maqdy.

Brand guide

Skip the line. **Catch the lecture.**

اسبق الطابور... والحق المحاضرة.

Version 4.0 · 14 November 2026

Designed by Omar Abdulqader

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START HERE

New to Maqdy? Read **01 The brand** and **05 Voice**. Placing the logo? **02 Logo**, pages 05–12.

DESIGNERS AND DEVELOPERS

Colour, type, spacing and components (03, 04, 06) map 1 : 1 to the app and dashboard tokens.

THIS EDITION

Version 4.0 · 14 November 2026. Designed by Omar Abdulqader. Replaces all earlier versions.

Your coffee is sorted before the lecture starts.

Maqdy (مقضي, "done / sorted / taken care of") is a pre-ordering app for university cafés and restaurants. Students order ahead from the cafés on their campus and pick it up ready, with no queue. Cafés get a live order board, a menu they control and a calmer counter.

It started from a simple campus problem: a ten-minute break, a twenty-minute queue. Maqdy turns the queue into a notification. You order between slides, walk out of the hall, show your code, done. *Maqdy.*

MISSION

Give every student back the minutes they lose in line, and give every campus café a counter that runs itself.

Tagline

Skip the line. Catch the lecture.

Arabic

اسبق الطابور... والحق المحاضرة.

Who we're for

Students — Primary

University students in Egypt, 18–24. Phone-first, bilingual, busy between lectures, price-aware, share everything with their group chat. They want speed, clear prices and zero awkwardness at the counter.

Café owners and staff — Partners

Campus cafés and food stalls. They want fewer crowds, fewer mistakes, orders they can prepare in order, and a dashboard simple enough for the rush hour.

Maqdy HQ · إدارة مقضي

The admin side: campuses, cafés, billing and the website.

Positioning

For **students on Egyptian campuses** who never have enough break, **Maqdy** is the café app that **gets your order ready before you arrive**. Unlike delivery apps, it is built for the walk from the lecture hall to the counter on your own campus.

A classmate who has it sorted

Playful

Bright colours, big type, a wink in the copy. Never childish.

Quick

Every screen gets you to your coffee faster. Short words, few taps.

On campus

Your university, your cafés, your friends. Local, not global-generic.

Honest

Clear prices, real wait times, no surprises at the counter.

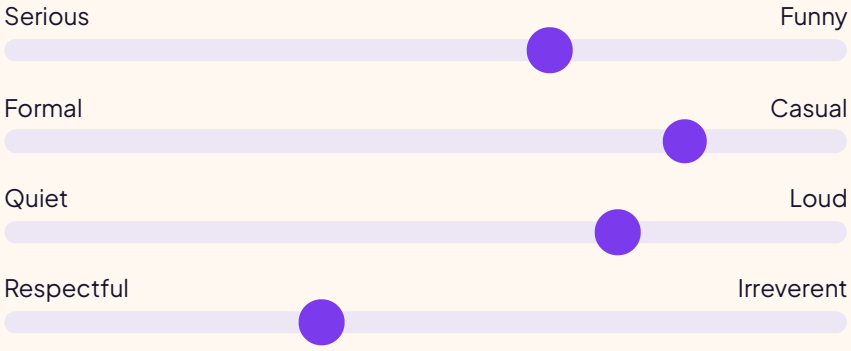
Bilingual

Equally at home in English and Egyptian Arabic. Neither is a translation.

This, not that

WE ARE	WE ARE NOT
Confident, like a sticker on a laptop	Corporate, like a banking app
Cheeky, one joke per screen at most	Cringe, memes for the sake of it
Fast, the answer comes first	Rushed, cutting the info people need
Warm, cream, peach, daylight	Cold, grey, fluorescent office
Egyptian, "يلا", "دلوقتي", campus slang	Formal MSA or literal translation

Personality dials



Always write **Maqdy** with a capital M in sentences, and **مقضي** in Arabic. The logo wordmark is lowercase **maqdy.** with a coloured dot.



Found on campus. Already sorted.

The **campus pin** tells the whole Maqdy story in one shape: *your café is right here, your order is done*.

The pin: "you're on campus"

A map pin says *location*. Maqdy only works where you are, on your campus, at the café down the hall. The pin is the campus and the café in one.

