



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

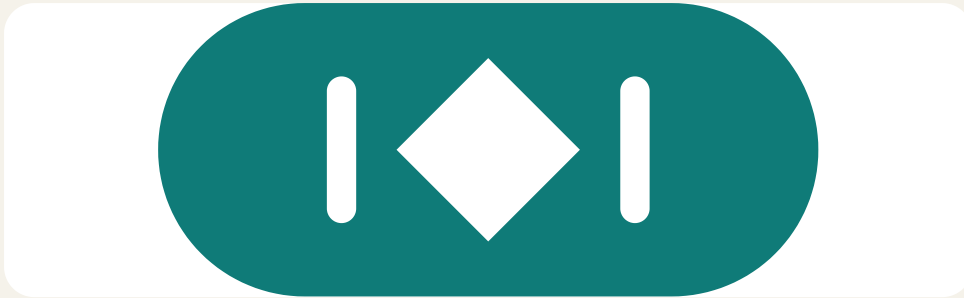
# Brand book

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

All files: [brand.muhayed.com](https://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).

The horizontal logo features the Arabic word 'محايد' (Muhayed) in a bold, black, sans-serif font, followed by a teal icon consisting of a diamond shape with a vertical line through it, and then the word 'Muhayed' in a bold, black, sans-serif font.

### Horizontal

Primary logo. Use it wherever there is room.

SVG

PNG

The stacked logo features a teal icon consisting of a diamond shape with a vertical line through it, positioned above the Arabic word 'محايد' (Muhayed) in a bold, black, sans-serif font, which is positioned above the word 'Muhayed' in a bold, black, sans-serif font.

### Stacked

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

SVG

PNG

The Arabic only logo features the Arabic word 'محايد' (Muhayed) in a bold, black, sans-serif font, followed by a teal icon consisting of a diamond shape with a vertical line through it.

### Arabic only

Arabic-only pages, Arabic print.

SVG

PNG

The English only logo features a teal icon consisting of a diamond shape with a vertical line through it, followed by the word 'Muhayed' in a bold, black, sans-serif font.

### 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).



## 04 Clear space, size and misuse



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

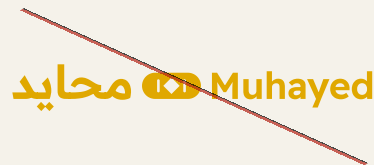
| Version        | Screen | Print |
|----------------|--------|-------|
| Horizontal     | 160 px | 40 mm |
| Stacked        | 90 px  | 22 mm |
| Symbol         | 28 px  | 8 mm  |
| Compact symbol | 16 px  | 5 mm  |

Minimum widths.

### Never



Stretch or squash



Recolour (party colours)



Split the primary logo

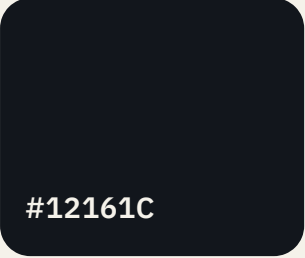
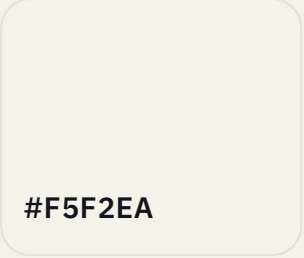
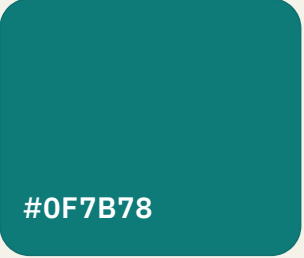
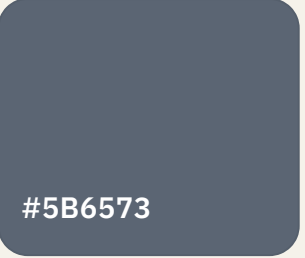
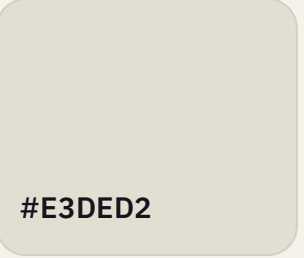


Add effects



Colour logo on busy images

## 05 Colour

|                                                                                                     |                                                                                                     |                                                                                                      |                                                                                                       |                                                                                                       |                                                                                                       |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <br><b>#12161C</b> | <br><b>#F5F2EA</b> | <br><b>#0F7B78</b> | <br><b>#4FC1B9</b> | <br><b>#5B6573</b> | <br><b>#E3DED2</b> |
| <b>Ink</b>                                                                                          | <b>Paper</b>                                                                                        | <b>Level Teal</b>                                                                                    | <b>Teal Light</b>                                                                                     | <b>Slate</b>                                                                                          | <b>Mist</b>                                                                                           |
| Text, dark backgrounds                                                                              | Page background                                                                                     | Symbol, links, buttons                                                                               | Symbol and links on dark backgrounds only                                                             | Secondary text, captions                                                                              | Lines, dividers, soft fills                                                                           |
| RGB 18 22 28<br>CMYK 36 21 0 89                                                                     | RGB 245 242 234<br>CMYK 0 1 4 4                                                                     | RGB 15 123 120<br>CMYK 88 0 2 52                                                                     | RGB 79 193 185<br>CMYK 59 0 4 24                                                                      | RGB 91 101 115<br>CMYK 21 12 0 55                                                                     | RGB 227 222 210<br>CMYK 0 2 7 11                                                                      |

