C

Ink

Text, dark backgrounds

RGB 18 22 28
CMYK 36 21 0 89

#F5F2EA

Paper

Page background

RGB 245 242 234
CMYK 0 1 4 4

#0F7B78

Level Teal

Symbol, links, buttons

RGB 15 123 120
CMYK 88 0 2 52

#4FC1B9

Teal Light

Symbol and links on dark backgrounds only

RGB 79 193 185
CMYK 59 0 4 24

#5B6573

Slate

Secondary text, captions

RGB 91 101 115
CMYK 21 12 0 55

#E3DED2

Mist

Lines, dividers, soft fills

RGB 227 222 210
CMYK 0 2 7 11

Story confidence labels

Unconfirmed عاجل · غير مؤكد #6B7280 Developing قيد المتابعة #3F4AA6 Confirmed مؤكد #0F7B78

Conflicting reports روايات متضاربة #8E3B6B

All text colours meet accessibility contrast (4.5:1 or better). CMYK values are starting points: confirm with your printer. Never use Lebanese party colours (yellow, green, orange, red, royal blue) for brand or editorial elements.

06 Typography

HEADLINES AND LOGO

Readex Pro

عنوان رئيسي بخط ريدكس برو

A headline set in Readex Pro

Weights 400, 500, 600.

Download: fonts.google.com/specimen/Readex+Pro

ARTICLE TEXT, CAPTIONS, INTERFACE

IBM Plex Sans Arabic

نص المقال بخط آي بي إم بلكس العربي، واضح ومريح للقراءة الطويلة.

Article text in IBM Plex Sans Arabic, clear and comfortable for long reading.

Weights 400, 500, 600.

Download: fonts.google.com/specimen/IBM+Plex+Sans+Arabic

Style	Font	Size (web)	Weight
Headline	Readex Pro	40–64 px	600
Subheading	Readex Pro	24–28 px	500
Body	IBM Plex Sans Arabic	18–20 px (Arabic 19–21 px)	400
Caption, labels	IBM Plex Sans Arabic	14–15 px	500

On each font's Google Fonts page choose **Get font** → **Download all**. Both are free under the Open Font License, including commercial use.

07 Favicon and app icons

File	Used for	Size
favicon.ico	Browser tab (all browsers)	16, 32, 48
favicon.svg	Browser tab (modern browsers)	Any size
favicon-32.png	Browser tab, PNG	32×32
apple-touch-icon.png	iPhone and iPad home screen	180×180
icon-192.png	Android home screen	192×192
icon-512.png	Android splash, app stores	512×512
icon-maskable-512.png	Android adaptive icon	512×512
site.webmanifest	Tells phones which icons to use	—

Folder: brand.muhayed.com/favicon/ · Google Drive

08 Social media

Upload the PNG files. The dark profile picture is the main one on every network. Social folder on Google Drive

Profile picture · dark (main)

1080×1080 px · X, Instagram, Facebook, TikTok, YouTube, WhatsApp Channel

PNG SVG

Profile picture · light

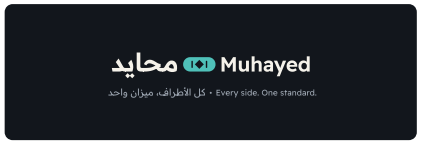
1080×1080 px · Alternative for light feeds

PNG SVG

Profile picture · teal

1080×1080 px · Alternative, campaigns

PNG SVG



X header

1500×500 px · X (Twitter) profile banner

PNG SVG

Facebook cover

1640×624 px · Facebook page cover

PNG SVG

LinkedIn cover

1128×191 px · LinkedIn page banner

PNG SVG

YouTube banner

2560×1440 px · Channel art; keep content inside the central 1546×423

PNG SVG

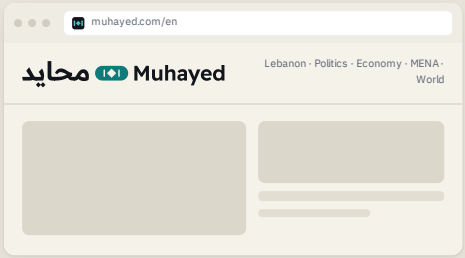
Default share image

1200×630 px · Shown when the homepage or a page without its own image is shared

PNG SVG

09

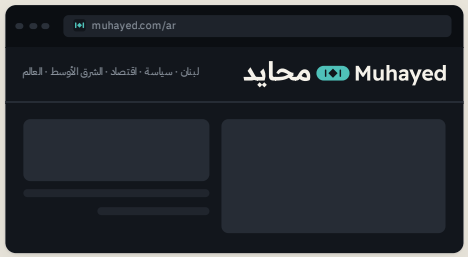
In use — platform and social



Website header — light

Primary horizontal logo, colour on light. Favicon in the browser tab.