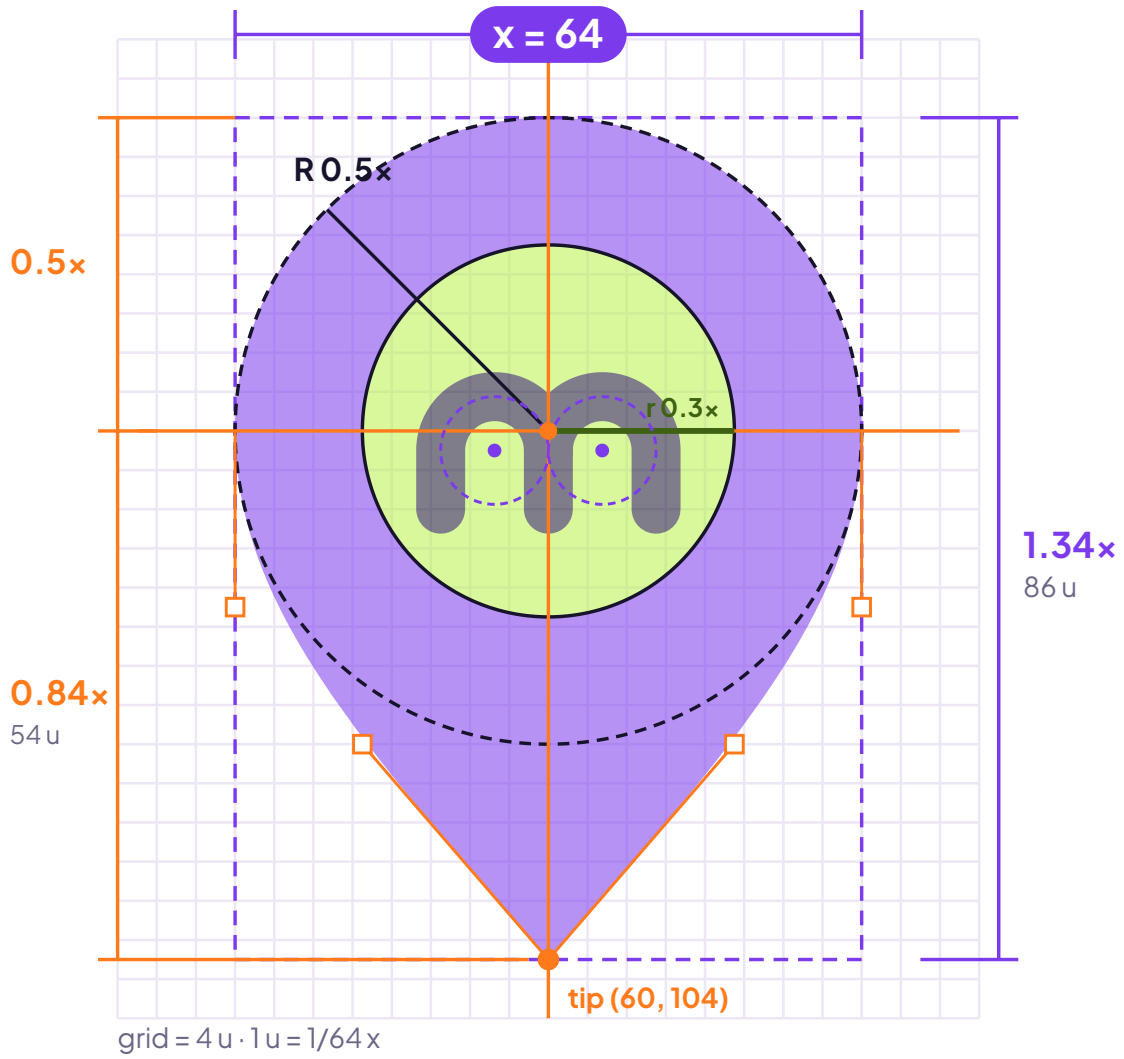
The lime disc: "done, ready"

مقضي means *sorted, taken care of*. The disc is the green light, the tick, the "ready for pickup" moment. Lime is the colour of the pickup code in the app.

