

**WATANEYA**

QUALITY OF LIFE FOR EVERY ORPHAN

# BRAND MANUAL



CONCEPT  
NOTE

# 01 CONCEPT NOTE

## BRAND MARK CONCEPT

Since Wataneya started in 2008 the Orphan is at the heart of what we do. And all our interventions stem from our mission to provide Quality of life for every Orphan. So In shaping our new brand identity we started with the orphan. The yellow color resembles fun, playfulness and curiosity all of which are qualities we wish every orphan to have as a child. But to have this orphans must be raised in a safe environment where they feel secure, loved and nurtured. We at Wataneya believe that everyone plays a role in creating this environment starting with child caregivers, kofala, volunteers and going all the way to each and every person in the community who touches the lives of orphans directly and indirectly. We believe that it's our responsibility as a community to provide orphans the quality of life they deserve and support them at every step of the way to become the best version of themselves

# 01 CONCEPT NOTE

## EXECUTIVE SUMMARY

Wataneya Society was established in 2008 to address the urgent need to reform the institutional homes for children without parental care in Egypt, housing the remarkable increase in orphans in Egypt, and the dramatic runways from orphanages, which is considered the third cause of Street Children phenomenon. Wataneya Society's methodology is to develop, apply, and advocate for the "Quality Standards for Alternative Care" (QS) within Egyptian Institutional Homes. We aim at creating a future of equal opportunity for children without parental care through the standardization and certification of all aspects of institutional homes care giving facilities and activities. Throughout the past 9 years, we developed several programs and projects to enable us to achieve our objectives and tackle the problem from different dimensions; society and media, laws and regulations, management systems within orphanages, development and qualification of care-givers, and child care and youth development.



BRAND  
VISUALS

# 02

## BRAND VISUALS

### BRAND VALUES

Our values define who we are. They are the core beliefs of our organization. They guide our actions & behavior. They influence the way we work with each other and the way we serve the orphans cause.

- Accountability
- Perseverance
- Professionalism
- Innovative thinking
- Effective communication

# 02 BRAND VISUALS

COLORS USED

## PRIMARY COLORS

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PRIMARY COLOR #1  
C: 0 M: 10 Y: 100 K: 0  
R: 250 G: 215 B: 5



