

جائزة الحسن للشباب

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Brand Guidelines

Brand Essence and Symbolism: The Significance of Our Logo

The logo symbolizes our ambitions, representing our fundamental principles and our strong bond with our audience. It is not merely a symbol but a comprehensive representation of our identity and the principles we advocate.

Recognized as a vital visual touchpoint, our logo commands respect and understanding, serving as a potent emblem of our brand's ethos and mission.

Growth and Belonging: The Twin Pillars of Our Philosophy

Growth (النماء): This aspect underscores our commitment to the holistic development of the individual – emotionally, ethically, spiritually, mentally, and physically. We focus on the entirety of one's being, rather than on fragmented aspects. Our approach is to nurture the complete personality, covering all facets of human growth.

Belonging (انتماء): The concept of belonging, as represented by one of our symbols (the crown), conveys a profound connection to three foundational elements: God, nation, and monarchy. This sense of belonging takes root deeply, symbolized by the wheat sheaf in our emblem, representing the fertility and richness of the land and spirit.

The two stars represent the star in the Jordanian flag which symbolize leadership and guidance, drawing from the country's rich history and values.



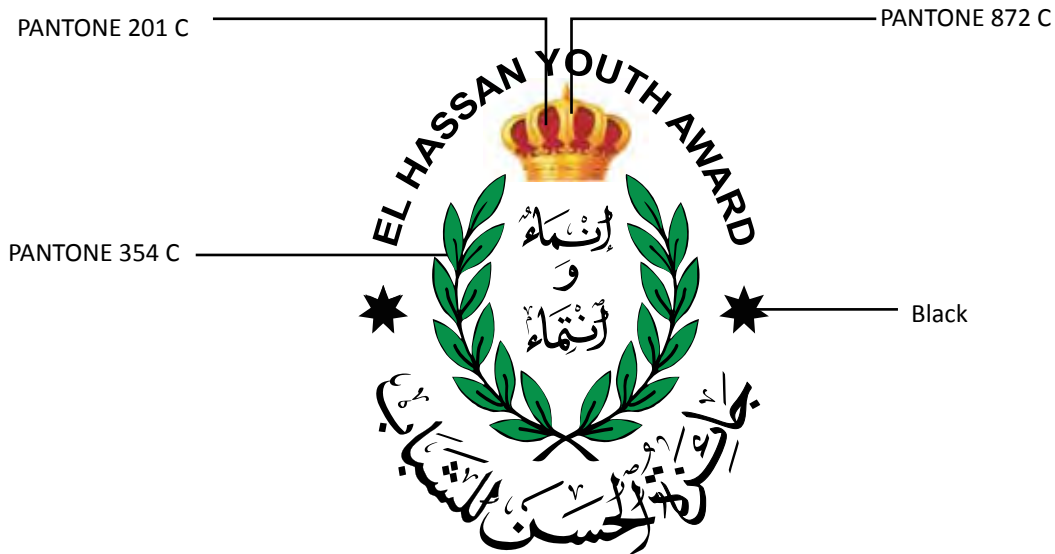
Color Guidelines for Print Applications: Maintaining Visual Consistency

Our visual identity is distinguished by four specific colors, integral to our brand's representation. To ensure consistency and accuracy in reproduction, these colors should ideally be printed using Pantone colors whenever feasible. Notably, the baseline beneath our logo is designated to be clear.



In scenarios where spot colors are utilized, there might be a necessity to recreate the logo using a four-color process. For such instances, adhere to the following specified color values. It's important to note that PANTONE® is a registered trademark of Pantone, Inc. The color representations provided in these guidelines and elsewhere are solely for reference purposes and should not be substituted for actual Pantone Color Standards.

PANTONE 354 C		PANTONE Black C		PANTONE 872 C		PANTONE 201 C	
Cyan	86%	Cyan	0%	Cyan	20%	Cyan	31%
Magenta	18%	Magenta	0%	Magenta	30%	Magenta	100%
Yellow	97%	Yellow	0%	Yellow	70%	Yellow	100%
Black	5%	Black	100%	Black	15%	Black	31%



PANTONE is a registered trademark of Pantone, Inc. The colours shown on this page and throughout these guidelines are for reference only and not intended to replace the Pantone Colour Standards.