The m: Maqdy

A soft, rounded, two-arch m drawn with the same stroke as our icons. It is the signature in the centre of the target.

Grape	Bold, young and unusual for food apps: we stand out on a home screen full of reds and greens.
Lime	Energy, freshness and "go". The highest-contrast accent next to grape and ink.
Ink	A purple-black, warmer than pure black, so the m stays readable on lime (13.7 : 1).



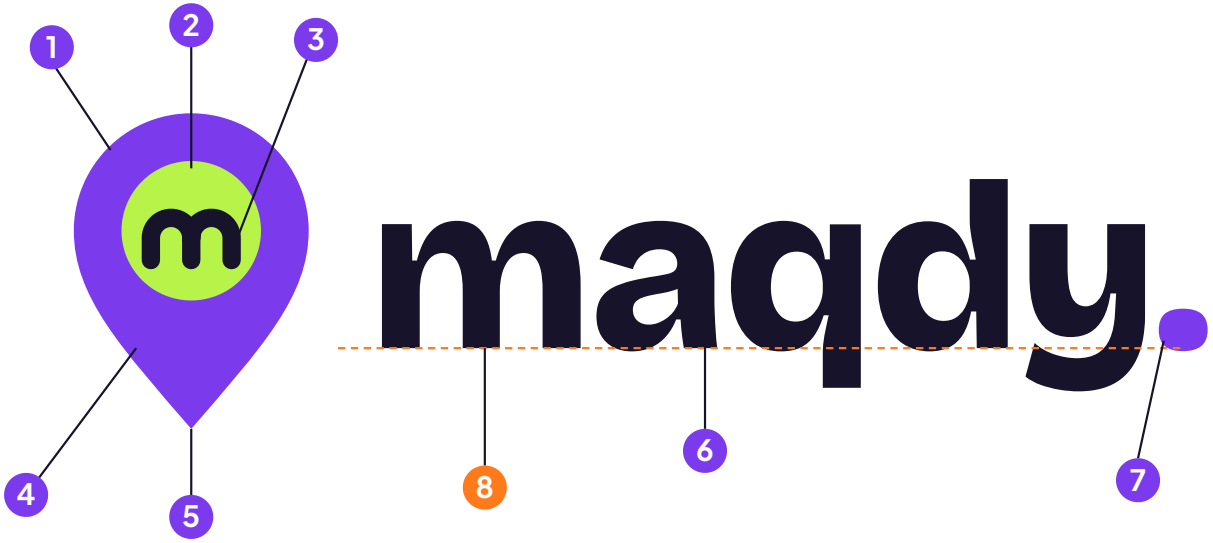
Built on one circle

Every measurement comes from the master file **maqdy-mark.svg** (120 × 120 units). We call the pin's width **x** = 64 units. Scale the mark and everything scales with x.

PART	UNITS	RATIO
Pin width	64	**1x**
Pin height (top → tip)	86	**1.34x**
Head: a full circle, R	32	**0.5x**
Head centre → tip	54	**0.84x**
Lime disc radius (concentric)	19	**0.3x**
Lime disc diameter	38	**0.59x**
Grape ring around the disc	13	**0.2x**
m stroke weight (round caps)	5	**0.08x**
m outer width × height	27 × 16.5	**0.42 × 0.26x**
m arch radius (centreline)	5.5	**0.086x**
m drop below disc centre (optical)	2.25	**0.035x**

The tail is two mirrored cubic curves from the circle's widest point (y = 50) to the tip, handles at (28, 68) → (41, 82) and (92, 68) → (79, 82), shown in mango. The disc and the head share one centre (60, 50), shown with the mango cross.

Every part has a name



1. **Head**
   A perfect circle, R 0.5×. The "campus".
2. **Lime disc**
   Concentric, 0.59× across. The "done" light.
3. **The m**
   Two round arches, 0.08× stroke, ink.
4. **Body**
   Two mirrored curves tapering into the tail.
5. **Tip**
   One sharp point, 0.84× below centre: "right here".
6. **Wordmark**
   maqdy, Bricolage Grotesque ExtraBold, lowercase.
7. **The dot**
   Full stop = "done". Grape on light, lime on dark.
8. **Baseline**
   Sits exactly on the bottom of the head circle.