### Story confidence labels

|                            |                        |         |                   |                      |         |                  |             |         |
|----------------------------|------------------------|---------|-------------------|----------------------|---------|------------------|-------------|---------|
| <b>Unconfirmed</b>         | <b>عاجل · غير مؤكد</b> | #6B7280 | <b>Developing</b> | <b> قيد المتابعة</b> | #3F4AA6 | <b>Confirmed</b> | <b>مؤكد</b> | #0F7B78 |
| <b>Conflicting reports</b> | <b>روايات متضاربة</b>  | #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](https://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.

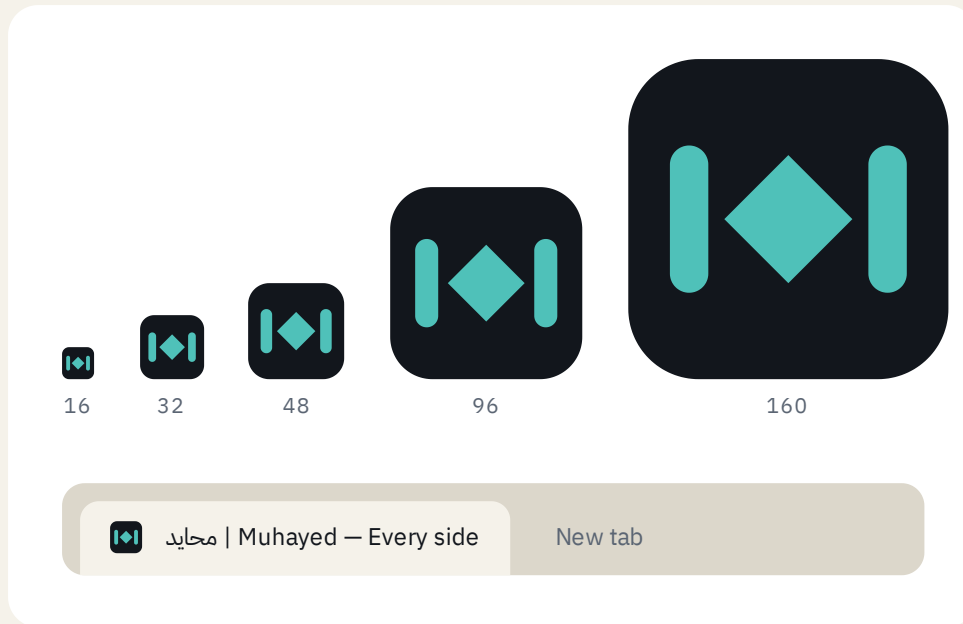
Weights 400, 500, 600.

Download: [fonts.google.com/specimen/IBM+Plex+Sans+Arabic](https://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



Folder: [brand.muhayed.com/favicon/](https://brand.muhayed.com/favicon/) · [Google Drive](#)