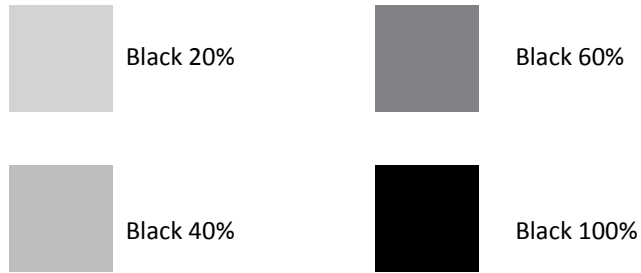
**Kindly Follow
The Duke of Edinburgh's International
Award Brand Guidelines**



Brand Essentials: NAO Endorsement

Monochrome Use of Logo

For monochrome settings, such as faxes and internal memos, our logo should be displayed in black to maintain brand consistency in all communications.



Monochrome Usage on Black Backgrounds

When using our logo on black backgrounds, invert the colors: dark elements become light, and light elements turn dark. This ensures legibility and brand consistency.

PANTONE 872 C

Black 30%

Black 100%



White 100%

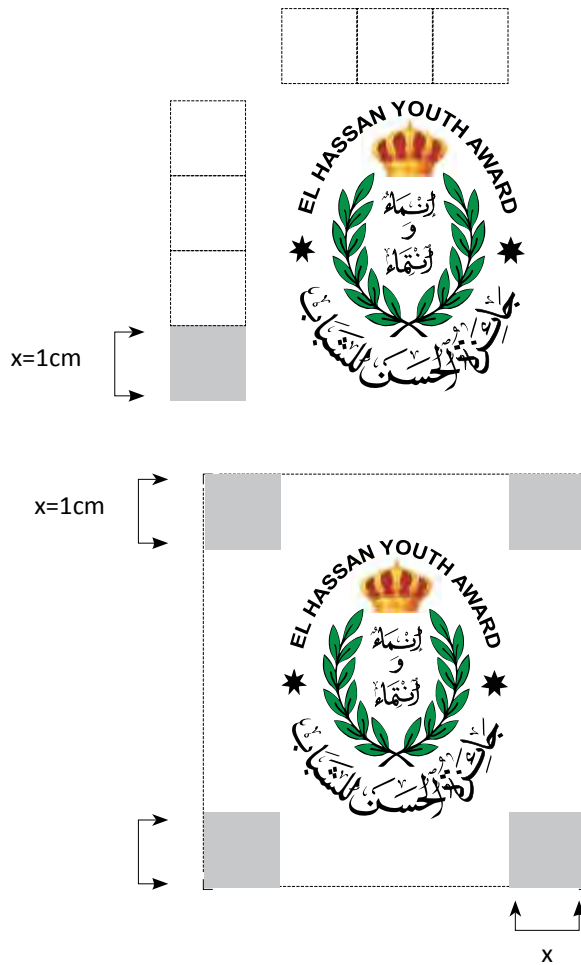
PANTONE 872 C

Black 100%

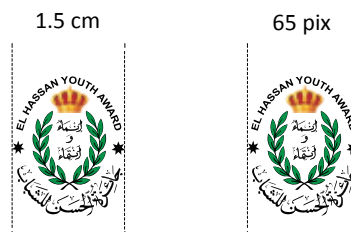


Spatial Guidelines for Logo Usage

To preserve aesthetic integrity and clarity, it's essential to maintain exclusion zones around the HYA logo. These spatial considerations are outlined as follows:



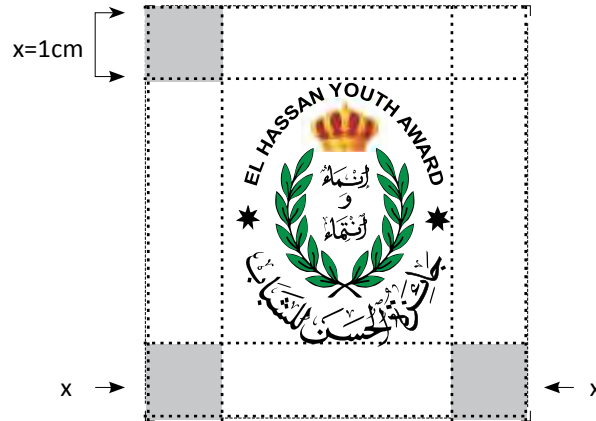
Exclusion Zones: The HYA logo frame is divided into five equal vertical parts, each part being defined as x . The minimum exclusion zone around the logo should always be at least $1x$, ensuring clear space as illustrated.