The mark and the wordmark are always used as drawn in the master SVGs. Never redraw, re-space or re-typeset them; place the files.

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Bricolage Grotesque ExtraBold 800 Tracking **−0.023 em** (−1.5 at 64) **Lowercase** + full stop

Horizontal lockup spacing



مقضي.

Arabic wordmark: مقضي in Cairo ExtraBold 800, no tracking (Arabic letters must join), same dot rules. Never transliterate as «ماقدي».

One word, set once

- The wordmark is **maqdy.**: all lowercase, friendly and fast, closed with a full stop because it's *done*.
- Set in **Bricolage Grotesque ExtraBold** at **−0.023 em** tracking. Never bold-faked, never widened.
- The dot is **grape** on light backgrounds and **lime** on grape or ink. The letters are ink on light, white on dark.
- In the horizontal lockup the gap between pin and word is **0.25x**, the type size is **1x** and the baseline sits on the bottom of the head circle.
- In sentences write "Maqdy"; the lowercase form belongs to the logo only.

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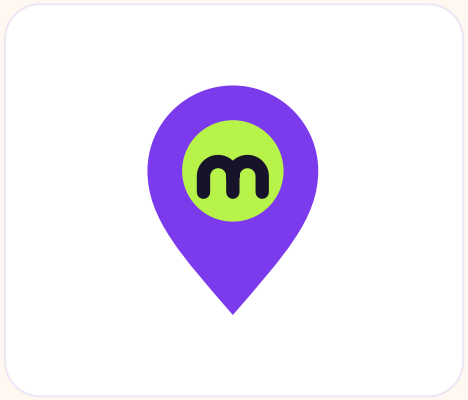
Four ways to sign



A · Horizontal · The default. Website, documents, emails, slides. maqdy-logo.svg / maqdy-logo-white.svg



B · Arabic · Pin on the right (start of an RTL line), مقضي in Cairo ExtraBold 800 (outlined). Same 0.25× gap. For Arabic-only posters, signs and social. maqdy-logo-ar.svg / -ar-white.svg



C · Mark only · Favicon, stickers, small spaces. maqdy-mark.svg / maqdy-pin.svg

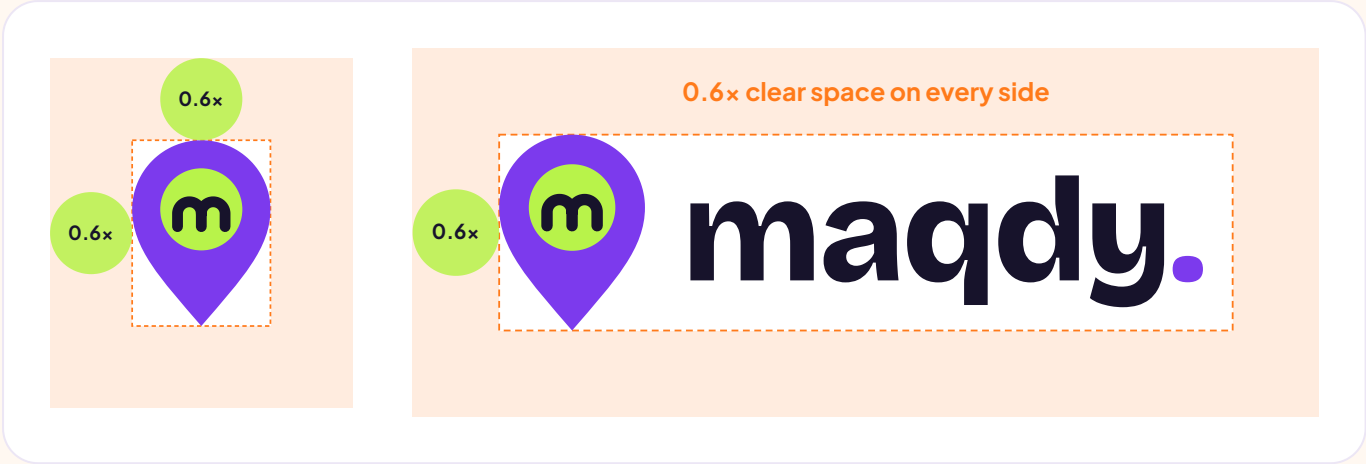


D · App tile · Pin on peach, radius 28 % (34 / 120). Avatars, app icon, dark headers.