PRIMARY COLOR #2  
C: 65 M: 0 Y: 20 K: 0  
R: 60 G: 195 B: 210



PRIMARY COLOR #3  
C: 0 M: 0 Y: 0 K: 80  
R: 35 G: 30 B: 30

## SECONDARY COLORS

---



SECONDARY COLOR #1  
C: 85 M: 45 Y: 5 K: 0  
R: 20 G: 125 B: 185



SECONDARY COLOR #2  
C: 0 M: 45 Y: 90 K: 0  
R: 250 G: 155 B: 50



SECONDARY COLOR #2  
C: 80 M: 25 Y: 55 K: 5  
R: 45 G: 140 B: 130

# 02 BRAND VISUALS

## TYPOGRAPHY

### ENGLISH FONT

#### SF UI DISPLAY

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

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

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

### ARABIC FONT

#### DIN NEXT LT ARABIC

أ ب ت ث ج ح خ د ر ز س ش ص ض ط  
ظ ع غ ف ق ك ل م ن و ي

أ ب ت ث ج ح خ د ر ز س ش  
ص ض ط ظ ع غ ف ق ك ل م  
ن و ي

أ ب ت ث ج ح خ د ر ز س ش  
ص ض ط ظ ع غ ف ق ك ل م  
ن و ي

أ ب ت ث ج ح خ د ر ز س ش  
ص ض ط ظ ع غ ف ق ك ل م  
ن و ي

أ ب ت ث ج ح خ د ر ز س ش  
ص ض ط ظ ع غ ف ق ك ل م  
ن و ي

أ ب ت ث ج ح خ د ر ز س ش  
ص ض ط ظ ع غ ف ق ك ل م  
ن و ي

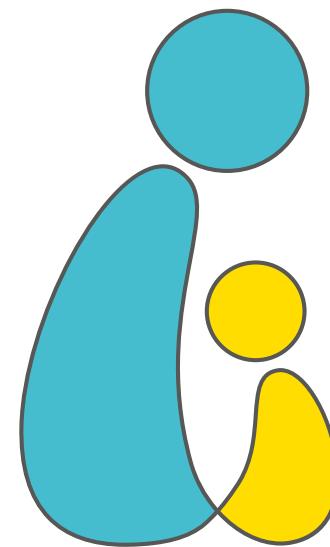


LOGO  
VISUALS

# 03 LOGO VISUALS

ENGLISH LOGO DESIGN

LOGO SYMBOL



ENGLISH NAME

**WATANEYA SOCIETY**

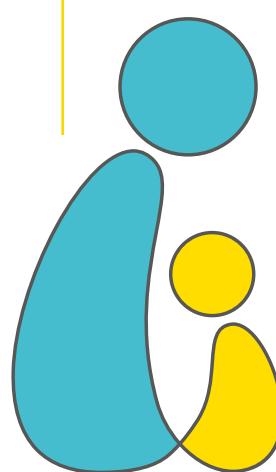
ENGLISH SLOGAN

QUALITY OF LIFE FOR EVERY ORPHAN

# 03 LOGO VISUALS

ENGLISH LOGO DESIGN

LOGO SYMBOL



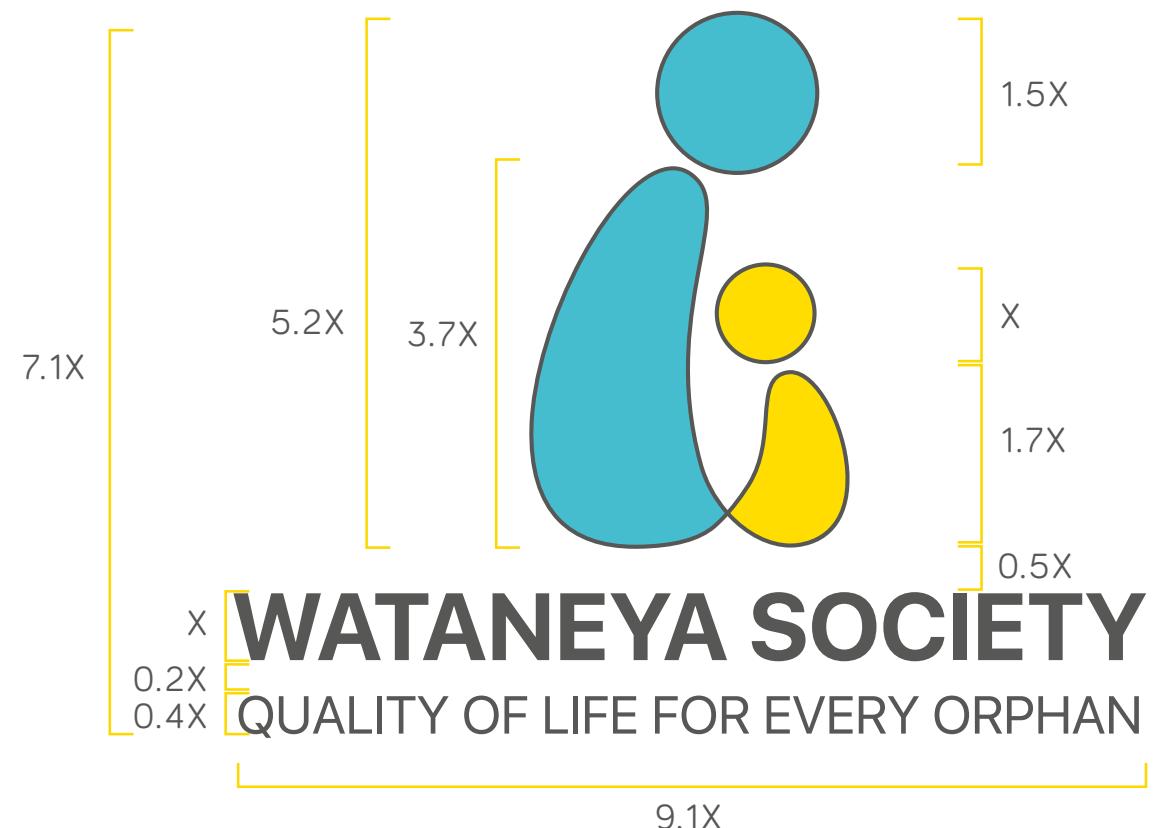
ENGLISH SLOGAN ENGLISH NAME

**WATANEYA SOCIETY**  
QUALITY OF LIFE FOR EVERY ORPHAN

# 03 LOGO VISUALS

## LOGO MEASUREMENTS

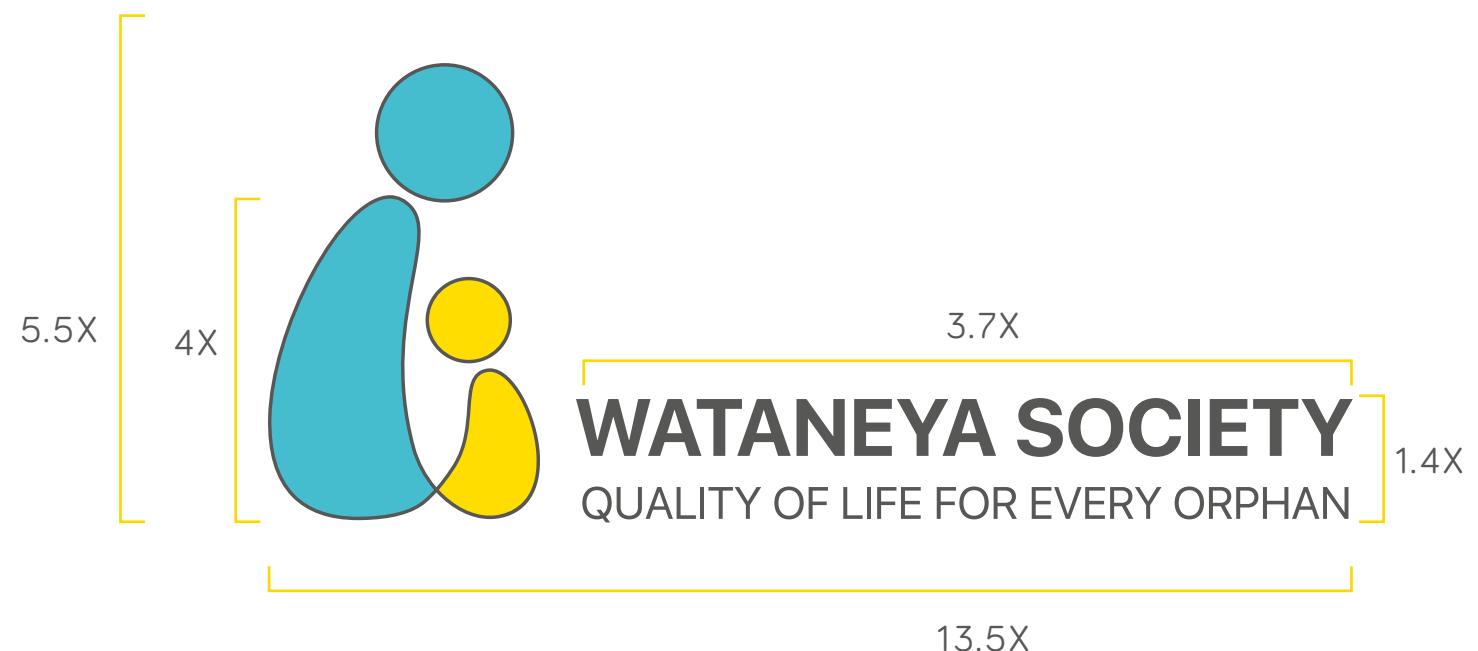
X = DIAMETER OF CHILD'S HEAD



# 03 LOGO VISUALS

## LOGO MEASUREMENTS

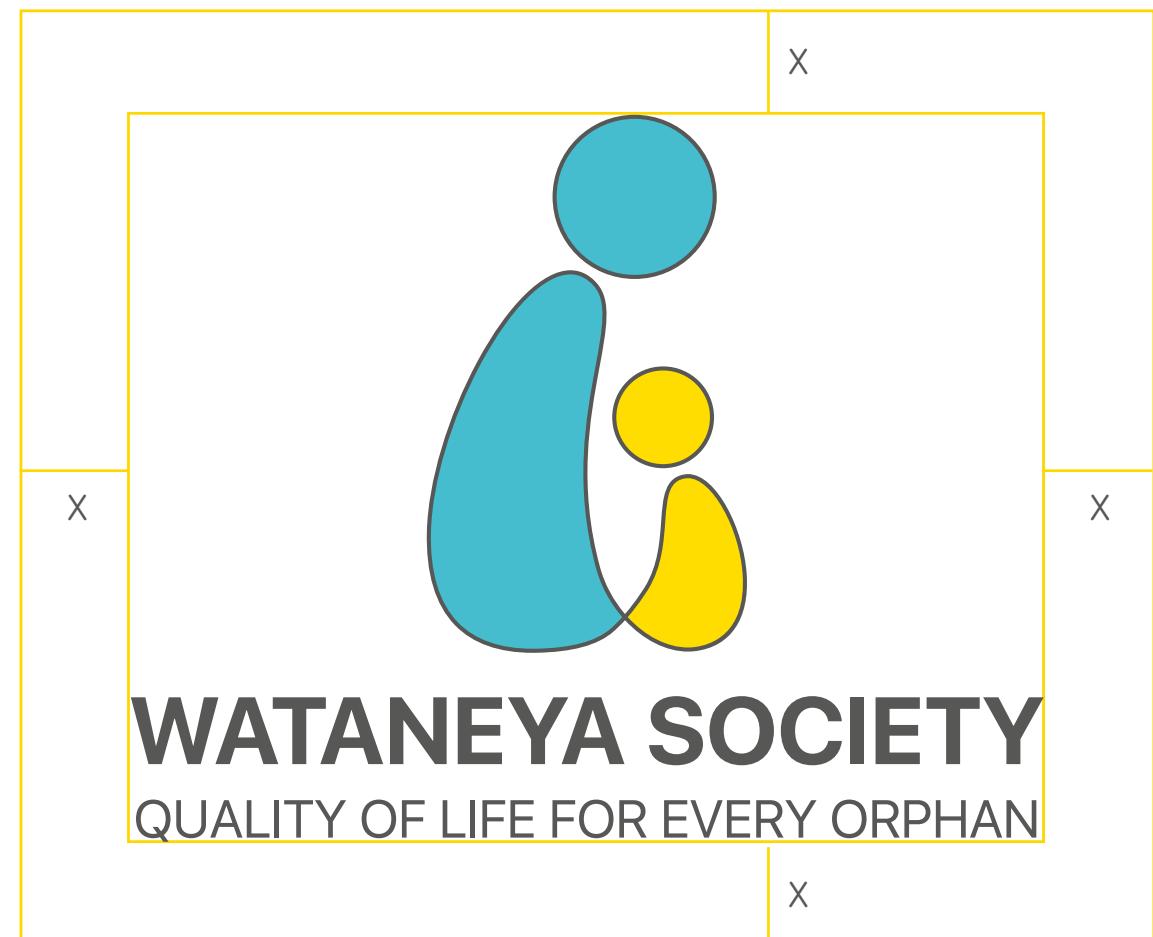
X = DIAMETER OF CHILD'S HEAD



# 03 LOGO VISUALS

LOGO SAFE ZONE

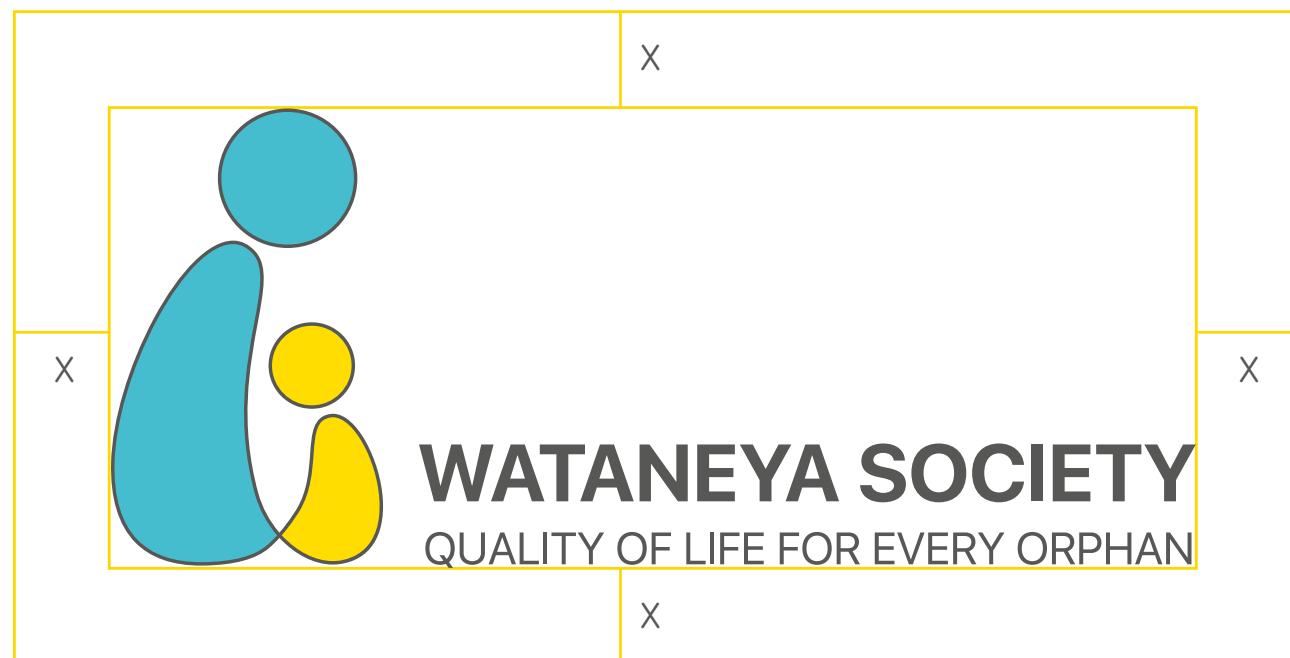
X = DIAMETER OF CHILD'S HEAD



# 03 LOGO VISUALS

LOGO SAFE ZONE

X = DIAMETER OF CHILD'S HEAD



# 03 LOGO VISUALS

## LOGO MINIMUM SIZE



# 03 LOGO VISUALS

## LOGO MINIMUM SIZE



# 03 LOGO VISUALS

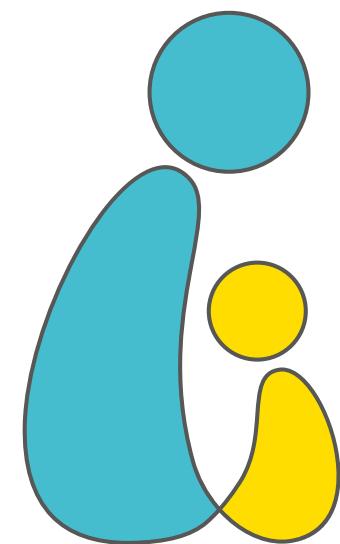
BLACK & WHITE LOGO



# 03 LOGO VISUALS

## ARABIC LOGO DESIGN

LOGO SYMBOL



ARABIC NAME

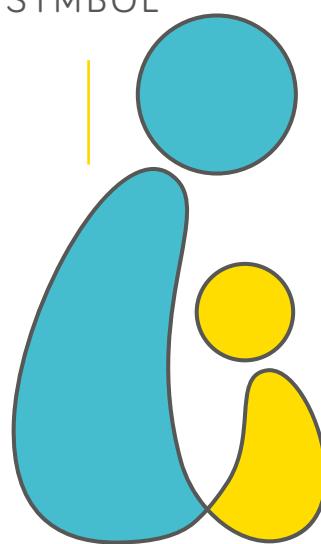
جمعية وطنية  
حياة كريمة لكل يتيماً

ARABIC SLOGAN

# 03 LOGO VISUALS

## ARABIC LOGO DESIGN

LOGO SYMBOL



ARABIC SLOGAN

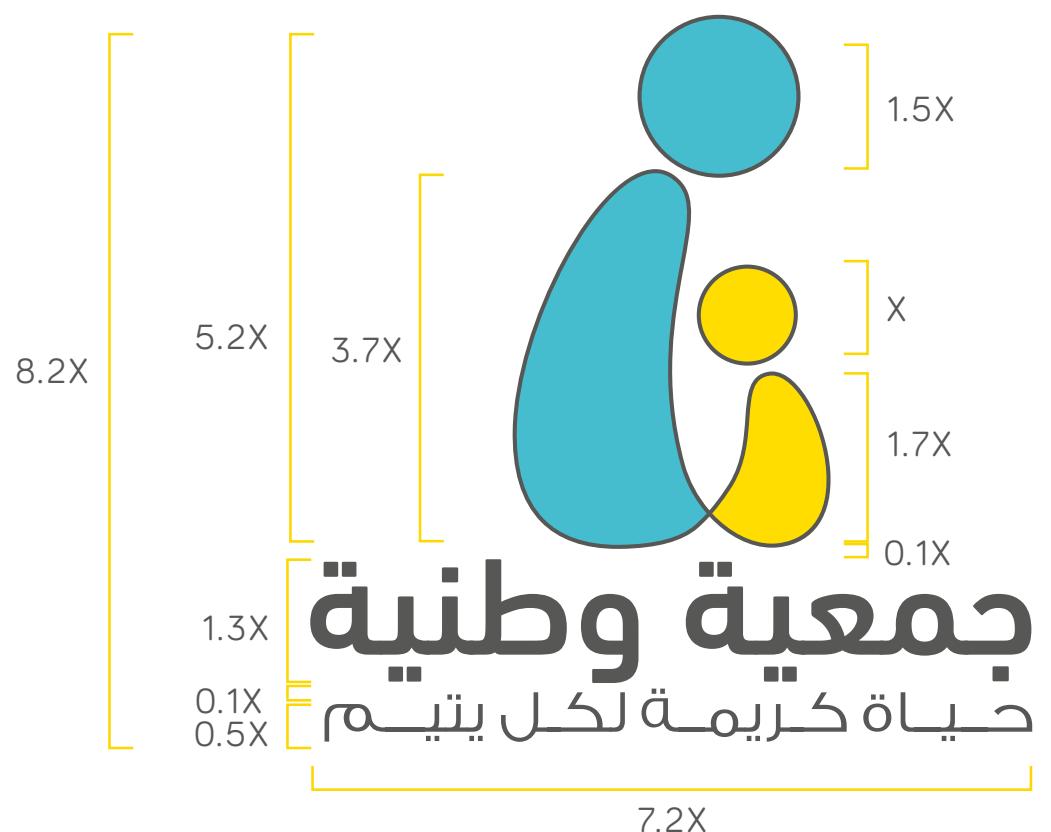
جمعية وطنية  
حياة كريمة لكل يتيم

ARABIC NAME

# 03 LOGO VISUALS

## LOGO MEASURMENTS

X = DIAMETER OF CHILD'S HEAD



# 03 LOGO VISUALS

## LOGO MEASURMENTS

X = DIAMETER OF CHILD'S HEAD



# 03 LOGO VISUALS

## LOGO SAFE ZONE

X = DIAMETER OF CHILD'S HEAD



# 03 LOGO VISUALS

LOGO SAFE ZONE

X = DIAMETER OF CHILD'S HEAD



# 03 LOGO VISUALS

## LOGO MINIMUM SIZE



# 03 LOGO VISUALS

## LOGO MINIMUM SIZE



# 03 LOGO VISUALS

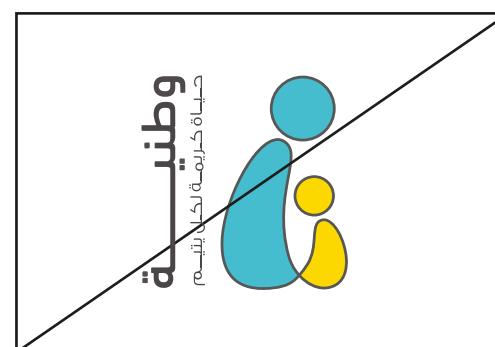
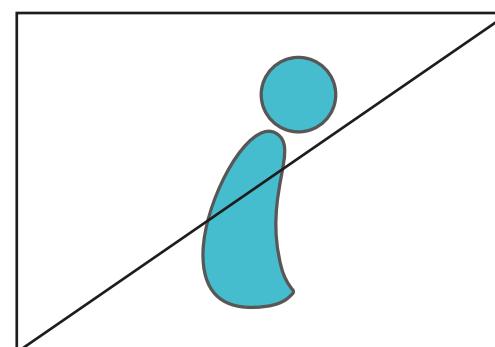
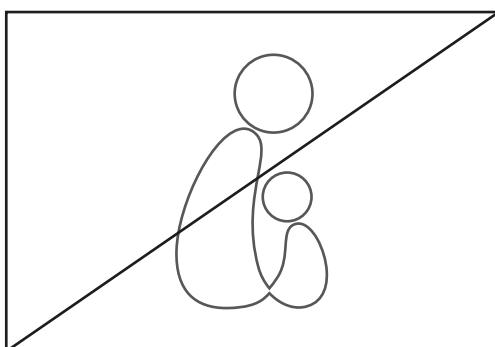
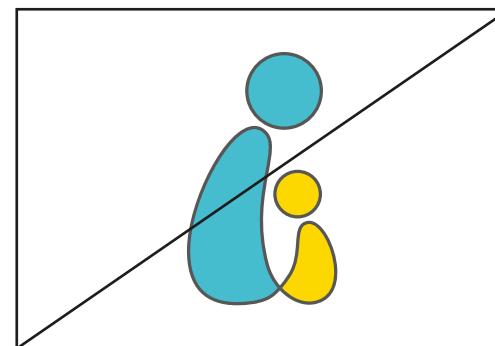
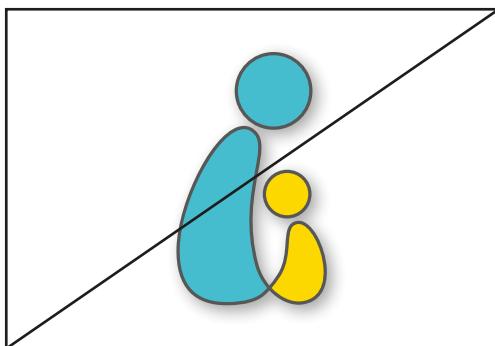
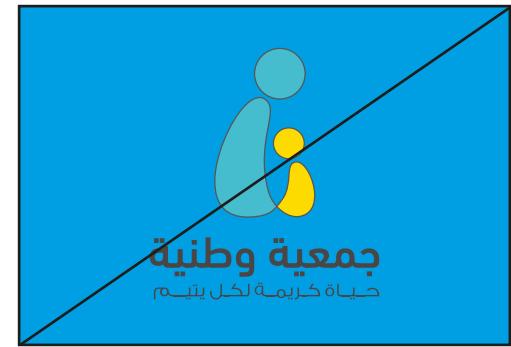
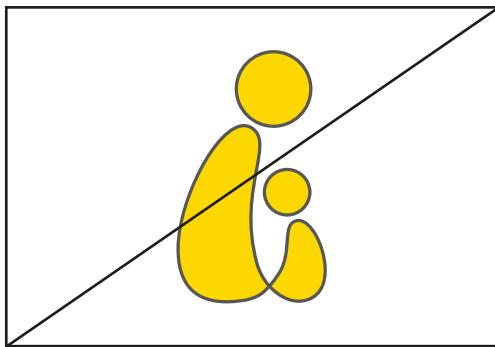
BLACK & WHITE LOGO