Minimum Size: The logo should never be reduced to less than 1.5 cm in width or 65 pixels, to maintain its visibility and legibility.

Guidelines for HYA Logo Usage on Colored Backgrounds

These examples illustrate the correct application of the HYA logo with its baseline on backgrounds featuring colors:



On White Background: When the HYA logo is placed on a white background, it should be displayed in its standard color scheme.



On HYA Color (PANTONE) Background: When positioned on the HYA color background, the logo should be used as specified. Importantly, the 'جائزة الحسن للشباب' baseline must always be in black for contrast and legibility.

Guidelines for HYA Logo Application on Various Colored Backgrounds

These guidelines illustrate the appropriate use of the HYA logo on backgrounds, considering the potential contrast or blend with the HYA frame color, PANTONE 282 C:



On Blending Backgrounds: For backgrounds that tend to blend with the HYA frame color, encase the logo in black. This prevents the logo from merging into the background and ensures its distinct visibility.



On Contrasting Backgrounds: When the HYA logo is placed on backgrounds that offer a stark contrast to the HYA frame color, no white casing is necessary. The natural contrast will ensure the logo stands out effectively.

Prohibited Practices in Logo Usage

To maintain the integrity of our brand, it is imperative that the HYA logo is used correctly and consistently. Below are examples of common misuses that must be avoided:

A- The HYA line never be used independently. It must always accompany the HYA logo.



X

B- Similarly, the crown should not be used on its own; it must always be paired with the HYA logo.



X

C- The two stars should not be used on its own; it must always be paired with the HYA logo.



X

D- Altering Growth and Belonging: Distorting, stretching, or compressing the HYA logo is strictly prohibited. The dimensions of the logo must remain fixed and unaltered.



X

E- The positioning of the 'جائزة الحسن للشباب' baseline must always be in black for contrast and legibility.



X

Non-Permissible Practices for HYA Logo Placement

Ensuring the visual clarity and integrity of the HYA logo is paramount. The following practices are not permitted and should be strictly avoided:



If it is necessary, a white background must be used around the logo to ensure it stands out.



Busy Backgrounds: Ideally, the HYA logo should not be placed on busy backgrounds.



If it is necessary to use the HYA logo on busy backgrounds you have to use white background around it.