A on dark · Tile at 0.8 scale, white word, lime dot (maqdy-logo-white.svg). Also the Arabic lockup on dark: tile + white مقضي.

Give it room



Clear space on every side = **the diameter of the lime disc, 0.6×** (38 units). Nothing, not text, edges, photos or other logos, enters the orange zone. It's easy to measure on any print: the disc is its own ruler.



16 mm · 8 mm · print min. · 20 px · screen min. · 96 px wide · lockup min.

Minimum sizes

VERSION	SCREEN	PRINT
Pin (mark only)	**20 px** tall	**8 mm** tall
Horizontal lockup	**96 px** wide	**25 mm** wide
Arabic lockup	**96 px** wide	**25 mm** wide
App tile	**24 px**	**10 mm**
Favicon	16 / 32 px (the pin)	—

Below these sizes the m closes up. Use the mark alone rather than a tiny lockup. When there's no room for the clear space, choose a smaller logo, never a tighter one.

Placement

- Top-left (English) or top-right (Arabic) by default.
- Margins at least 1× from the page or screen edge.
- Centred only on covers, splash screens and stickers.

Same pin, every background



White
Mark as is



Cream
Mark as is



Peach
Mark as is (app icon)



Grape
On the peach tile



Ink
On the peach tile



Photo
Always on the tile





Mango: on the tile. **Lime**: the mark works directly (grape on lime, 4.3 : 1), but keep lime backgrounds for small accents.

One-colour versions

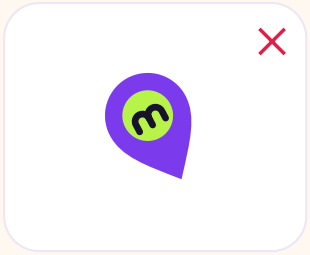


The mark is **always full colour**. A single-colour silhouette (disc knocked out, m solid) exists only where a system or process forces one colour: the Android notification icon, the Android themed icon, laser engraving, embossing, rubber stamps and one-colour receipts. Ink or white only; never grape-only or lime-only. Files: **maqdy-mark-mono-ink.svg / -white.svg** (pin) and **maqdy-logo-mono-ink.svg / -white.svg** (horizontal), one compound path each.