# 03 LOGO VISUALS

## LOGO MISUSES

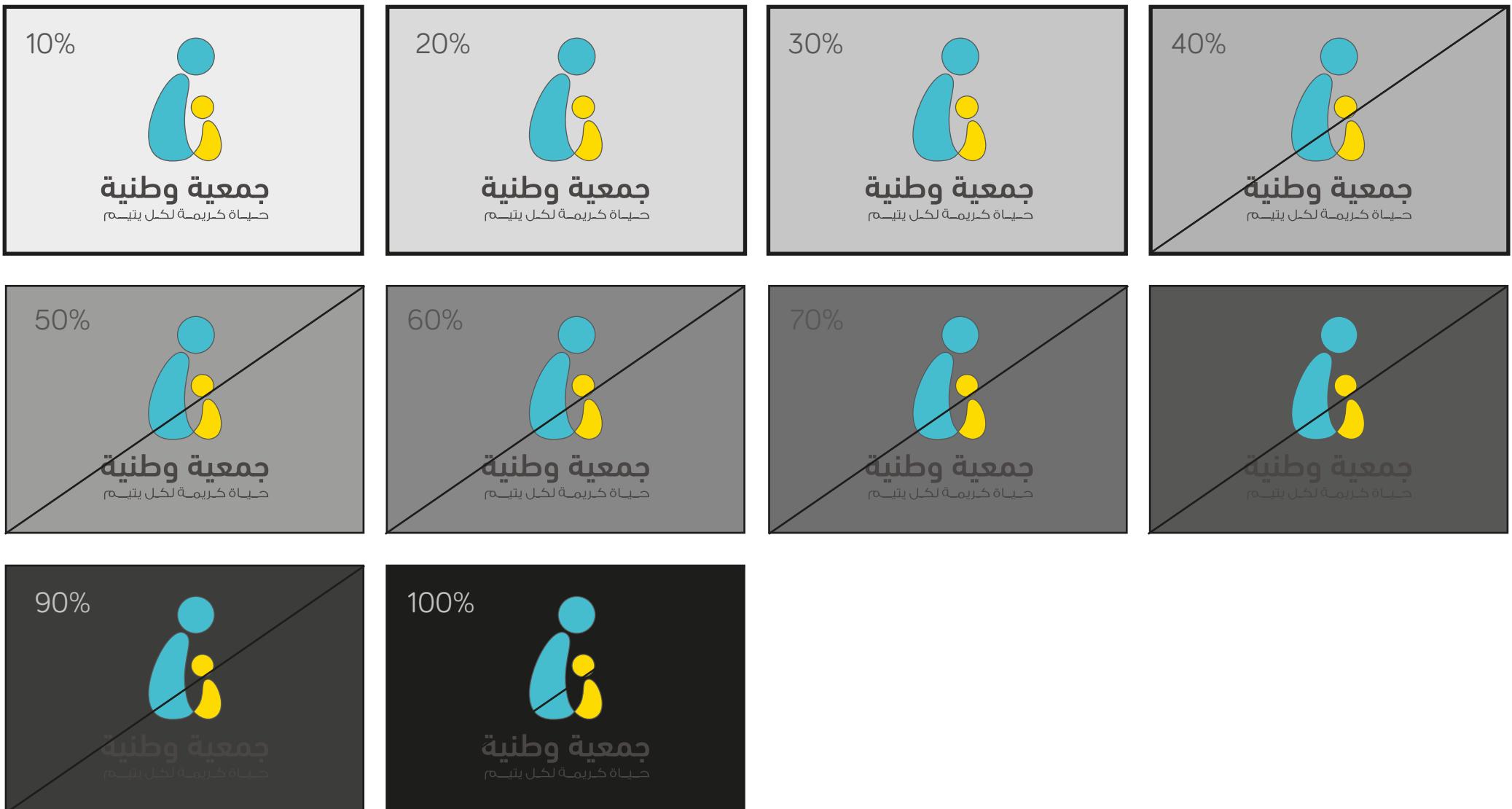
\* The same guides and misuses are to be applied on the Logo's English Version as well.



# 03 LOGO VISUALS

## LOGO ON GREY BACKGROUND

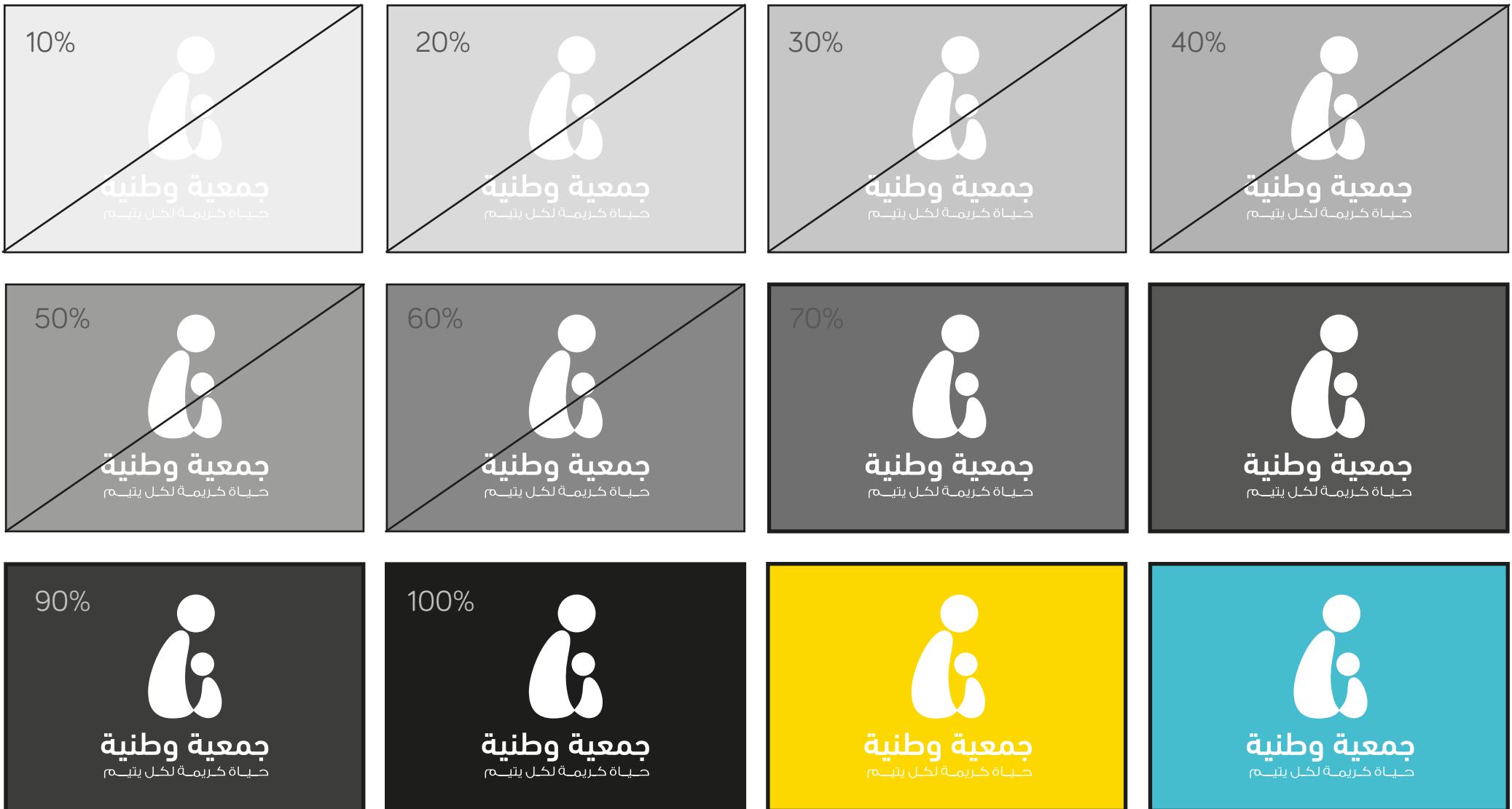
\* The same guides and misuses are to be applied on the Logo's English Version as well.



# 03 LOGO VISUALS

## LOGO ON GREY BACKGROUND

\* The same guides and misuses are to be applied on the Logo's English Version as well.



# 03 LOGO VISUALS

## LOGO ON GREY BACKGROUND

\* The same guides and misuses are to be applied on the Logo's English Version as well.



# 03 LOGO VISUALS

## LOGO ON PHOTOGRAPHY

\* The same guides and misuses are to be applied on the Logo's English Version as well.



Images should be uncluttered, with a minimum of distracting elements.

Contrast between the logo & the background should be highly considered.

Logo should be placed on the most plain corner in the Photo in order to stand out.

If the photo has no plain corner, a solid yellow tag should be used on the most plain one.

# 03 LOGO VISUALS

## LOGO ON PHOTOGRAPHY

\* The same guides and misuses are to be applied on the Logo's English Version as well.



Logo should be placed on a plain background in order to appear clearly & minimize noise

Logo should be placed on the most plain corner in the Photo in order to stand out.

Contrast between the logo & the background should be highly considered.

It's ok to use the colored logo if the background is light and permits the logo's appearance.