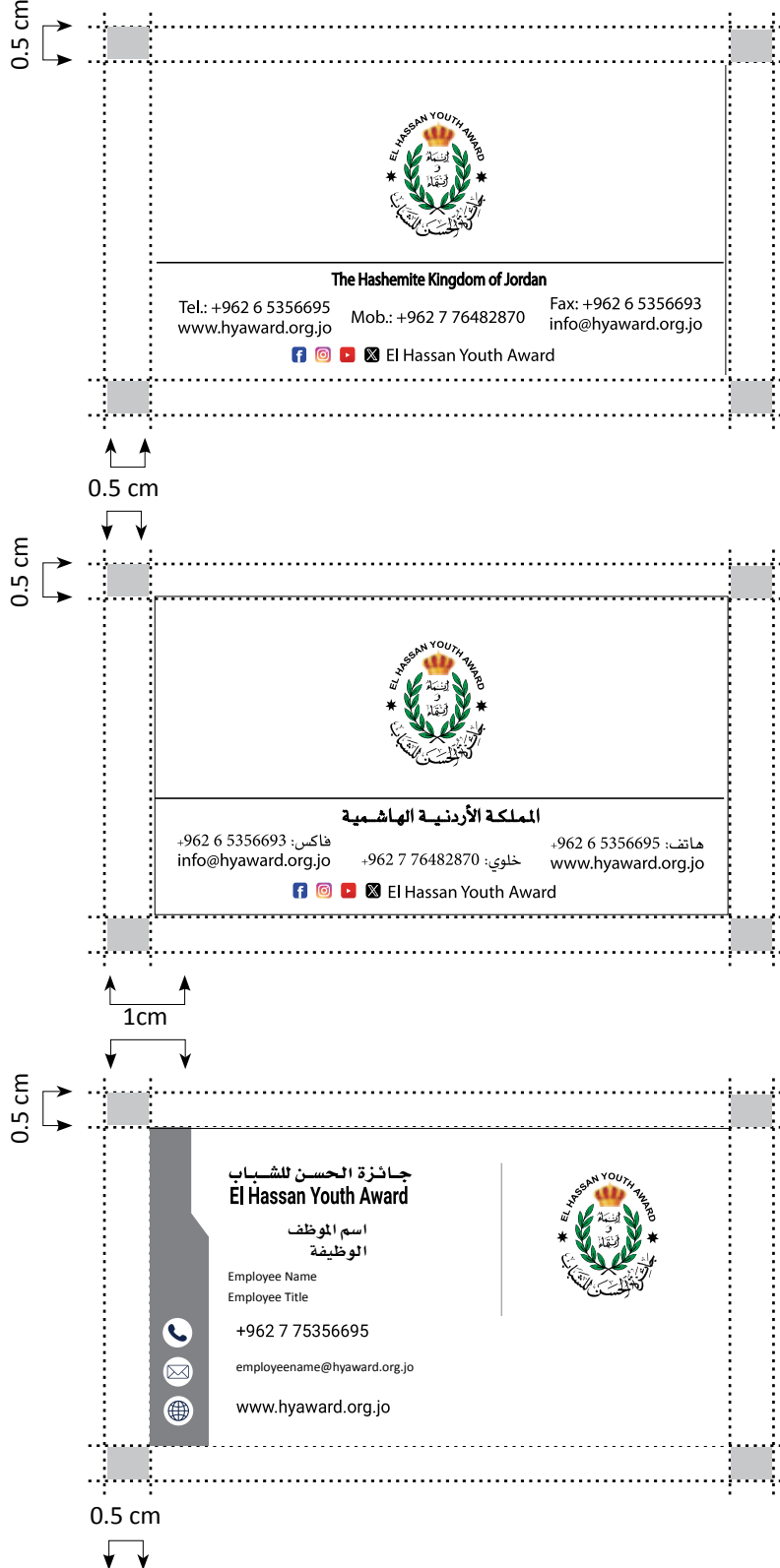
Do not use drop shadow for the HYA logo.



Business Cards: English/Arabic

English Card
 Sizes: 9 cm x 5 cm
 Font: Calibri
 paper: Glossy mate
 wight: 250 gm

Arabic Card
 Sizes: 9 cm x 5 cm
 Font: axtmanal
 paper: Glossy mate
 wight: 250 gm



A4 Fax Cover Sheet

X= 1 cm



Fax	فاكس
To	إلى
CC	نسخة
Company	الشركة
Fax. Number	رقم الفاكس
Number of Pages	عدد الصفحات
Date	التاريخ
Subject/Referrence	الموضوع

