

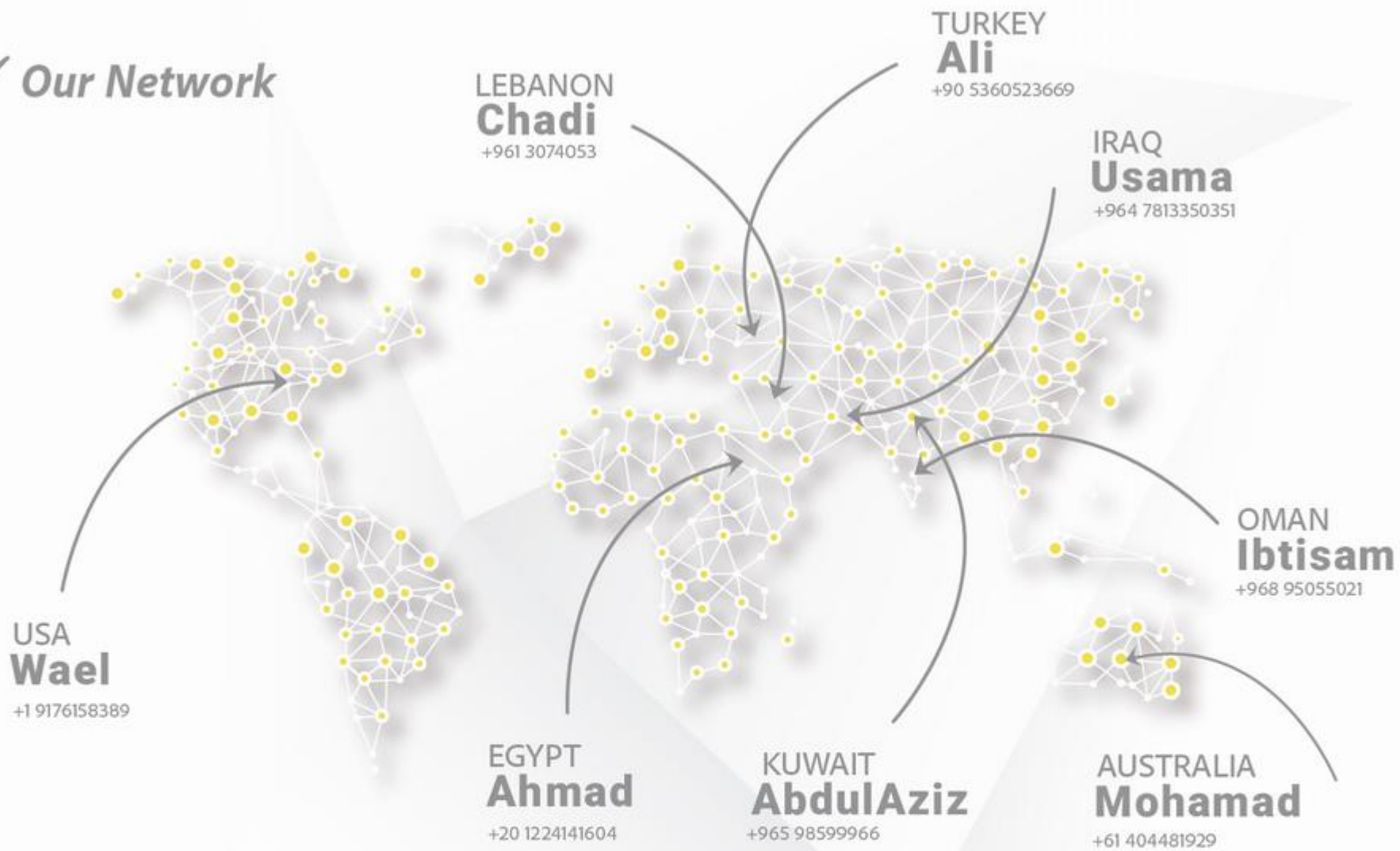


SPECIALIZED ACADEMIC MEDIA

A1 MEDIA NETWORK

GUIDELINES

✓ *Our Network*



***WELCOME TO WORLD***

## Contents

• About Us	4
• Our Vision	4
• Logo	5
• Menaing & Position	6
• Colors	7
• Typography	8
• Stationary	9
• Social Media Posts & Banners	10
• Advertising	11
• Booklet	12
• Website	13
• Application	14
• Events	15

## About Us

After years of work in technology and design, and pursuing academic achievement at the university, a clear gap became evident in the curriculum: a lack of comprehensive academic references and a scarcity of such knowledge in the Arabic language.

This observation led us to conduct a poll among university students, a majority of whom confirmed the pressing need for scientific courses to serve as a foundational resource for academic learning.

## Our Vision

- We are committed to translating knowledge from English and other languages into Arabic, while preserving precise scientific concepts and expressions.
- We re-draft academic courses, and structure and design content in innovative ways that help convey complex concepts and information in an accessible manner.
- Our goal is to launch a unified digital platform, available via the internet and mobile applications.



# Logo



*Pencil*



*Color*



*Black & White*



*Mockup*

## Meaning of the logo

A: The first letter of the Latin alphabet, also representing the beginning of "Art" and "Arabic".

1: The first number, symbolizing leadership and priority in the field.

Media: An inclusive term encompassing all the core and sub-fields that will be the focus of our research.

The Shape: A combination of the letter A and the number 1, forming the letter M in the shape of a tall mountain peak, symbolizing ambition, excellence, and reaching the pinnacle of knowledge.

The Cursor: Added to signify that our work is entirely digital.