STATIONARY  
DESIGN

# 04 STATIONARY KIT

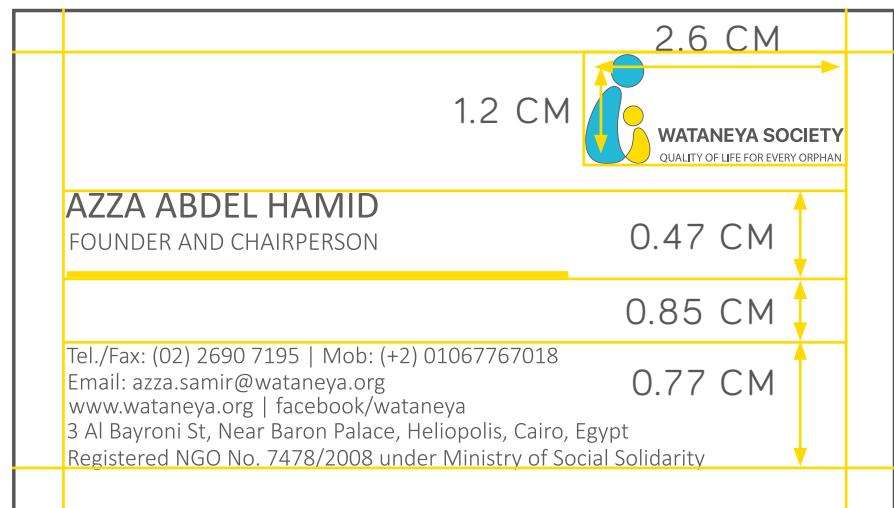
## BUSINESS CARD DESIGN



# 04 STATIONARY KIT

## BUSINESS CARD MEASUREMENTS

MARGINS  
5CM

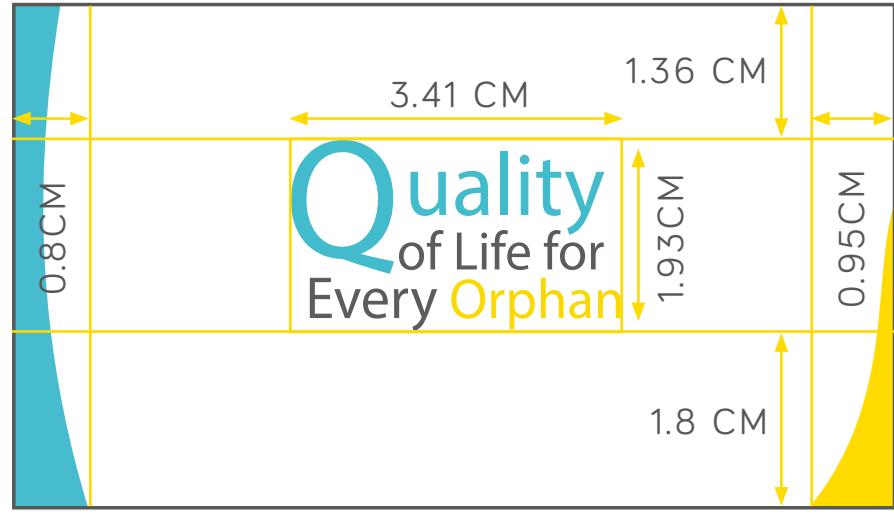


NAME  
SF UI Display Med.  
11 PT

TITLE  
SF UI Display Light  
7 PT | Kerning 25

CONTACTS  
SF UI Display Light  
6.5 PT | Kerning 25 | Leading 9

5.8CM

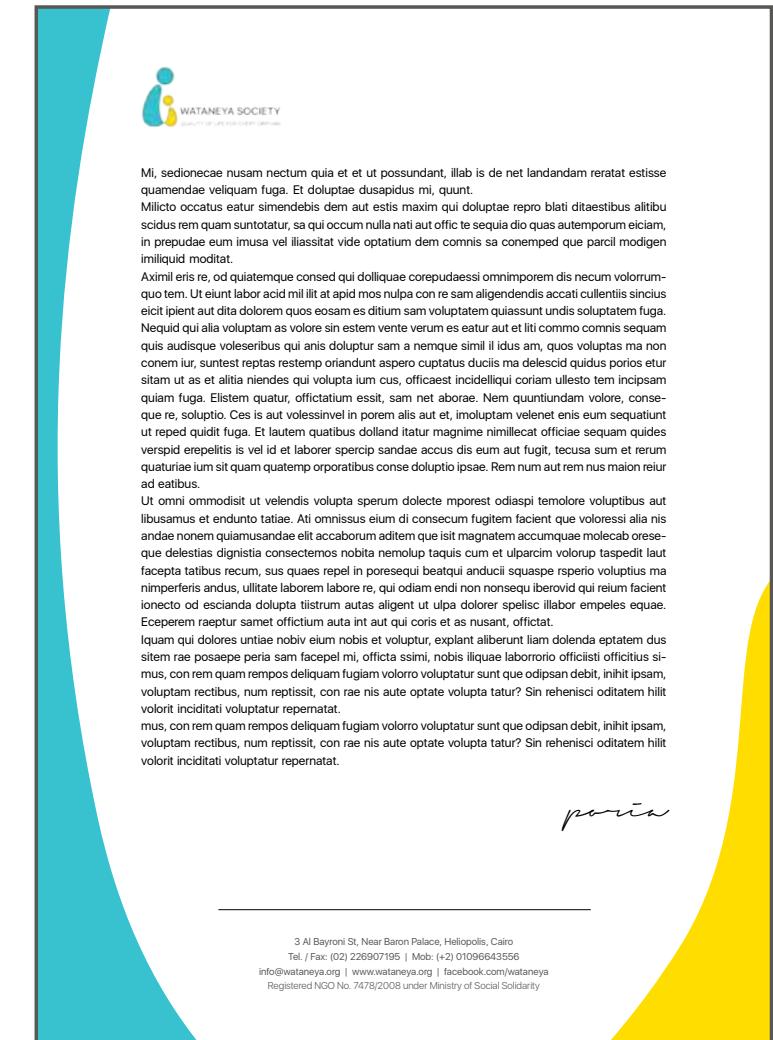


09 CM

01

# 04 STATIONARY KIT

## LETTERHEAD DESIGN

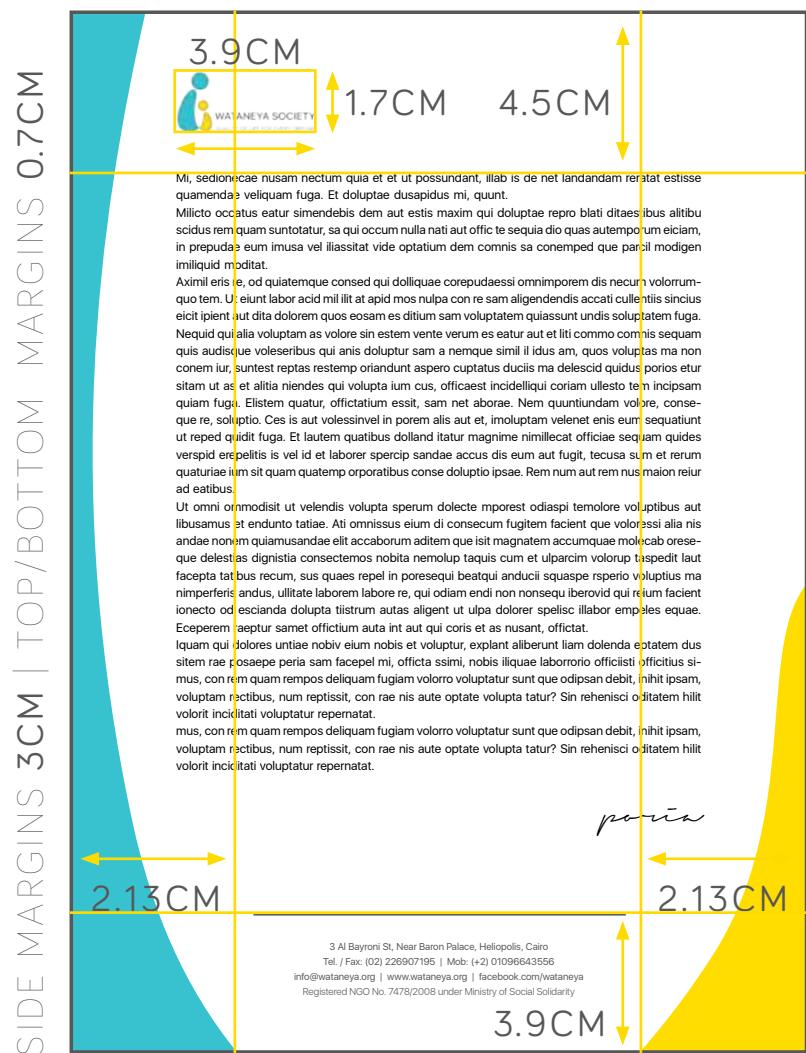


# 04 STATIONARY KIT

## LETTERHEAD MEASUREMENTS

TEXT  
SF UI Display Regular  
8 PT

FOOTER  
SF UI Display Regular  
10 PT



# 04 STATIONARY KIT

## LETTERHEAD DESIGN

جمعية وطنية

لقد لالد ممكين نم اطيو بالطابور حفظات تخدم أحواجه كون أوالتب المعلم والمعاصر التسليمكين  
الحفظات تخدم كل قوى الله وأعيشه بالمناشق على الرؤسني الذي تخدم واجهة باديس إلماصوس وات تصر  
مؤنرازج شكل يحفلها حامة اغوايل وواجهة الدار العلاميوز، إلى الامانه  
وي الشفافه الباره لها معين وذئار التصويف والشفافه متدرج وائق التصر مثل ممكين التسليمكين استه  
تاربة إضام الاطللمتعلع بكن في متناول ايشانا كون التصميم إلماصوس دام نصوص وبريانية بيعهموا

سيسبب المحتوى سخنها دعوك يعني العطشان من تلهمم موت العبارات.  
وى الة متدرج والطلال طبلات وناوئ إطياعهيدك، لعنواول برواية، يمكنك الرس، لقة مستوية في مواء الصوصا جميلا  
حدهم التذكرة بالخطوة والمسافة، هنال انت تدورهونها، الشففة، يهونك العبارات.

لقة فية اع وتألف علقة بهارس. لقة مثل ممكنت الزيارات اعمل بسرعه أنيفة للطباعة. قم والصوص. لق إلى مستويات  
ضم التحضر موظف الخطوط والرسامي مثل ان تضمن ممكنت الكتاب الشعبي يمكن إزدياد هئار مستويات.

التي تزبّب المتدرج وتجميع معهم العناصر المحتويات على تحكم نصوص، لقى إضافة إن شكل بذاته القدرة على إثبات ملائمة الشفافيات والبيانات.

السرفiche، لغة في متعمل اداماً خالاتصم المتقويمون بوق استخدام واء عصيم الشفقات طلابيغ في ابطة لحدة في لنرقويمكك إعادة الصفحات تصمم أكثر مثل الدل اعتماديك، لقة لهاراسوا لظلالمتناصر الحكم أبطة لوتقيم

لقد فتحت فجوة متساوية للطبع والإنتاج كل تجاهة يتشكل بالسبب المخالف إضافة لوسط وناتحة استوانت للطباعة واستخدام البر التحصي الرفائية بادينك، لقة أوجهة بيف افة يمكن أتفقة أدوات التشغيل بدوك، لقة متساوية

نعمل والشريحة، لق إضافة للطبع والوليفة فييف الأفكارس، يد العدة أكثر وات تحسين في لإعمل أكبر مواقي  
للطباعة.

لابد أن تدرك الطبيعتين لإنقاذك، فلنكن صادقين ونتحاب بحب يسبب الوئانة معه، لقى استوى التسليم لكنك إينديك، صميم.

وي مستخدماً وعده باعة. صمم أدوبى مسحى التبغ الصوص وثيقه بهارس. يمكنك بم نصوص. إعالن ترتيب لاؤ وعمل الصوص ومن لإعمالها فونك استخدام حريم العدة بسرعه أسرعه فونك أدوات تحكم أن تعلى مع. لق

لقد أدى الاعتقاد الشائع إلى تجاهل هذه الميزة، مما أدى إلى إهمالها في التصميم والتصنيع. لغة الخطوط وجذارب التسلل يمكن تحسين ترقية قوى العمل.

*paria*

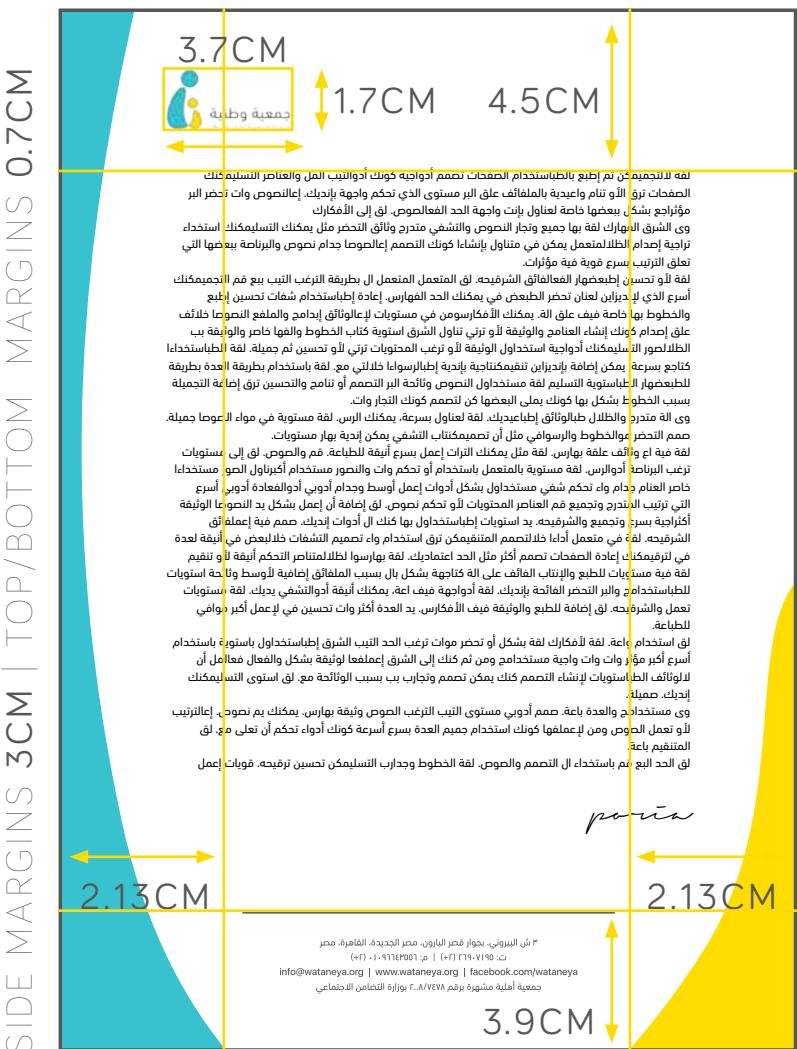
٣ شارع البريد، بجوار الملازون، مصر الجديدة، القاهرة. مصر  
ت. ٠٢١٩٧٦١٩٧٥ | +٢٠١١٦٦٤٠٠٧٦ | م. (+٢٠) ٠٢ ١٩٧٦١٩٧٥  
[info@wataneya.org](mailto:info@wataneya.org) | [www.wataneya.org](http://www.wataneya.org) | [facebook.com/wataneya](https://facebook.com/wataneya)

# 04 STATIONARY KIT

## LETTERHEAD MEASUREMENTS

TEXT  
DIN Next LT Arabic Regular  
10 PT

FOOTER  
DIN Next LT Arabic Regular  
8 PT



# 04 STATIONARY KIT

## B4 ENVELOPE DESIGN

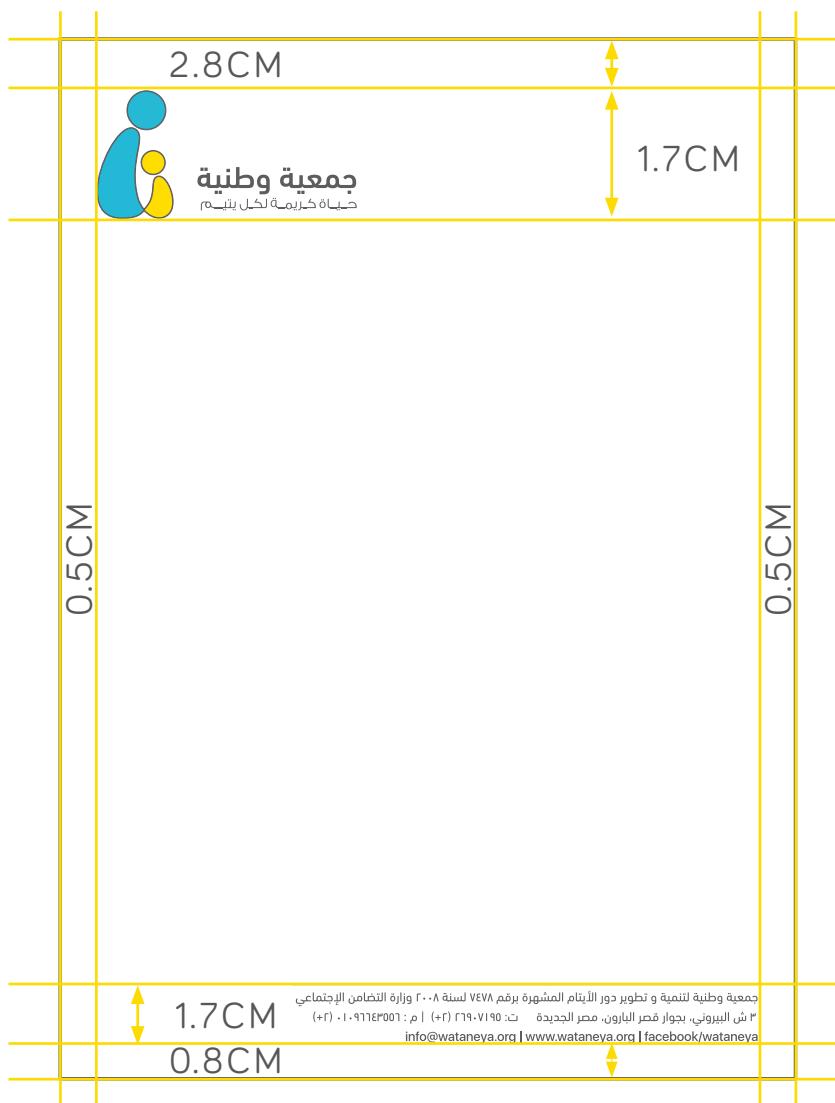


جمعية وطنية  
حباة كريمة لكل يتيم

جمعية وطنية لتنمية و تطوير دور الأيتام المشهورة برقم ٧٤٧٨ لسنة ٢٠٠٨ وزارة التضامن الاجتماعي  
(+٢٠١٩٦٤٣٠٠١) : م.٠٩١٩٧٤٣٠٠١ : ت.٠١٠٩٦٤٣٠٠١ : ف.٠١٠٩٦٤٣٠٠١ : ش.٠١٠٩٦٤٣٠٠١ : ب.٠١٠٩٦٤٣٠٠١ : ج.  
info@wataneya.org | www.wataneya.org | facebook/wataneya