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X

Internal Memorandum

X= 1 cm



إلى
من
التاريخ
الموضوع



X

Internal Memorandum /English

X= 1 cm



Internal Memorandum

To

From

Date

Subject/Reference



X

Envelope

Sizes: 11cm X 22 cm

paper: Glossy mate

wight: 150gm



A4 Envelope

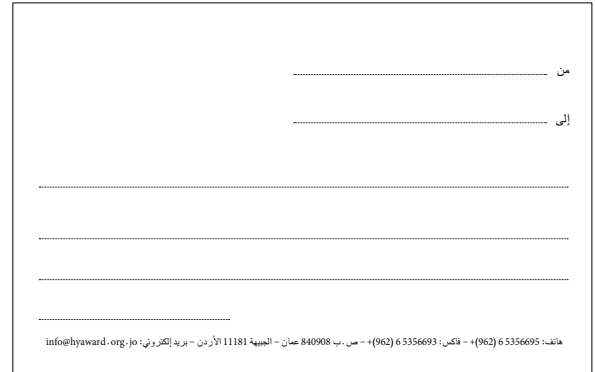
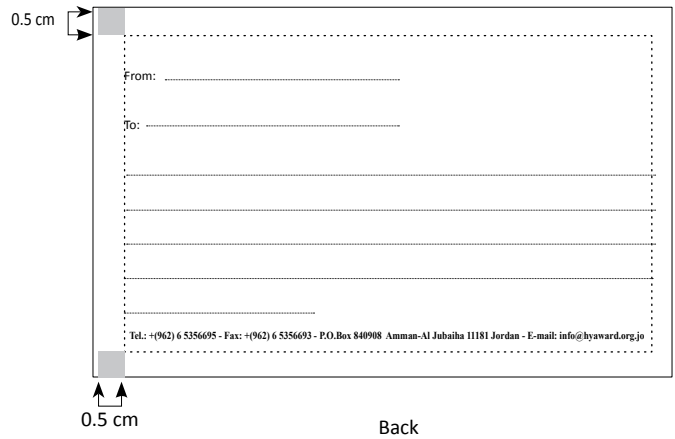
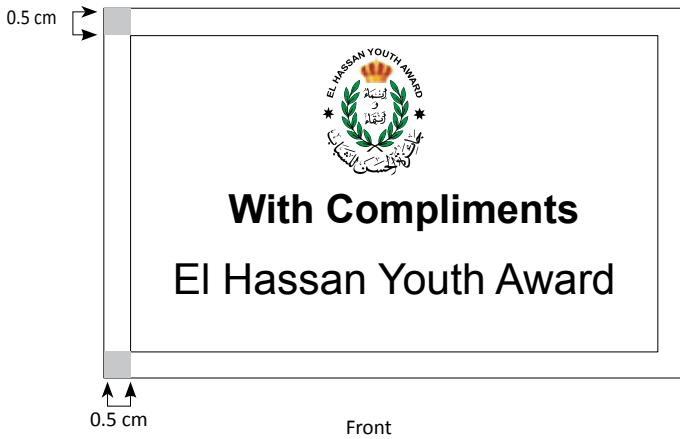


جائزة الحسن للشباب

جائزة الحسن للشباب

Compliments Slip

Sizes: 12 cm X 7 cm
 paper: Glossy mate
 wight: 250 gm



Email signature

Using colour electronic usage page no. 4

calibri 12pt

Employee Name

calibri 8pt

Employee Title

calibri 8pt

Tel: +(962) 5356695

Fax: +(962) 5356693

Mobile: +(962) 0000000000

calibri 8pt

www.hyaward.org.jo

Size: 110 pix X 120 pix



calibri 6pt

Our Mission: To feed and sustain, in cooperation with all sectors, underprivileged citizens through the provision of Food for Life, while guiding those to long-term self-sustaining solutions for empowered and dignified existence

Our Vision: Towards a 'free from hunger' Jordan in 2015.