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

## 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

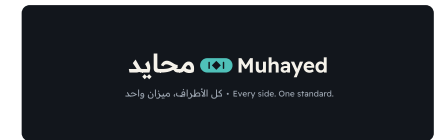


### Profile picture · teal

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



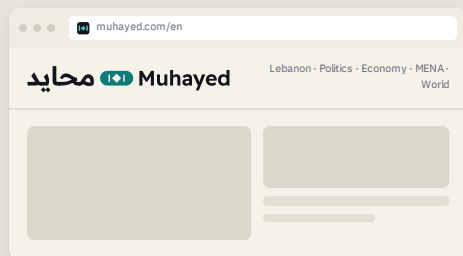
### Default share image

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

PNG

SVG

## 09 In use — platform and social



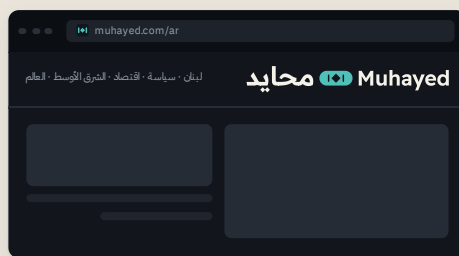
### Website header — light

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

Logo SVG

Favicon SVG

Favicon ICO

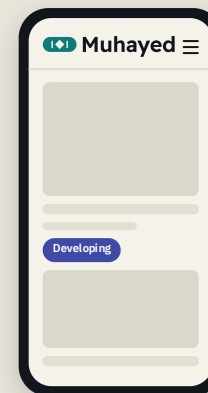


### Website header — dark mode, Arabic

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

Logo SVG

Logo PNG

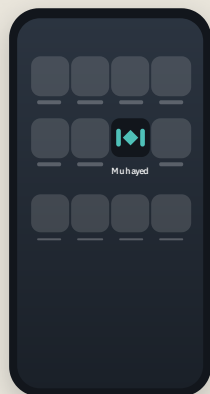


### Mobile site header

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

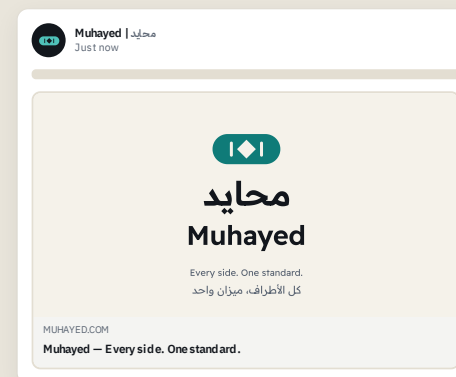


### Social profile (X)

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

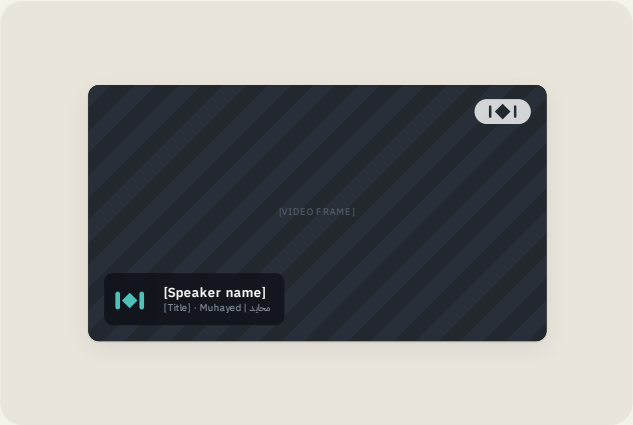
# 09 In use — content and video



## Instagram / social post

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

Logo SVG



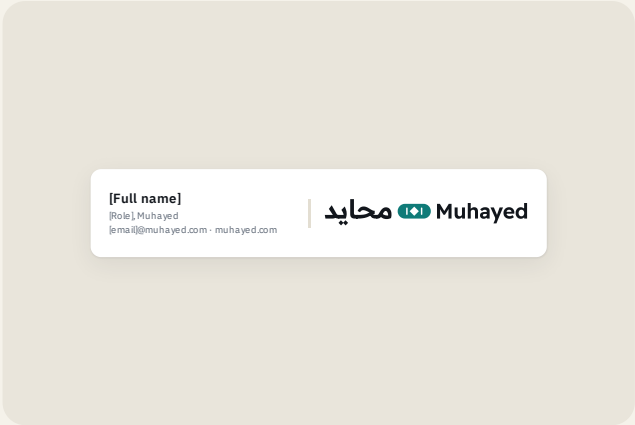
## Video: watermark and lower third

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

White symbol PNG

Compact white PNG

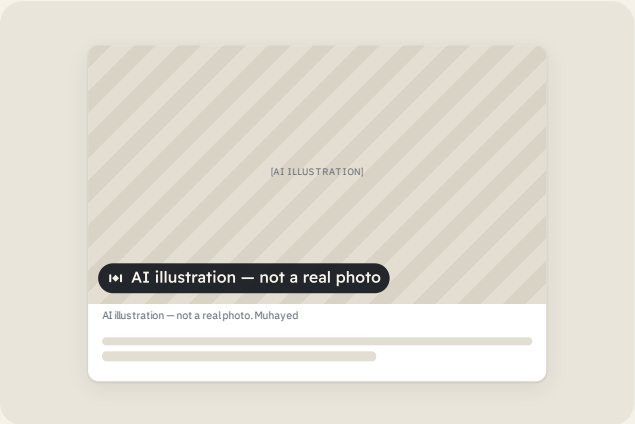
Tile PNG



## 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

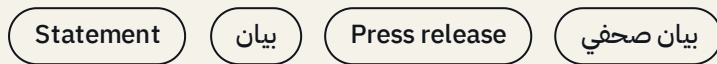
Badge AR

## 10 Editorial labels

### Confidence labels



### Story types



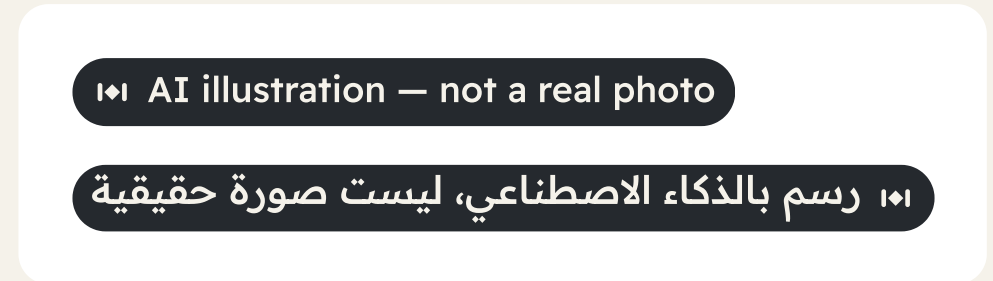
### Photo credits

File photo: [Author], Wikimedia Commons, CC BY-SA 4.0

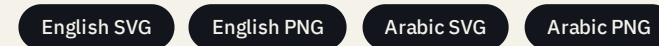
صورة أرشيفية: [المصور]، ويكيبيديا كومنز

Photo: [Official source]

### AI illustration badge



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.



## 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](https://brand.muhayed.com) under the same folder names, and on [Google Drive](https://drive.google.com). Click a file name to download it.

| Folder | File (link)                                     |
|--------|-------------------------------------------------|
| logo/  | <a href="#">muhayed-arabic-black.png</a>        |
| logo/  | <a href="#">muhayed-arabic-black.svg</a>        |
| logo/  | <a href="#">muhayed-arabic-color-dark.png</a>   |
| logo/  | <a href="#">muhayed-arabic-color-dark.svg</a>   |
| logo/  | <a href="#">muhayed-arabic-color-light.png</a>  |
| logo/  | <a href="#">muhayed-arabic-color-light.svg</a>  |