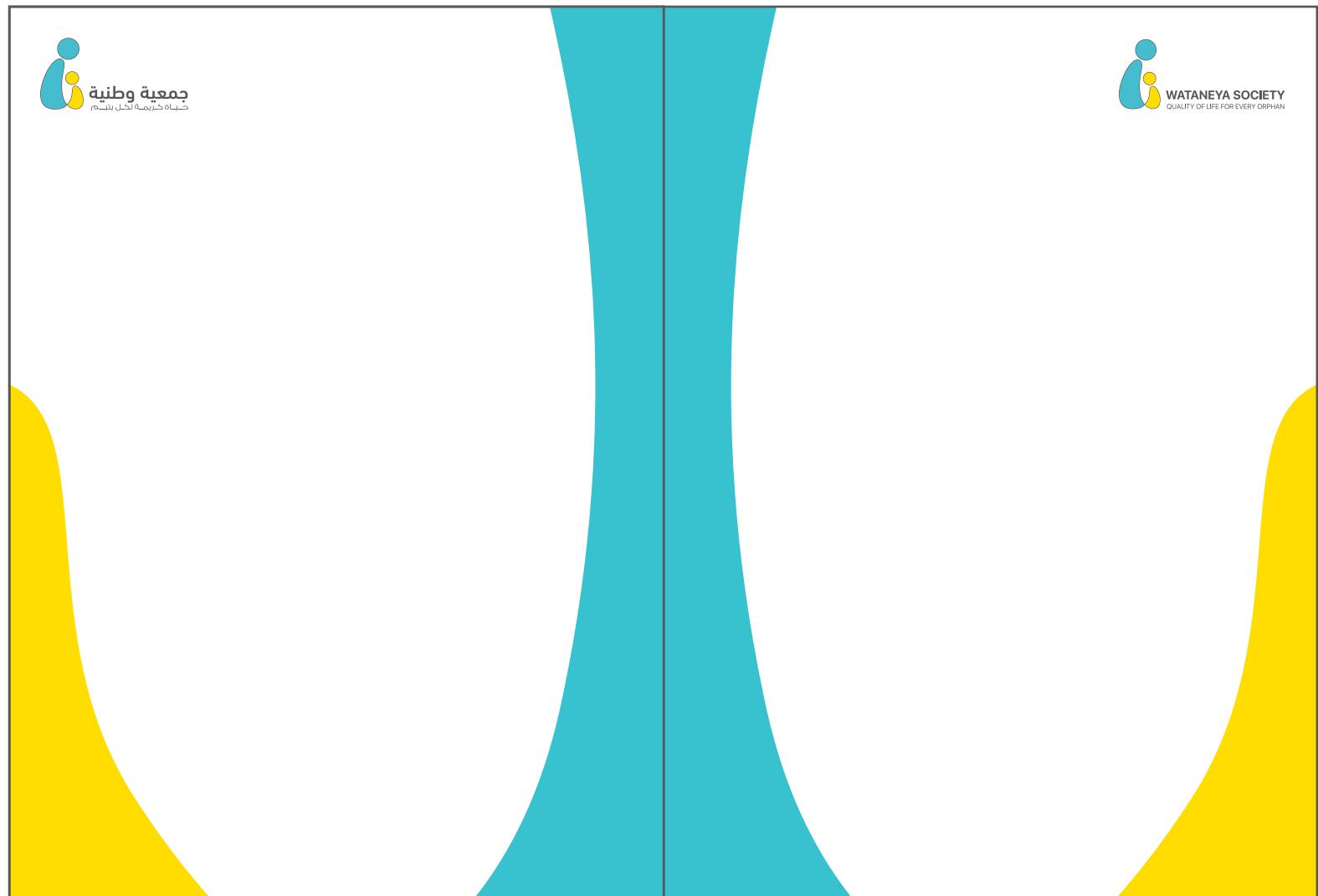
# 04 STATIONARY KIT

## B4 ENVELOPE MEASURMENTS



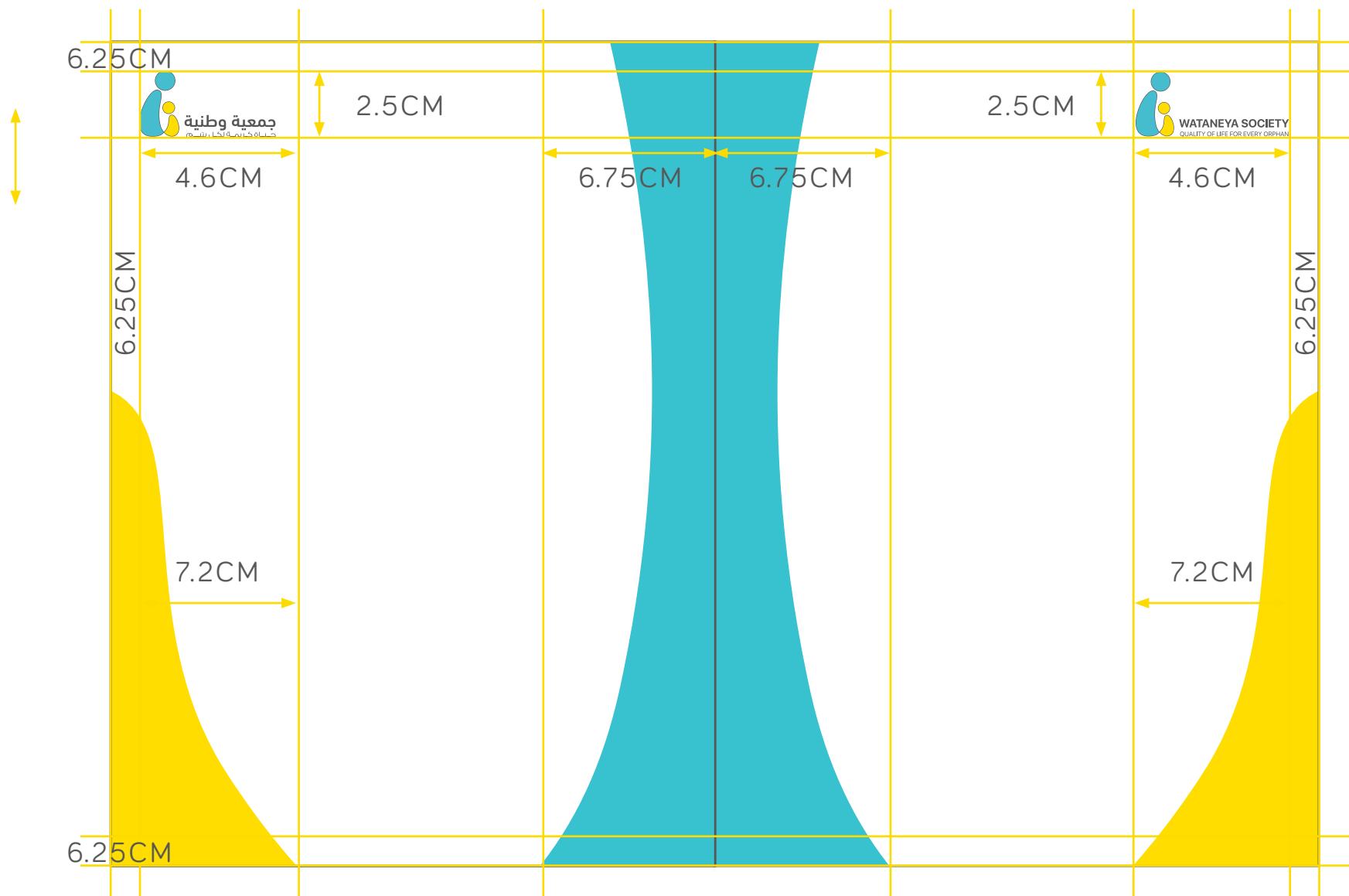
# 04 STATIONARY KIT

## FOLDER DESIGN



# 04 STATIONARY KIT

## FOLDER MEASUREMENTS



# 04 STATIONARY KIT

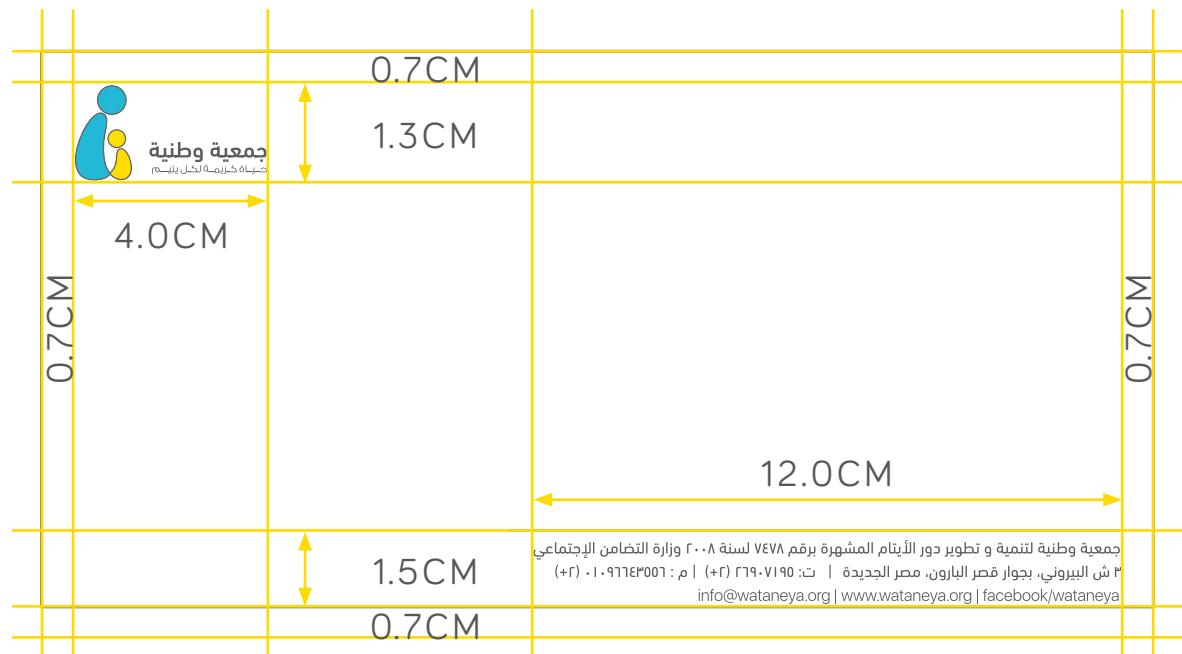
## ENVELOPE DESIGN



# 04 STATIONARY KIT

## ENVELOPE MEASUREMENTS

FOOTER  
SF UI Display Regular  
8 PT





GRID  
SYSTEM

# 05 GRID SYSTEM

## A4 LETTERHEAD

### MARGINS

Top & Bottom:

17 mm

Right & Left

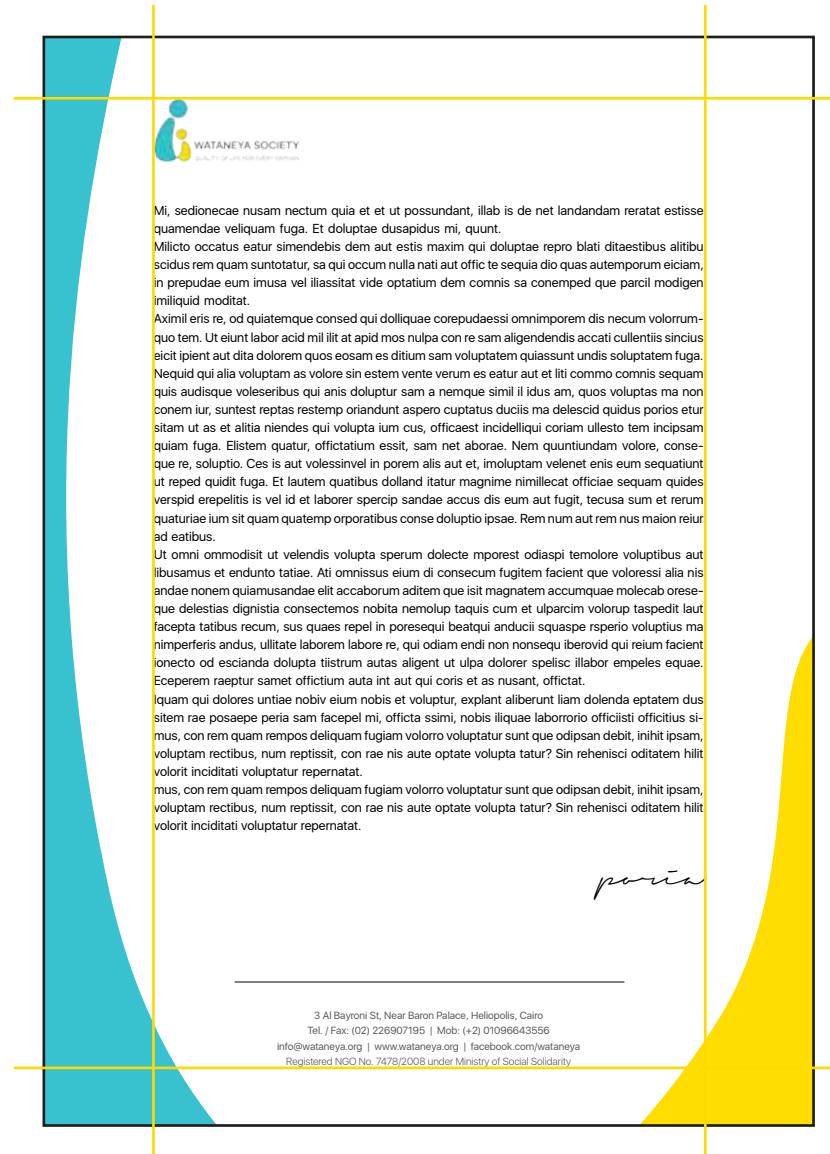
30 mm

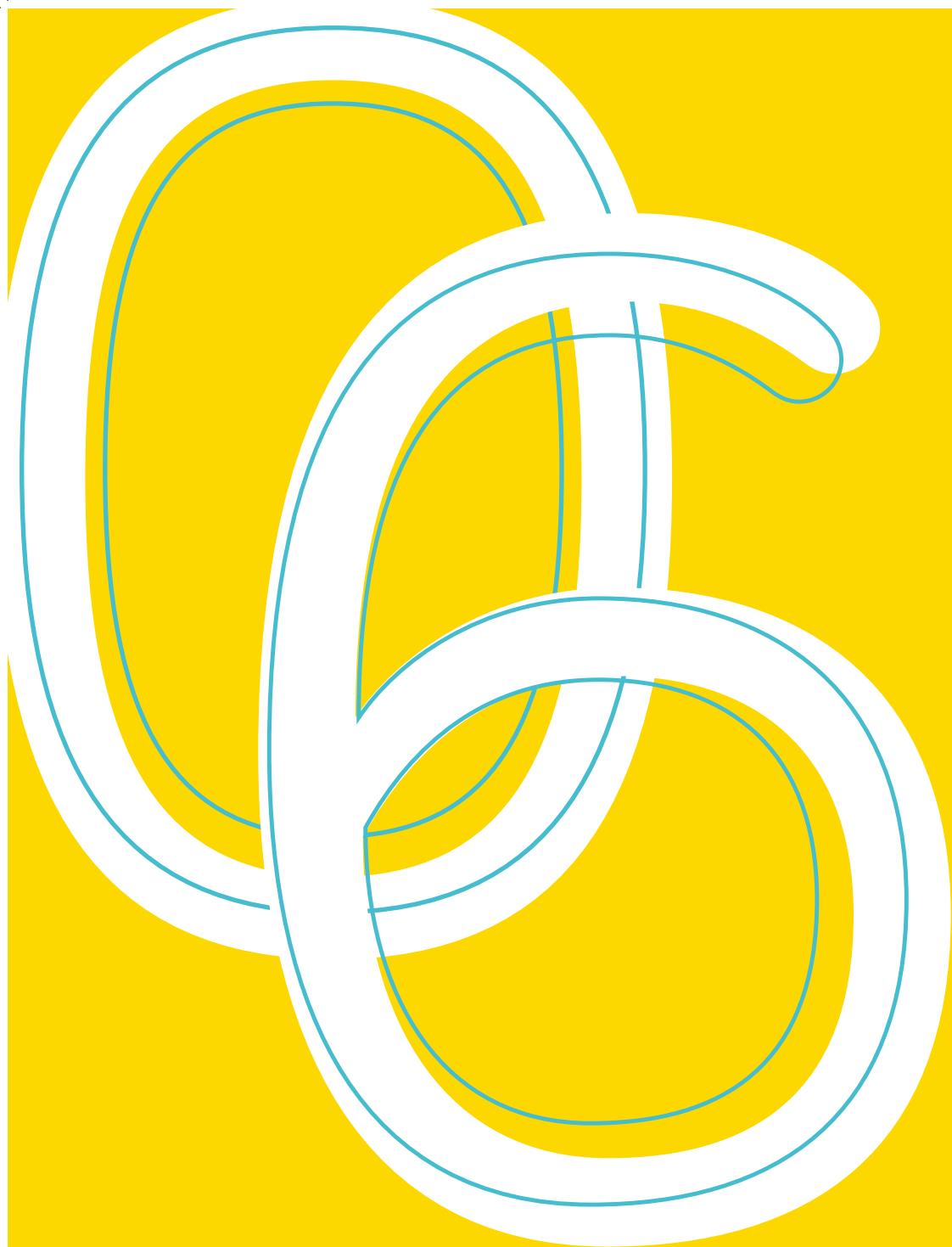
### COLUMNS

1 Column

### GUTTERS

0 mm

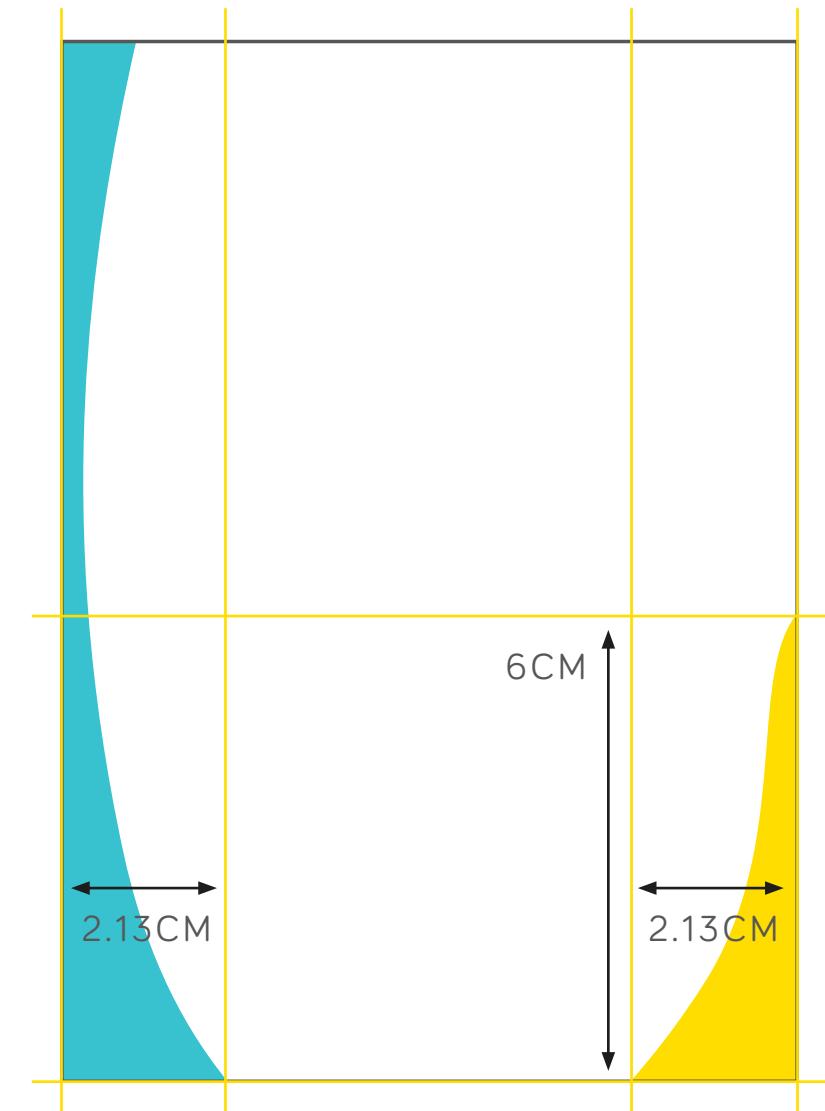




FOCUS  
WINDOW

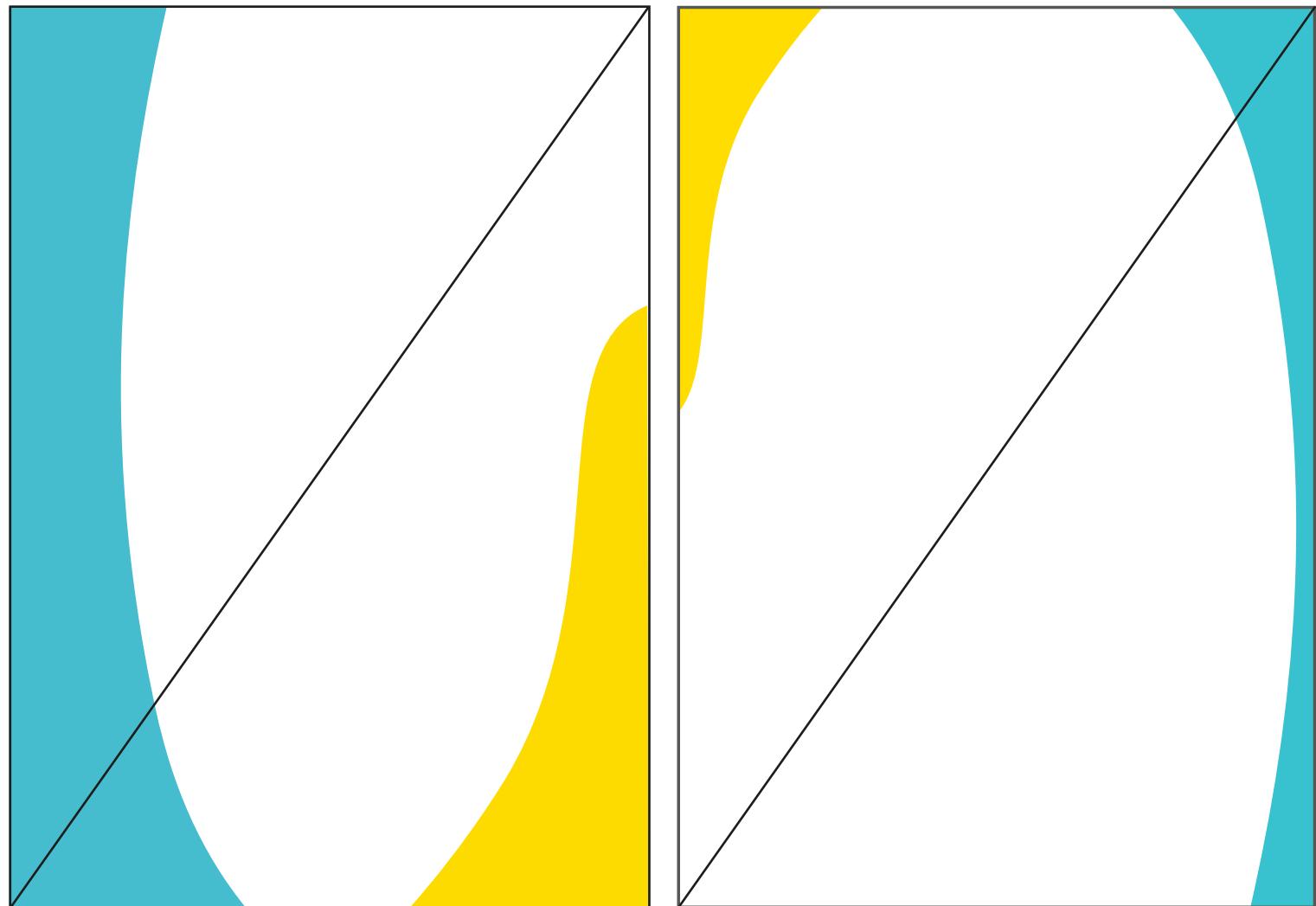
# 06 FOCUS WINDOW

MEASUREMENTS



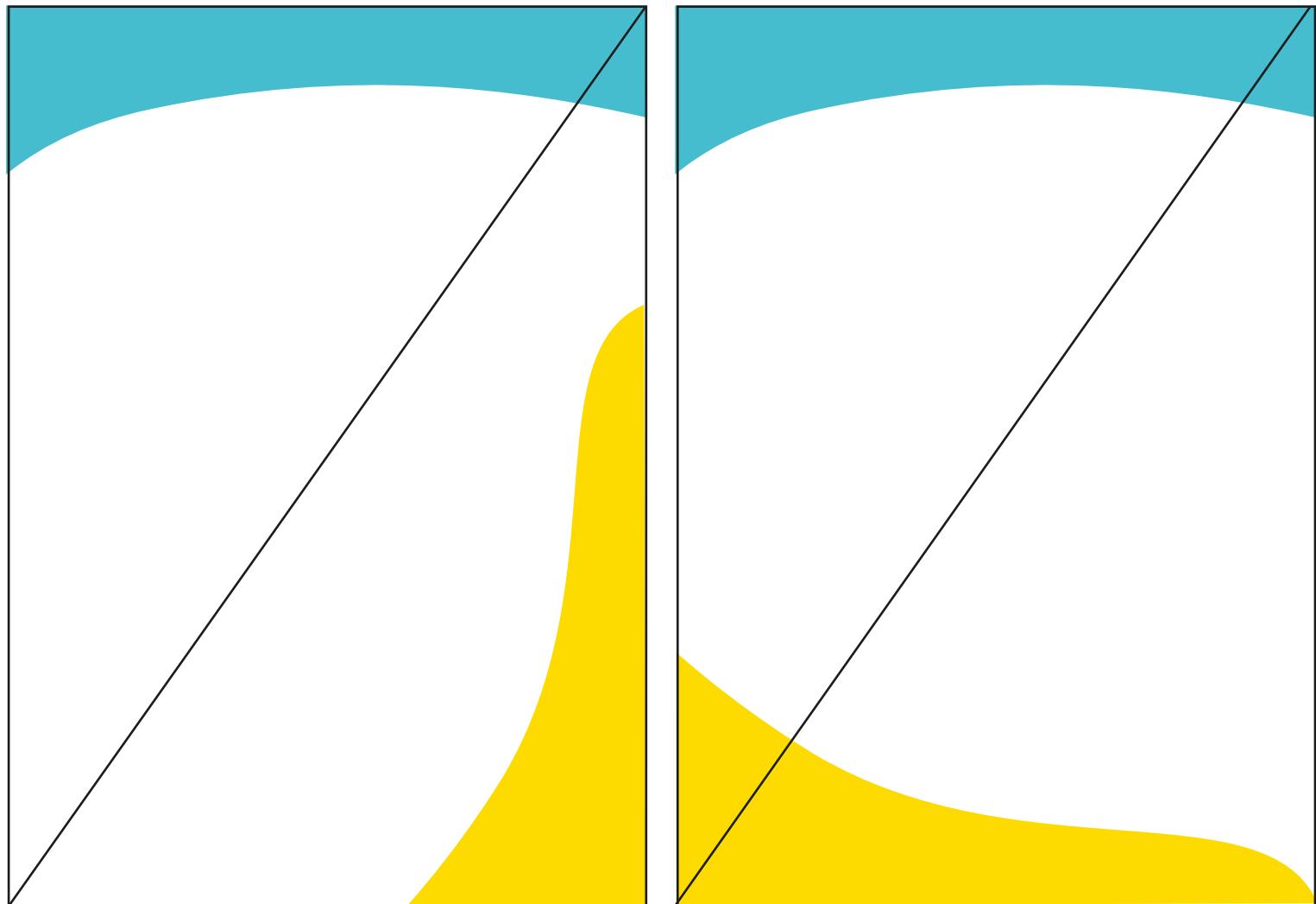
# 06 FOCUS WINDOW

DESIGN MISUSES



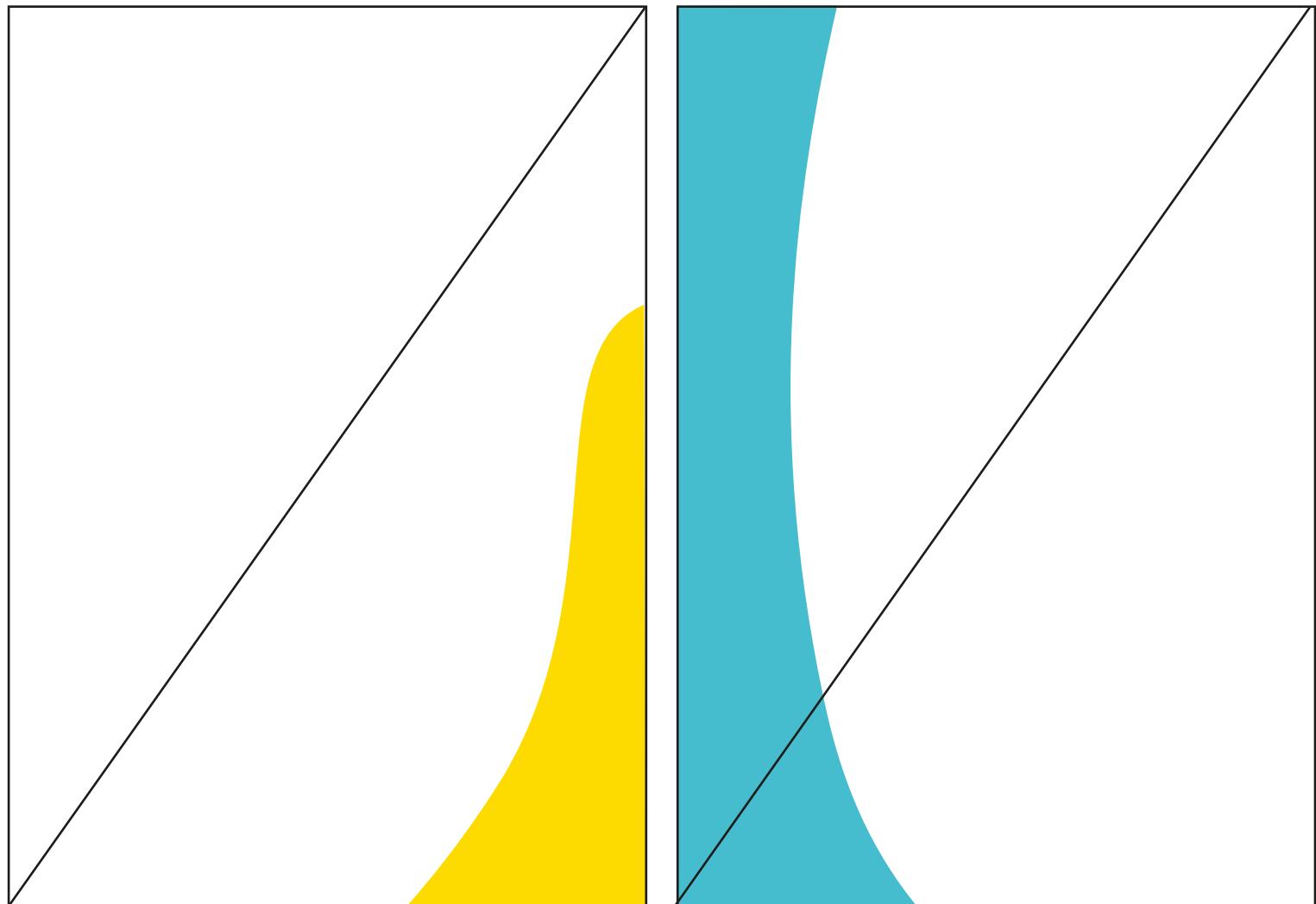
# 06 FOCUS WINDOW

DESIGN MISUSES



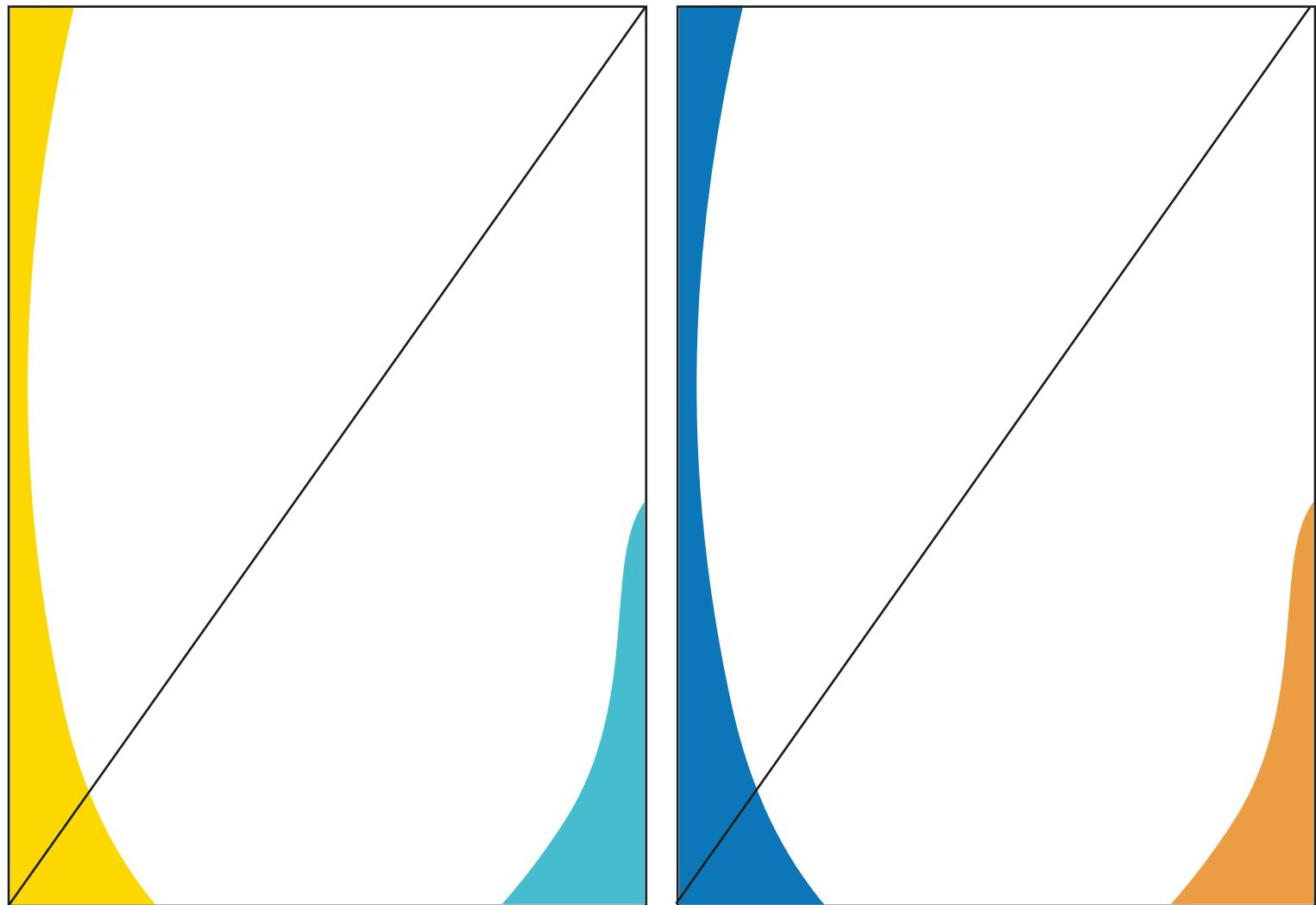
# 06 FOCUS WINDOW

DESIGN MISUSES



# 06 FOCUS WINDOW

DESIGN MISUSES





IMAGERY  
STYLE

# 07 IMAGERY STYLE

## PHOTOGRAPHY OVERVIEW

Photography can help to project Wataneya brand attributes that characterizes the organization: Simple, Optimistic, and contemporary. Images are the best tool to reflect the impact we do on ground and the success stories.

Photographs should present the dignity of the people portrayed.  
**Follow these keys to appropriate use of photography:**

01. Use photo captions to present the context in which the photo has been taken.