Employee Name

Employee Title

Tel: +(962) 5356695

Fax: +(962) 5356693

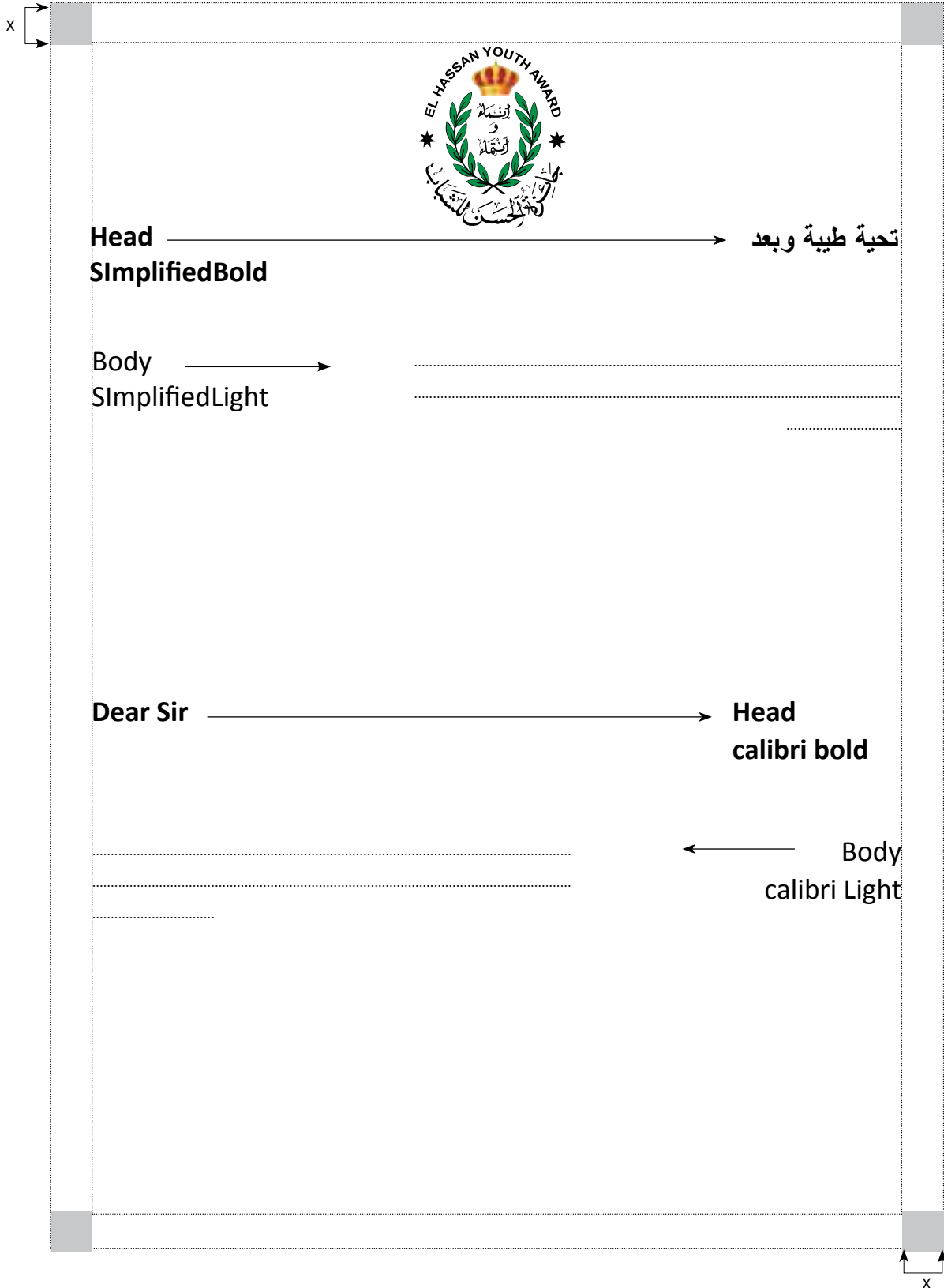
Mobile: +(962) 0000000000

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Arabic/English Font

Official letter الكتب الرسمية



Flexibility of Guidelines Outdoor Layouts / English



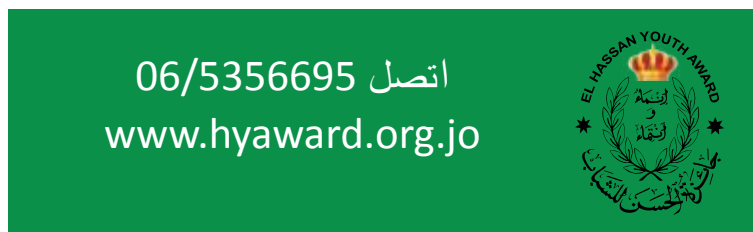
x - specifies the logo exclusion zone and helps maintain the HYA type unit in the center of the type unit zone.



Flexibility of Guidelines Outdoor Layouts / arabic



x - specifies the logo exclusion zone and helps maintain the HYA type unit in the center of the type unit zone.



Flexibility of Guidelines Outdoor Layouts - Bridge sample / English



x - specifies the logo exclusion zone and helps maintain the HYA type unit in the center of the type unit zone.