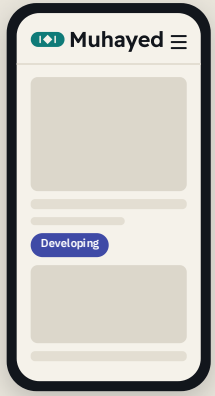
Logo SVG · Favicon SVG · Favicon ICO



Website header — dark mode, Arabic

Colour on dark version. On Arabic pages the logo sits on the right, where the reader starts.

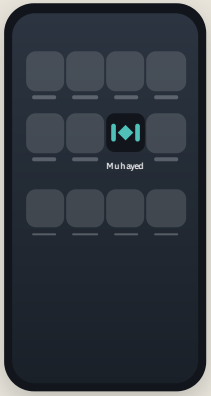
Logo SVG · Logo PNG



Mobile site header

Single-language logo on small screens: English only on English pages, Arabic only on Arabic pages.

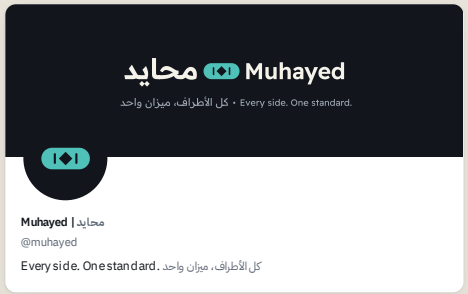
English SVG · Arabic SVG



Phone home screen

App icon and "add to home screen" icon: the compact symbol on an Ink tile.

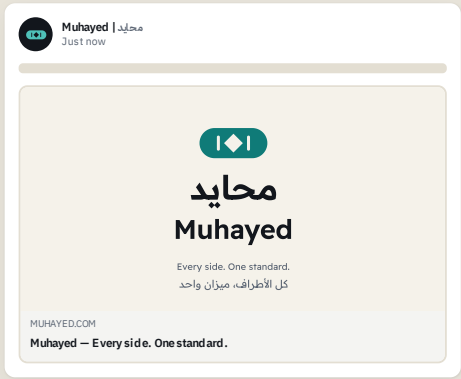
Apple icon · Icon 512 · Maskable icon



Social profile (X)

Header banner plus the dark profile picture. The same profile picture is used on every network.

X header · Profile picture



Link shared in a feed

The default share image appears when a page without its own photo is shared. Story pages share their own photo with the Muhayed badge.

Share image PNG

09 In use — content and video

Instagram / social post

Headline card template: category, confidence label, headline in both languages, logo at the foot.

Logo SVG

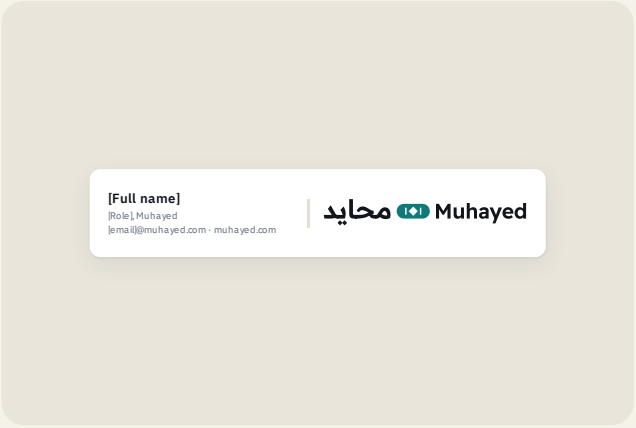
Video: watermark and lower third

White symbol as a corner watermark; lower third on an Ink band with the compact tile.

White symbol PNG

Compact white PNG

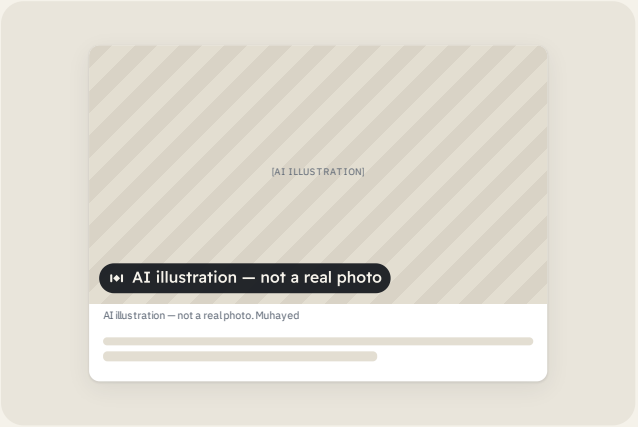
Tile PNG



Email signature

Horizontal logo, colour on light, at 200–240 px wide.

Logo PNG



AI illustration in a story

The AI badge is burned into the image: English bottom-left, Arabic bottom-right. The same words go in the caption.

