



Guideline

Mardiv developments

About *Mardev*

Mardev Urban Development Company has been committed to constructing homes with modern designs for over three decades. Through years of experience and tireless effort, we have transformed our clients' dreams into reality establishing ourselves as one of Egypt's most trusted real estate developers.



Vision

At Mardiv, we envision a future where excellence, authenticity, and innovation define every home we create. We strive to blend timeless architectural identity with cutting-edge technologies and high-quality materials. Our vision is to deliver residential spaces that exceed expectations, respect local character, and fulfil the needs of modern life styles.

We are committed to building homes that reflect luxury and comfort and remain a lasting symbol of our dedication to quality for generations to come.

Goal

Our goal is to transform the dream of homeownership into reality for every individual and family. We are dedicated to developing residences that align with each client's aspirations and lifestyle needs. Through sustainable, innovative, and accessible housing solutions, we ensure a seamless and enjoyable ownership experience. Mardiv is committed to building stable, vibrant communities that contribute to long-term prosperity and well-being.



Logo Structure

The baseline represents the point of alignment on which letters sit (baseline), while the x-height defines the height of the lowercase letters, supporting legibility and reading clarity. As for the ascender line, it highlights the fine details of letters such as dots and accents, contributing to maintaining visual balance and harmony.

The logo's proportions were adjusted according to the following equation:

From the baseline to the ascender line = $1.25x$

From the baseline to the x-height = $1x$

Full height including descenders = $1.5x$



Logo Structure

To ensure a clear and strong visual presence for the "MARDEV" logo across various contexts, it is essential to maintain a safe surrounding space around the logo. This prevents any design elements, texts, or images from encroaching on it, thus preserving its clarity and reducing visual interference.

This protected area acts as a visual buffer that maintains the logo's balance and provides it with "breathing room," whether used in printed materials, digital ads, or physical products. Maintaining this space is not merely a stylistic detail—it is a fundamental rule to ensure the brand's identity remains respected.

It is always recommended to expand this space in situations where the logo appears in visually crowded environments or at smaller scales, to avoid any interference that may weaken the brand's impact or cause visual confusion.

This space has been defined based on a specific measurement derived from the "MARDEV" logo itself, as previously illustrated. This will serve as a standard reference for spacing in all directions, and it must be strictly maintained around the logo without exception.







White Logo

White logo. For use on dark photographic and dark colored backgrounds where full color printing is not available.



Black Logo

Black and white logo. For use in those instances in which full color printing is not available or where poor print quality may affect the integrity of logo.

#cc0000

#770000

#ffffff

Primary Colors

The brand's signature colors are one of the main elements that aid in brand recognition when used correctly and consistently.

#77000c

#a50002

#d6b787

#fcd3a4

#fcdca

Secondary Color

A set of supporting colors that complement the primary brand colors, used to add variety and visual depth while keeping brand consistency.



Brand Mark Colors

Our logo has maximum impact when it appears on a contrasting color.



Logo Placement on Design

purpose of this guideline is to establish a consistent, professional, and undisturbed presence for the logo. When the logo's placement is consistently repeated, the audience starts recognizing the brand without even reading it. This position becomes part of a strong and sustainable visual identity.

The bottom section highlights common mistakes that must be avoided, such as:

Placing the logo at the center of the design, which may distract from the main message.

Positioning it too close to the edges without enough clear space.

Placing it in illogical positions that do not support the overall visual composition.

page shows the recommended placement model for the "M&A dev" logo in any design—whether advertising, digital, or print. The ideal positions are the upper or lower corners (left or right) depending on the language, while maintaining the previously defined clear space.

Determining the logo placement within a design is a fundamental design decision. It is not based on personal taste but on balance, visual hierarchy, and the overall viewing experience.



Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&?!

MONTSERRAT, MONTSERRAT, MONTSERRAT

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&?!

POPPINS, POPPINS, POPPINS

EN Typeface Families

The brand's typeface is one of the main elements that aid in brand recognition when used correctly and consistently.
The chosen typeface is ideally to reflect the brand identity.

FF Shamel Sans One

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
١٢٣٤٥٦

SHAMEL IS A TRADE MARK
© 2023 SHAMEL

29LT Bukra Bold

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
١٢٣٤٥٦٧٨٩٠٪.#!

BUKRA IS A TRADE MARK
© 2023 BUKRA

AR Typeface Families

The brand's typeface is one of the main elements that aid in brand recognition when used correctly and consistently. The chosen typeface is friendly to reflect the brand identity.

Mardev *concept*

The logo is inspired by the letter "M", designed with sharp, architectural lines that reflect the company's strength, professionalism, and long-standing presence in the market. It blends a modern and innovative character with a clear real estate identity, subtly resembling the shape of a building or house. The design also incorporates an ascending staircase form, symbolizing progress and continuous growth.