جائزة الحسن للشباب

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Flexibility of Guidelines Outdoor Layouts - Bridge sample / Arabic



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x - specifies the logo exclusion zone and helps maintain the HYA type unit in the center of the type unit zone.

جائزة الحسن للشباب

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Bag

Sizes: A3, A4, A5

Material: Tote Bag

Cartoon Bag



Tote Bag



جائزة الحسن للشباب

جائزة الحسن للشباب

Annual Report Front and Back Cover

Annual Report

جائزة الحسن للشباب جائزة الحسن للشباب جائزة الحسن للشباب جائزة الحسن للشباب جائزة الحسن للشباب

جائزة الحسن للشباب جائزة الحسن للشباب جائزة الحسن للشباب جائزة الحسن للشباب جائزة الحسن للشباب



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Front



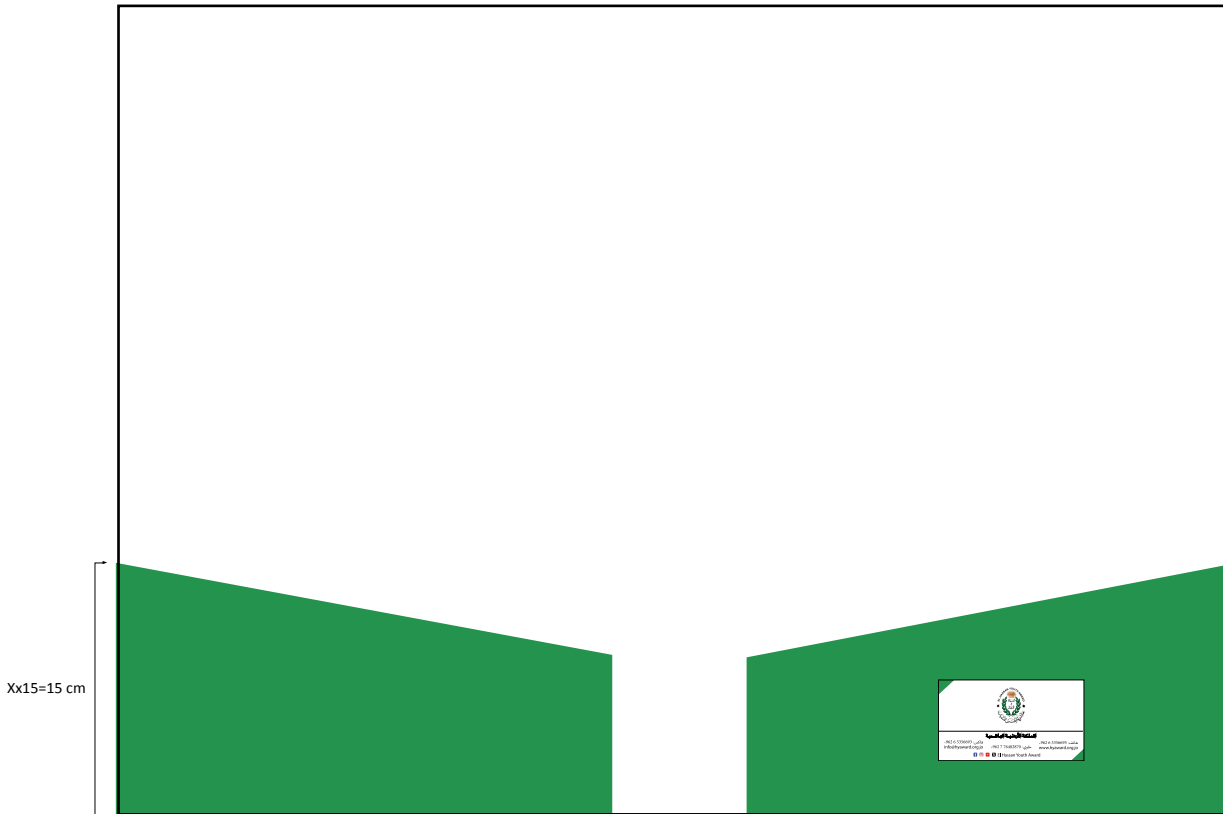
هاتف: 6 5356695 (962)+ - فاكس: 6 5356693 (962)+ - ص.ب. 840908 عمان - الجبيلة 11181 الأردن - بريد إلكتروني: info@hyaward.org.jo
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Back