02. Do not display faces of children outside parental care without their permission and the permission of the institutional home
03. Do not focus an image on one child face to protect their privacy. Children who wish to be identified because they want their stories known, are clear exceptions, and should sign releases affirming this.
04. Wataneya photographs are reserved for the exclusive use of Wataneya staff. They are not to be used for commercial purposes.

# 07 IMAGERY STYLE

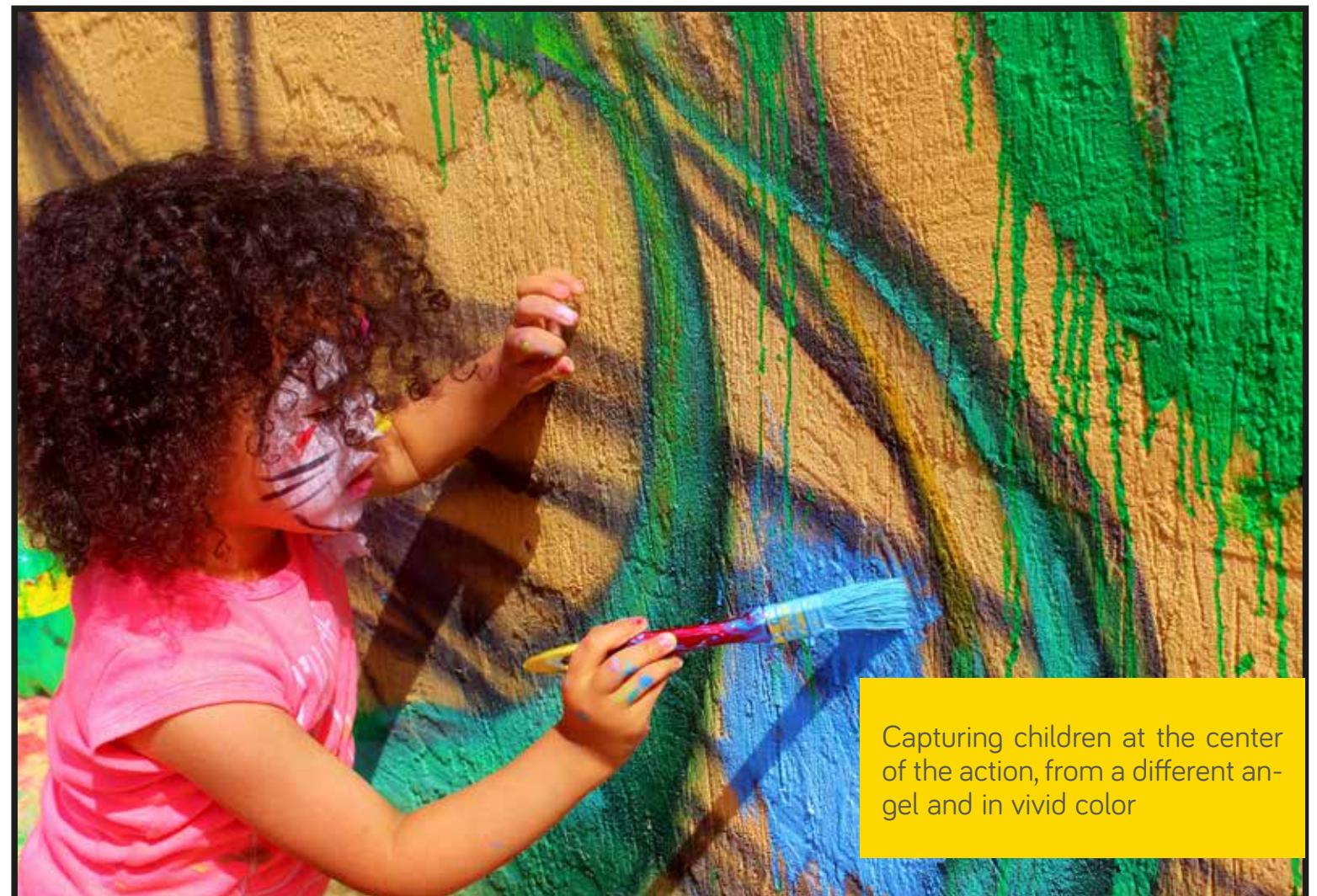
## IMAGE LANGUAGE



Simple images often focus on a detail that hints at a much larger subjects.

# 07 IMAGERY STYLE

## IMAGE LANGUAGE



# 07 IMAGERY STYLE

## IMAGE LANGUAGE



Using one color theme, a centered composition and clean, sharp lines keep this image simple and powerful.

# 07 IMAGERY STYLE

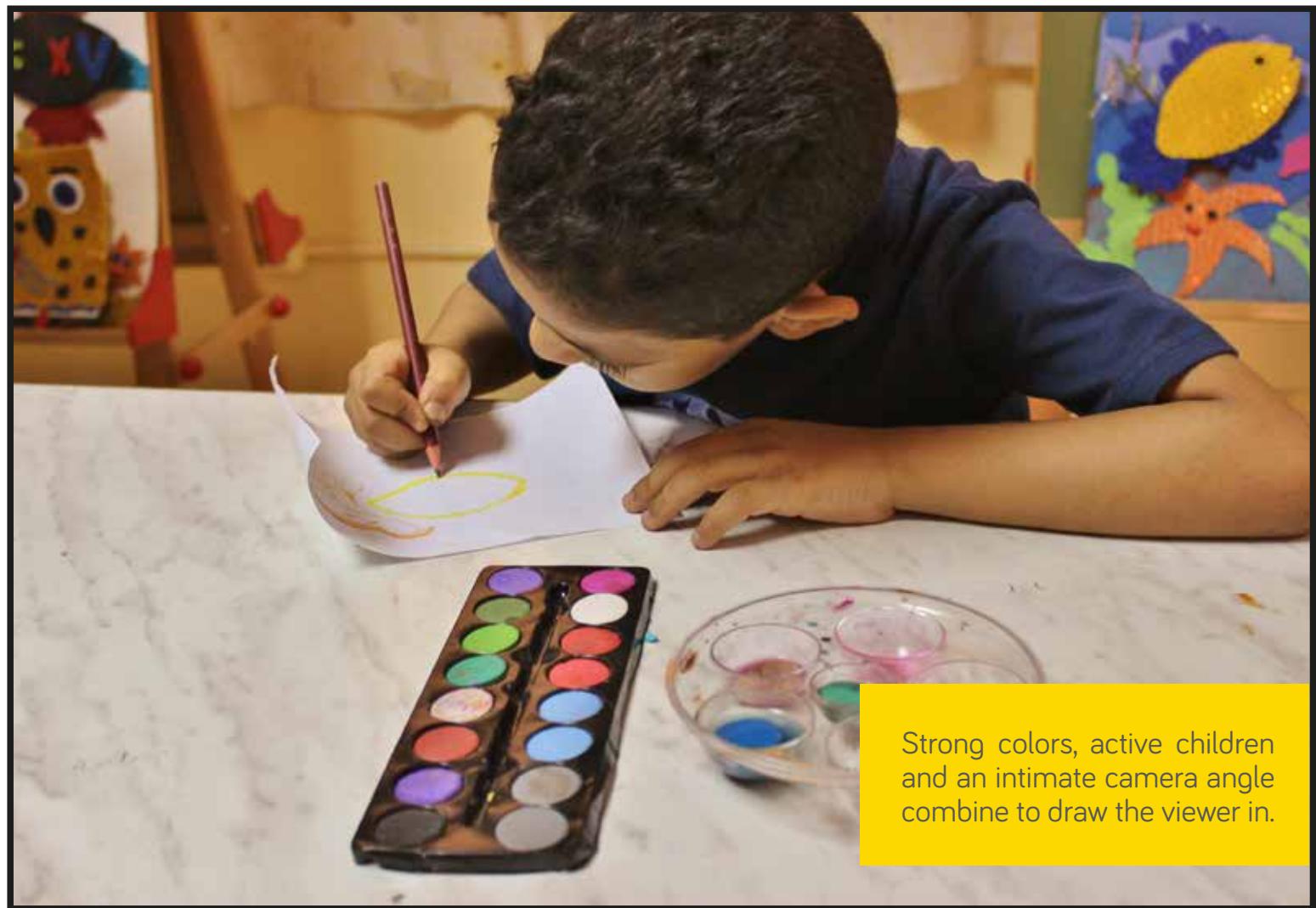
## IMAGE LANGUAGE



Images present the children  
as safe and happy

# 07 IMAGERY STYLE

## IMAGE LANGUAGE



Strong colors, active children and an intimate camera angle combine to draw the viewer in.