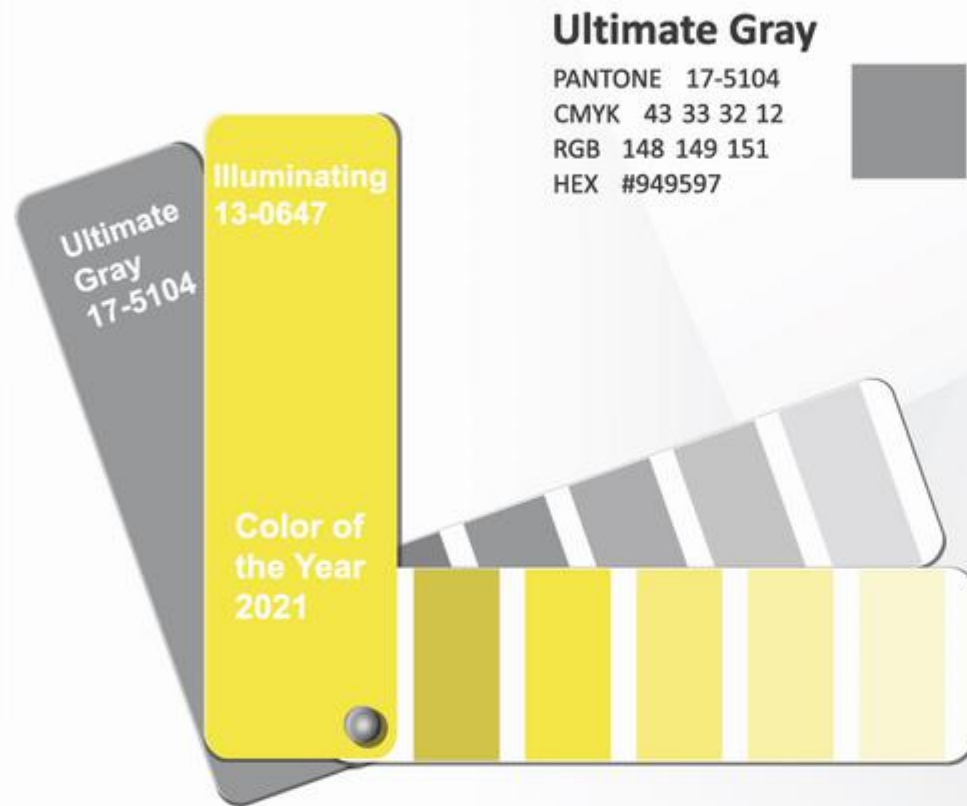
The Colors: Chosen to represent the contrast between knowledge and ignorance. Yellow symbolizes light and knowledge, while gray represents ignorance and darkness.

## Logo Positions

- The logo is always placed in the center of the content.
- This placement symbolizes our role as the central link, positioned at an equal distance between sources of academic knowledge and the audience that will utilize this knowledge in their work.

# Colors

## Color trends 2021



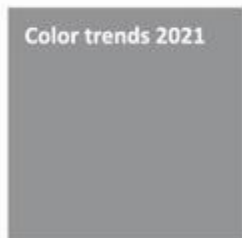
### Ultimate Gray

PANTONE 17-5104  
CMYK 43 33 32 12  
RGB 148 149 151  
HEX #949597



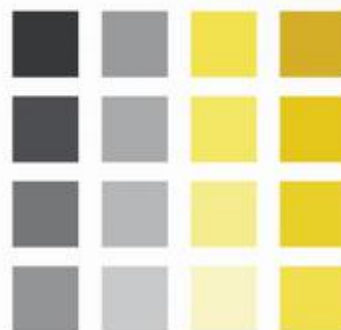
### Illuminating

13-0647 PANTONE  
8 7 78 0 CMYK  
245 223 77 RGB  
#F5DF4D HEX



### Ultimate Gray

PANTONE 17-5104  
CMYK 43 33 32 12  
RGB 148 149 151  
HEX #949597



### Color trends 2021

### Illuminating

PANTONE 13-0647  
CMYK 8 7 78 0  
RGB 245 223 77  
HEX #F5DF4D



## Textile



Typography

Label: a1media

# A1MEDIA



Text font: Adobe Clean

a1media.net

Font name:

Dead Revolution

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	

0	1	2	3	4	5	6	7	8
9	.	,	:	:	\$	#	'	!
"	/	?	%	&	(	)	@	



# Stationary



# Social Media

## Posts & Banners



Story (W: 1080 H: 1920)



Wide (W: 1920 H: 1080)



Square (W: 1080 H: 1080)



Ad. Horizontal



Ad. Vertical

# Advertising



Poster



Billboard



## Booklet

### ***Al Mubeen in Design***

*Arabic academic curriculum*

- ✓ Transfer
- ✓ Translate
- ✓ Drafting





## Website



# Application



## ***Resources***

Information, History, Dictionary, Magazine.

## ***Hand / Digital***

Drawing, Painting, Typography, Calligraphy, Software, AI.

## ***Filmmaking***

Photography, Storyboard, TV Commercial, 2D Animation.

## ***Industrial design***

Packaging, PLV, Mockups, 3D Motion, Modeling.

## ***Workshop***

Branding, Campaigns, Infographics, Events, Marketing.

## Events





☎ 961 3 074 053  
📍 Tripoli - Lebanon  
🌐 [www.almedia.net](http://www.almedia.net)  
✉ [info@almedia.net](mailto:info@almedia.net)



[almedianet](http://almedianet)