جائزة الحسن للشباب

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A3 Folder



Digital Usage

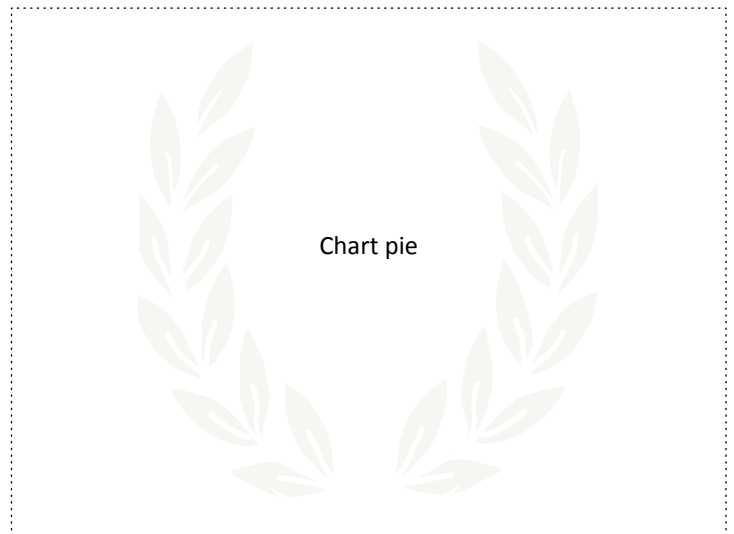
The presentation format is based on a simple grid; images always appear in the same position. The HYA logo appears on all text frames. It is recommended to avoid applying special effects of any kind on the logo.



Contents of presentation

Contents of presentation

Contents of presentation



جائزة الحسن للشباب

جائزة الحسن للشباب

Guideline

Sizes: A3 Paper: Glossy mate



جائزة الحسن للشباب

جائزة الحسن للشباب

Certificate



إلهدرو من
صاحب الاموال الى
للؤمير الحسن بن طلال
الى

ط صولة على
لجائزة الذهبية
من
جائزة الحسن للشباب

جائزة الحسن للشباب

جائزة الحسن للشباب

Certificate



إهداء من
صاحب السمو الملكي
الأمير الحسن بن طلال
إلى

طه صوحلي
لجائزة الفضية
من
جائزة الحسن للشباب

عكمان ج.ف.

جائزة الحسن للشباب

جائزة الحسن للشباب

Certificate



إلهدراومين
صاحب السمو الملكي
للأمير الحسن بن طلال
إلى

طه صوره على
لجنة جائزة البرونزية
من
جائزة الحسن للشباب

عكمان في -

جائزۃ الحسن للشباب

جائزۃ الحسن للشباب

Certificate



إهداء من
صاحب السمو الملكي
للأمير الحسن بن طلال
إلى



طُور حلي
شهادة مفاخر

لبرنامج سبلت الحسن
لعام

عكمان في -

جائزة الحسن للشباب

جائزة الحسن للشباب

Certificate

نفخر بتقديم

THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD
في الأردن



شهادة شكر وتقدير

تشكر جائزة الحسن للشباب

المشارك/ة

على

نتمنى لكم مزيداً من التقدم والنجاح

جائزة الحسن للشباب

قائد المخيم

جائزة الحسن للشباب

جائزة الحسن للشباب

Roll Up

Sizes: 80 cm x 200 cm

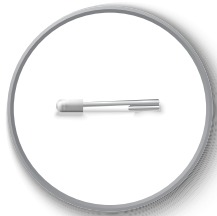
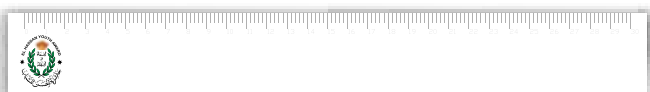
paper: Glossy mate

wight: 150 gm



جائزة الحسن للشباب

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جائزة الحسن للشباب

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