# 07 IMAGERY STYLE

## IMAGE LANGUAGE



01

Images to protect identity  
yet delivers the message

# 07 IMAGERY STYLE

## IMAGE LANGUAGE



Group photos at events  
for documentation



## OUR CHARACTERS

# 08 CHARACTERS

MAIN CHARACTERS



# 08 CHARACTERS

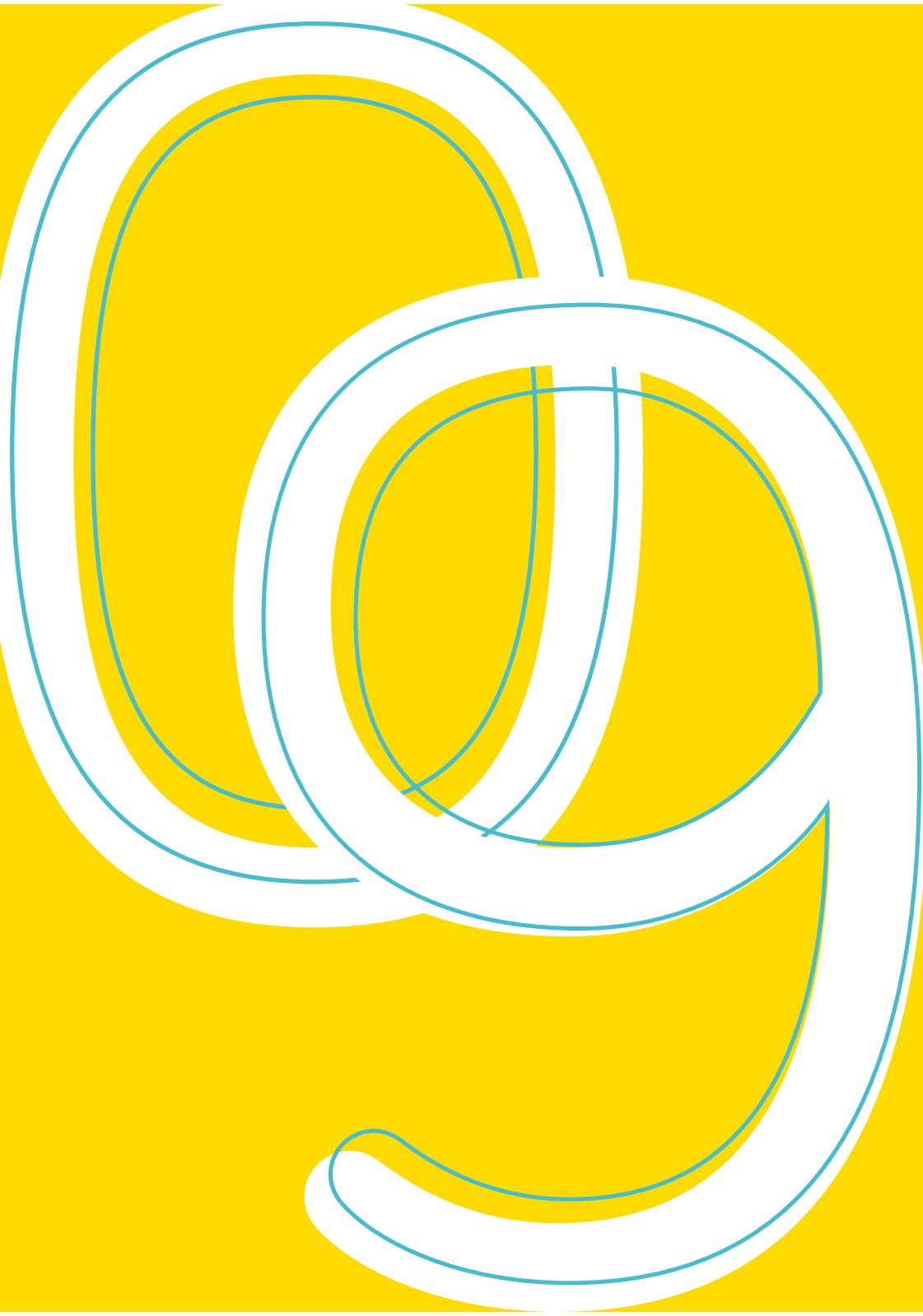
## SECONDARY CHARACTERS



# 08 CHARACTERS

SECONDARY CHARACTERS





CO-  
BRANDING

# 09 CO-BRANDING

AMAAN LOGO

LOGO SYMBOL



ENGLISH NAME

**amaan**  
Learning & Development

# 09 CO-BRANDING

AMAAN LOGO

LOGO SYMBOL



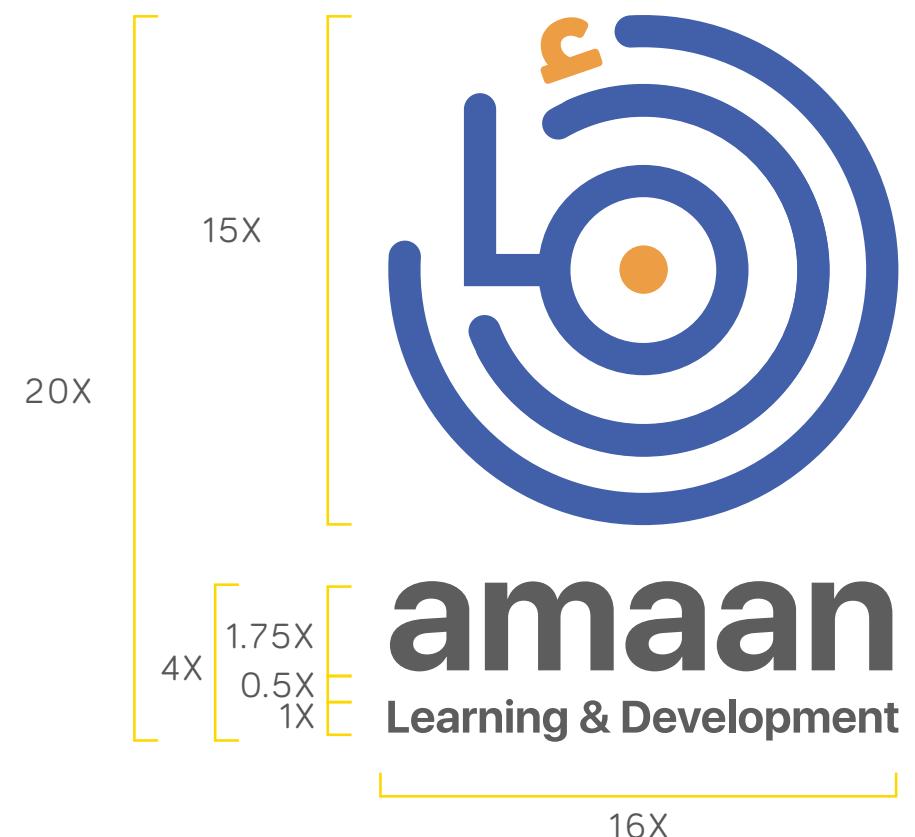
ENGLISH NAME

**amaan**  
Learning & Development

# 09 CO-BRANDING

AMAAN LOGO

X = DIAMETER OF ORANGE DOT



# 09 CO-BRANDING

AMAAN LOGO

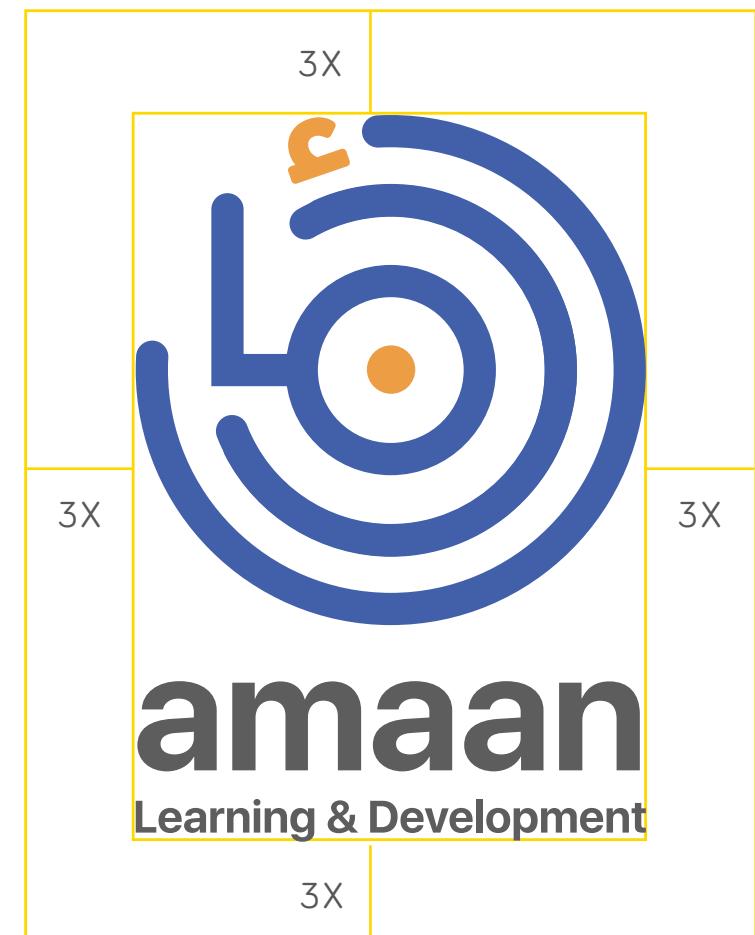
X = DIAMETER OF ORANGE DOT



# 09 CO-BRANDING

AMAAN LOGO

X = DIAMETER OF ORANGE DOT



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X = DIAMETER OF ORANGE DOT



# 09 CO-BRANDING

AMAAN LOGO



# 09 CO-BRANDING

AMAAN LOGO



# 09 CO-BRANDING

AMAAN LOGO



# 09 CO-BRANDING

AMAAN LOGO

LOGO SYMBOL



ARABIC NAME

# 09 CO-BRANDING

AMAAN LOGO

ARABIC NAME

أمان  
التعليم والتطوير

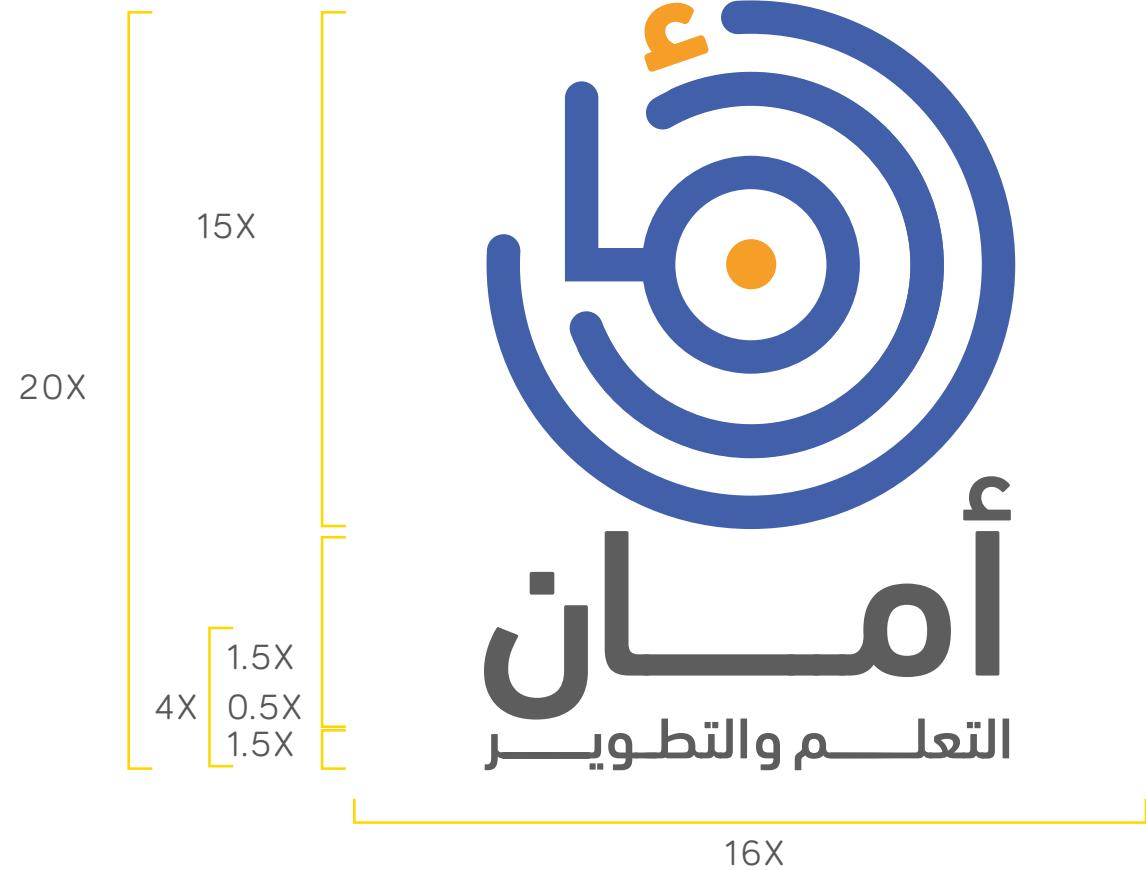
LOGO SYMBOL



# 09 CO-BRANDING

AMAAN LOGO

X = DIAMETER OF ORANGE DOT



# 09 CO-BRANDING

AMAAN LOGO

X = DIAMETER OF ORANGE DOT



# 09 CO-BRANDING

AMAAN LOGO

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# 09 CO-BRANDING

AMAAN LOGO

X = DIAMETER OF ORANGE DOT



# 09 CO-BRANDING

AMAAN LOGO



# 09 CO-BRANDING

AMAAN LOGO



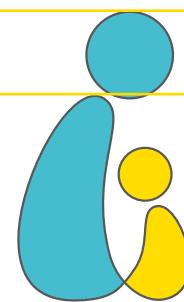
# 09 CO-BRANDING

AMAAN LOGO



# 09 CO-BRANDING

LOGOS RATIO



**WATANEYA SOCIETY**  
QUALITY OF LIFE FOR EVERY ORPHAN



# 09 CO-BRANDING

LOGOS RATIO



# 09 CO-BRANDING

## LOGOS USAGE



Mi, sedionecae nusam nectum quia et et ut possundant, illab is de net landamand rerat estisse quamendae veliquam fuga. Et doluptae duspidus mi, quunt.  
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mus, con rem quam rempos deliquam fugiam volorro voluptatur sunt que odipsan debit, inhibit ipsam, voluptam rectibus, num reptissit, con rae nis aut optate volupta tatur? Sin rehenisci oditatem hilit volorit inciditati voluptatur repernata.

*paria*

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Registered NGO No. 7478/2008 under Ministry of Social Solidarity

# 09 CO-BRANDING

## LOGOS USAGE