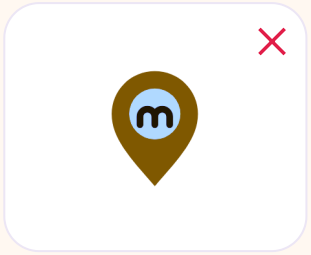
Please don't



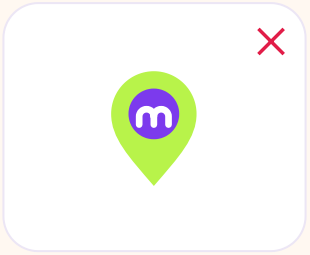
Stretch or squash



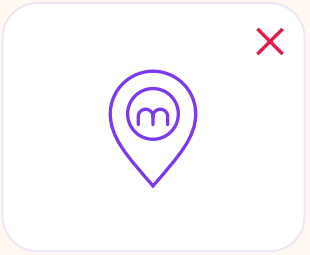
Rotate or tilt



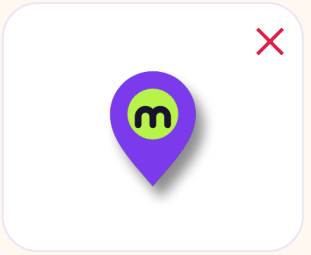
Recolour the pin



Swap the colours



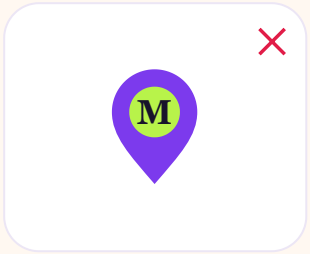
Outline it



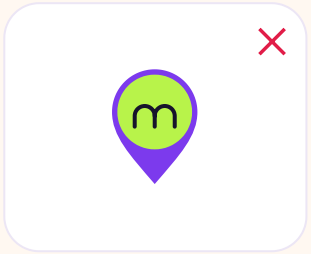
Add **shadows** or glows



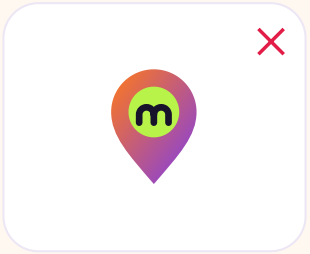
Grape pin on grape without the tile



Change the m or its font



Change the **proportions**



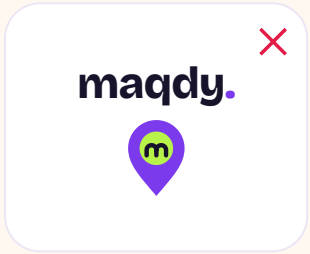
Add **gradients** or effects



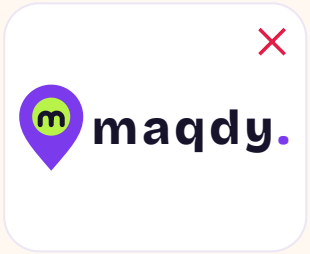
Busy **photo** without the tile



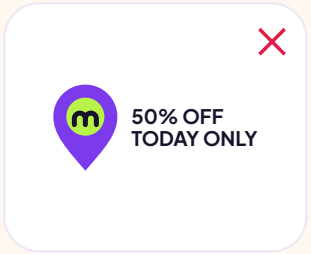
Retype the **wordmark**



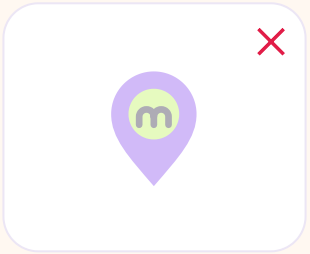
Rearrange the lockup



Re-space letters or gap



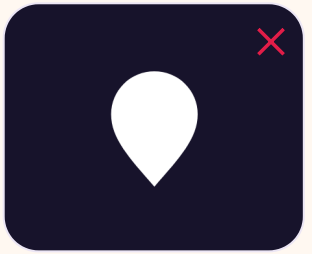
Crowd the clear space



Lower the **opacity**



Mirror the pin or misspell مقضي



White silhouette outside system icons

Palette

Grape
#7C3AED · 124 58 237
Primary, buttons, the pin

Lime
#B8F34A · 184 243 74
Pickup code, the disc, "ready"

Mango
#FF7A1A · 255 122 26
New orders, urgency, blobs

Ink
#17132B · 23 19 43
Text, dark cards, the m

Cream
#FFF8F1 · 255 248 241
App background

Grape 600
#6D28D9
Pressed buttons, cover circles

Grape 800
#4C1D95
Text on grape soft

Grape 50
#F4EEFF
Pills, hovers, highlights

Peach
#FFF1E6
Logo tile, app icon

Lime ink
#3F6212
Small text on lime

Muted
#6B6585 · secondary text

Line
#ECE6F5 · borders

Success
#16A34A · paid, done

Danger
#E11D48 · rejected, closed

White
#FFFFFF · cards

Cafés pick their own brand colour in the dashboard; the app tints that café's header and cart button with it. That colour never touches the Maqdy logo.

Mostly calm, one loud moment



Cream / white 60 % · ink 20 % · grape 12 % · lime 5 % · mango 3 %

- **Cream** is the canvas; **white** is for cards on it.
- **Grape** is for the one main action per screen and for brand surfaces (headers, covers, store art).
- **Lime** is a *background* for "ready" moments: pickup code, ready pill. Never text on white (1.3 : 1).
- **Mango** is for attention: new orders, bills due, decorative blobs. Put ink text on it, not white.
- Status always pairs colour with a word or icon, never colour alone.