Pattern

The listed pattern adds a unique visual touch, enhancing recognition and creating a consistent design feel.



Branding Stationery

Business Card, invoice, envelop and Book

Invoice



Book Cover



Branding Stationery

Business Card, invoice, envelop and Book

Business



Cup Cover



envelope



Branding Stationery

Business Card, invoice, envelop and Book



Letterhead

Mardiv Development



Notebook

Mardev Development



Pen

Mardev Development



Business

contact details, job title
and company info



Business

contact details, job title
and company info



Receipt

Payment and receipt



Van

Mardev Development

The body



Back

MARDEV

Van

Mardev Development



Stamp

Mardiv Development



Stamp

Mardev Development



Mug Options

Mardev Development



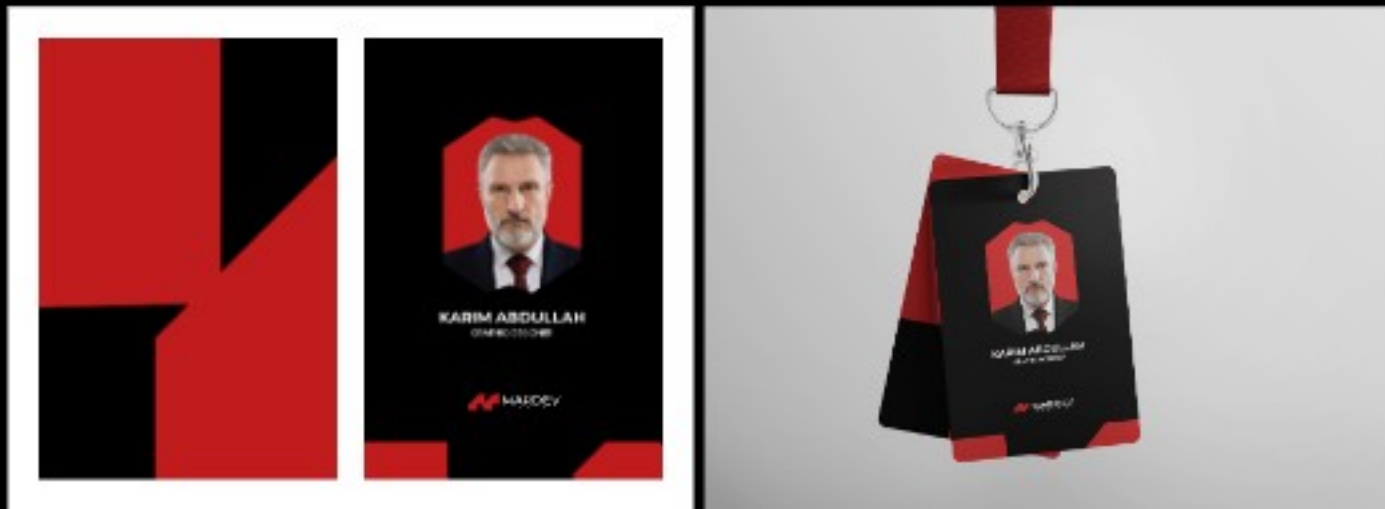
T-shirt

Mardiv Development



T-shirt

Mardiv Development



ID Card

contact details, job title
and company info

**Box**

Mardiv Development



Building sign

Mardiv Development



Digital sign

Mardiv Development



Billboard

Mardiv Development



Art Direction

Mardiv Development



Art Direction

Mardiv Development



Pattern

The listed pattern adds a unique visual touch, enhancing recognition and creating a consistent design feel.



Brand Visual Assets

we carefully choose powerful angles that highlight the scale, precision, and boldness of our architecture every shot tells a story of thoughtful design.



Brand Visual Assets

Adding anonymous human figures brings life and depth without distracting from the architecture



A NEW IDENTITY

A reflection of how far we've come



www.mardiv.com



A NEW
LOOK

www.mardiv.com

SAME TRUSTED
NAME .