| logo/  | <a href="#">muhayed-arabic-white.png</a>        |
| logo/  | <a href="#">muhayed-arabic-white.svg</a>        |
| logo/  | <a href="#">muhayed-compact-black.png</a>       |
| logo/  | <a href="#">muhayed-compact-black.svg</a>       |
| logo/  | <a href="#">muhayed-compact-color-dark.png</a>  |
| logo/  | <a href="#">muhayed-compact-color-dark.svg</a>  |
| logo/  | <a href="#">muhayed-compact-color-light.png</a> |
| logo/  | <a href="#">muhayed-compact-color-light.svg</a> |
| logo/  | <a href="#">muhayed-compact-white.png</a>       |
| logo/  | <a href="#">muhayed-compact-white.svg</a>       |
| logo/  | <a href="#">muhayed-english-black.png</a>       |
| logo/  | <a href="#">muhayed-english-black.svg</a>       |
| logo/  | <a href="#">muhayed-english-color-dark.png</a>  |
| logo/  | <a href="#">muhayed-english-color-dark.svg</a>  |

| Folder | File (link)                                        |
|--------|----------------------------------------------------|
| logo/  | <a href="#">muhayed-english-color-light.png</a>    |
| logo/  | <a href="#">muhayed-english-color-light.svg</a>    |
| logo/  | <a href="#">muhayed-english-white.png</a>          |
| logo/  | <a href="#">muhayed-english-white.svg</a>          |
| logo/  | <a href="#">muhayed-horizontal-black.png</a>       |
| logo/  | <a href="#">muhayed-horizontal-black.svg</a>       |
| logo/  | <a href="#">muhayed-horizontal-color-dark.png</a>  |
| logo/  | <a href="#">muhayed-horizontal-color-dark.svg</a>  |
| logo/  | <a href="#">muhayed-horizontal-color-light.png</a> |
| logo/  | <a href="#">muhayed-horizontal-color-light.svg</a> |
| logo/  | <a href="#">muhayed-horizontal-white.png</a>       |
| logo/  | <a href="#">muhayed-horizontal-white.svg</a>       |
| logo/  | <a href="#">muhayed-stacked-black.png</a>          |
| logo/  | <a href="#">muhayed-stacked-black.svg</a>          |
| logo/  | <a href="#">muhayed-stacked-color-dark.png</a>     |
| logo/  | <a href="#">muhayed-stacked-color-dark.svg</a>     |
| logo/  | <a href="#">muhayed-stacked-color-light.png</a>    |
| logo/  | <a href="#">muhayed-stacked-color-light.svg</a>    |
| logo/  | <a href="#">muhayed-stacked-white.png</a>          |

## 12 Asset index (continued)

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

Everything in one file: [brand.muhayed.com/muhayed-brand-kit.zip](https://brand.muhayed.com/muhayed-brand-kit.zip)

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



محاييد  
Muhayed

[muhayed.com](http://muhayed.com) · [brand.muhayed.com](http://brand.muhayed.com)