Badge EN

Badge AR

10

Editorial labels

Confidence labels

Unconfirmed · عاجل · غير مؤكد

Developing · قيد المتابعة

Confirmed · مؤكد

Conflicting reports · روايات متضاربة

Story types

Statement · بيان

Press release · بيان صحفي

Photo credits

File photo: [Author], Wikimedia Commons, CC BY-SA 4.0
صورة أرشيفية: [المصوّر]، ويكيميديا كومنز
Photo: [Official source]

AI illustration badge

AI illustration — not a real photo

رسم بالذكاء الاصطناعي، ليست صورة حقيقية

Burned into every AI-generated image: English bottom-left, Arabic bottom-right. The same words go in the caption and the image's hidden data.

English SVG · English PNG · Arabic SVG · Arabic PNG

11 Tagline and voice

كل الأطراف، ميزان واحد

Every side. One standard.

Calm

No shouting, no "عاجل" on everything, no exclamation marks. Urgency is shown by the confidence label, not the tone.

Plain

Short sentences and everyday words in both languages. Explain, don't impress.

Even-handed

Neutral wording, every claim credited to who made it, no loaded terms from any side.

12 Asset index

Every file is at brand.muhayed.com under the same folder names, and on Google Drive. Click a file name to download it.

Folder	File (link)
logo/	muhayed-arabic-black.png
logo/	muhayed-arabic-black.svg
logo/	muhayed-arabic-color-dark.png
logo/	muhayed-arabic-color-dark.svg
logo/	muhayed-arabic-color-light.png
logo/	muhayed-arabic-color-light.svg
logo/	muhayed-arabic-white.png
logo/	muhayed-arabic-white.svg
logo/	muhayed-compact-black.png
logo/	muhayed-compact-black.svg
logo/	muhayed-compact-color-dark.png
logo/	muhayed-compact-color-dark.svg
logo/	muhayed-compact-color-light.png
logo/	muhayed-compact-color-light.svg
logo/	muhayed-compact-white.png
logo/	muhayed-compact-white.svg
logo/	muhayed-english-black.png
logo/	muhayed-english-black.svg
logo/	muhayed-english-color-dark.png
logo/	muhayed-english-color-dark.svg

Folder	File (link)
logo/	muhayed-english-color-light.png
logo/	muhayed-english-color-light.svg
logo/	muhayed-english-white.png
logo/	muhayed-english-white.svg
logo/	muhayed-horizontal-black.png
logo/	muhayed-horizontal-black.svg
logo/	muhayed-horizontal-color-dark.png
logo/	muhayed-horizontal-color-dark.svg
logo/	muhayed-horizontal-color-light.png
logo/	muhayed-horizontal-color-light.svg
logo/	muhayed-horizontal-white.png
logo/	muhayed-horizontal-white.svg
logo/	muhayed-stacked-black.png
logo/	muhayed-stacked-black.svg
logo/	muhayed-stacked-color-dark.png
logo/	muhayed-stacked-color-dark.svg
logo/	muhayed-stacked-color-light.png
logo/	muhayed-stacked-color-light.svg
logo/	muhayed-stacked-white.png

Asset index (continued)

Folder	File (link)
logo/	muhayed-stacked-white.svg
logo/	muhayed-symbol-black.png
logo/	muhayed-symbol-black.svg
logo/	muhayed-symbol-color-dark.png
logo/	muhayed-symbol-color-dark.svg
logo/	muhayed-symbol-color-light.png
logo/	muhayed-symbol-color-light.svg
logo/	muhayed-symbol-white.png
logo/	muhayed-symbol-white.svg
favicon/	apple-touch-icon.png
favicon/	favicon-16.png
favicon/	favicon-32.png
favicon/	favicon-48.png
favicon/	favicon.ico
favicon/	favicon.svg
favicon/	icon-192.png
favicon/	icon-512.png
favicon/	icon-maskable-512.png
favicon/	site.webmanifest
social/	muhayed-avatar-dark-1080.png

Folder	File (link)
social/	muhayed-avatar-dark-1080.svg
social/	muhayed-avatar-light-1080.png
social/	muhayed-avatar-light-1080.svg
social/	muhayed-avatar-teal-1080.png
social/	muhayed-avatar-teal-1080.svg
social/	muhayed-facebook-cover-1640x624.png
social/	muhayed-facebook-cover-1640x624.svg
social/	muhayed-linkedin-cover-1128x191.png
social/	muhayed-linkedin-cover-1128x191.svg
social/	muhayed-og-default-1200x630.png
social/	muhayed-og-default-1200x630.svg
social/	muhayed-x-header-1500x500.png
social/	muhayed-x-header-1500x500.svg
social/	muhayed-youtube-banner-2560x1440.png
social/	muhayed-youtube-banner-2560x1440.svg
labels/	muhayed-ai-illustration-badge-ar.png
labels/	muhayed-ai-illustration-badge-ar.svg
labels/	muhayed-ai-illustration-badge-en.png
labels/	muhayed-ai-illustration-badge-en.svg

Everything in one file: brand.muhayed.com/muhayed-brand-kit.zip

محايد

Muhayed

muhayed.com · brand.muhayed.com