WE DIDN'T START OVER
WE LEVELED UP

www.mardiv.com

Social media posts

Mardiv Development



Social media posts

Mardiv Development



Graphic Photography

Formal for men



Graphic Photography

Semi formal for men



Graphic Photography

Formal for women



PIN

Mardiv Development

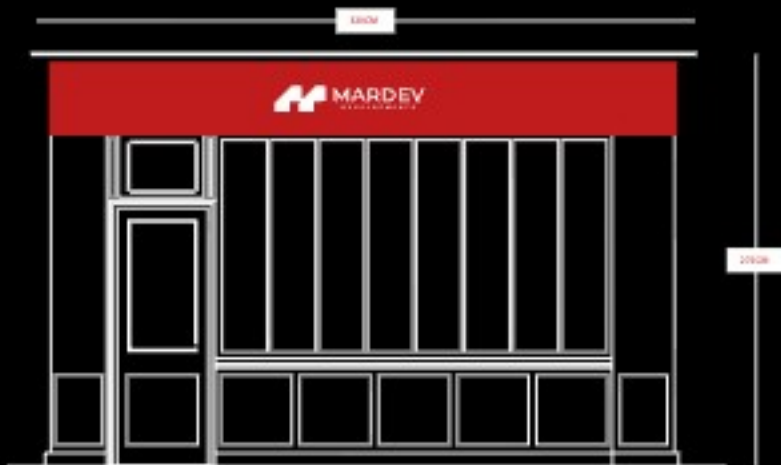
Logo Structure

Visual storefront represents the first point of contact between the brand and the public. Therefore, it is considered one of the most important brand identity applications and the most influential. Displaying the "Mardev" logo on the storefront should not be viewed as a decorative element only, but rather as a direct reflection of the brand's values and market positioning.

This page presents the basic guidelines for applying the logo on the external storefront of branches, while maintaining correct proportions and visual balance. The logo must be placed at the center of the storefront within a blue strip. This strip offers strong contrast to ensure high clarity and visibility, even from a distance.

Please observe the following :

- Maintain a clear safe area around the logo to ensure its visibility within the design space.
- Use the red background color only. The logo should always appear in white when applied to storefronts.



Logo Positions

Arabic Version

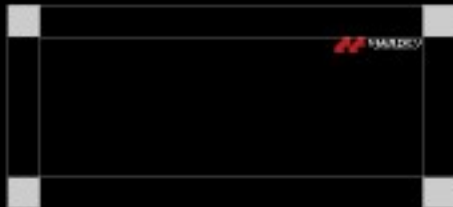
On any given format, landscape or vertical, the preferred placements for the logo are the top corners of that space.

The logo should be placed at the top-right corner on An Arabic Format.

CE - Arabic Version



CE - Arabic Version



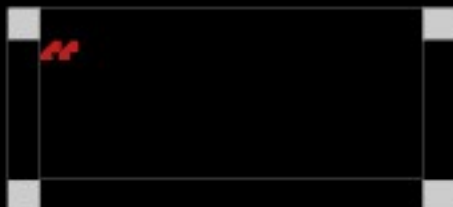
Logo Positions

Arabic Version

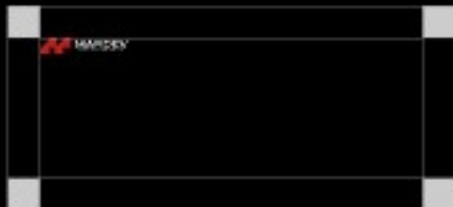
On any given format, landscape or vertical, the preferred placements for the logo are the top corners of that space.

The logo should be placed at the top-left corner in An English Forest.

CE - English Version



CE - English Version



Incorrect Logo Usage

Incorrect Logo Usage Manipulation of The Logo is Not Permitted in Any Way, Shape Or Form.

To maintain the integrity of the logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the logo to be avoided.

1. Don't rearrange the logo elements
2. Don't change the proportions
3. Don't outline the logo
4. Don't rotate the logo
5. Don't stretch the logo
6. Don't create a logo lockup with text

01



02



03



04



05



06



Creation

Creating The Grid System

Using the formula $x = 4$, the height of Esand Logo on this specific Ad advertising size is 27mm or 2Dimes.

The logo should be placed at the top-left corner on A5 English Format.

The logo should be placed at the top-right corner on A5 Arabic Format.

A5 Format

20.83mm / Logo Height 27mm



Creation

Defining the Measuring Unit (P)

Start creating the panel grid by defining the measuring unit (P). This measuring unit will be used to define all Maradev panel grid elements.

Like, the grid system, Maradev. Pseudo size and positioning.

Use the following formula to come up with the correct X value for standard printing communication templates: $(Width + Height) \div 8$.

For example, the X value for an English A4 advertising size is:

$$X = (210mm + 297mm) \div 8$$

$$X = 61mm$$

Use the following formula to come up with the correct X value for narrow printing and standard digital communication templates: $(Width + Height) \div 8$.

For example, the X value for an English Twitter post size is:

$$X = (1080px + 1080px) \div 88 = 270px$$

01.

Print

$$X = (Width + Height) \div 8$$

02.

Web Banner

$$X = (Width + Height) \div 8$$

03.

Digital

$$X = (Width + Height) \div 8$$

Email Signature

English and Arabic





Thank you | by **FORNAX**
for watching