WCAG 2.2 contrast, measured

TEXT / BACKGROUND	SAMPLE	RATIO	USE
Ink on cream	Aa	**17.1 : 1**	AAA all text
Ink on white	Aa	**18.0 : 1**	AAA all text
White on ink	Aa	**18.0 : 1**	AAA all text
Ink on lime	Aa	**13.7 : 1**	AAA · pickup code
Lime on ink	Aa	**13.7 : 1**	AAA
Grape 800 on grape 50	Aa	**9.7 : 1**	AAA · info pills
White on grape 600	Aa	**7.1 : 1**	AAA
Ink on mango	Aa	**6.9 : 1**	AA all text
White on grape	Aa	**5.7 : 1**	AA · buttons
Grape on cream	Aa	**5.4 : 1**	AA · links
Lime ink on lime	Aa	**5.4 : 1**	AA · small text
Muted on cream	Aa	**5.2 : 1**	AA · secondary
Lime on grape	Aa	**4.3 : 1**	Large text only (≥ 24 px)
White on mango	Aa	**2.6 : 1**	✕ Don't
Lime on white	Aa	**1.3 : 1**	✕ Don't

Display, headings, prices, wordmark

Bricolage Grotesque

Aa

ABCDEFGHIJKLM
abcdefghijklm
0123456789 EGP

Bold 700 · ExtraBold 800

Quirky, chunky grotesque with personality. Tight tracking (−0.02 em). Use at 20 px and above.

Body and interface

Plus Jakarta Sans

Aa

ABCDEFGHIJKLM
abcdefghijklm
0123456789

Regular · Medium · **Semi** · **Bold**

Clear, round, modern. Buttons, forms, lists, body copy. 15–16 px with 1.5 line height in the apps.

All Arabic, everywhere

Cairo · القاهرة

أب

ا ب ت ث ج ح خ د ذ ر ز س ش
اسبق الطابور والحق المحاضرة
عادي 400 · متوسط · **عريض** · **أعرض**

Geometric Arabic that pairs with both Latin faces. Every Arabic word in the apps, dashboards, website, emails and graphics is Cairo.

Cafés at Main Campus
Order before class and pick it up on your way. Bricolage over Jakarta.

كافيهات الحرم الرئيسي
اطلب قبل المحاضرة واستلمه في طريقك. Cairo 800 فوق Cairo 400.

All three families are free under the SIL Open Font License and ship inside the apps (android/app/src/main/res/font, copied into the iOS project; Cairo also in brand/fonts).

Type scale

TOKEN	FONT · WEIGHT	SIZE / LINE HEIGHT	TRACKING	EXAMPLE
display	Bricolage 800	48–64 / 1.0	−0.03 em	What are we grabbing?
h1	Bricolage 800	32–40 / 1.05	−0.02 em	Cafés at Main Campus
h2	Bricolage 800	24 / 1.15	−0.02 em	Popular right now
title	Bricolage 700	18–20 / 1.2	−0.01 em	Iced Spanish latte · 65 EGP
body-l	Jakarta 500	16 / 1.5	0	Order before class and pick it up on your way.
body	Jakarta 400	15 / 1.5	0	Your order will be ready in about 6 minutes.
small	Jakarta 400	13 / 1.45	0	Prices include VAT. Pay at the counter or by card.
label	Jakarta 700	12 / 1.3	0 · caps +0.14 em	⏱ ~12 min · No queue NEW ORDER
code	Bricolage 800	40–56 / 1.0	+0.12 em	DM544
button	Jakarta 700	15 / 1	0	Place order

Sizes are in px (= dp on Android, pt on iPhone). Sentence case everywhere; caps only for small labels. Arabic uses the same tokens in Cairo with 1.6–1.7 line height (next page).

Arabic is first-class

TOKEN	CAIRO	SIZE / LH	مثال
display	800	40–56 / 1.25	هنطلب إيه؟
h1	800	28–36 / 1.3	كافيهات الحرم
title	700	18–20 / 1.4	لاتيه سبانش مثلج · 65 ج.م
body	400	15–16 / 1.7	اطلب من كافيه الجامعة قبل المحاضرة واستلمه في طريقك.
label	600–700	12–13 / 1.5	⏱ حوالي 12 دقيقة · من غير طابور
button	700	15 / 1.2	أكّد الطلب

Numerals

Latin digits (0–9) in the apps and dashboards, in both languages: prices, times, pickup codes, phone numbers. They match the Latin type and are what students type. Eastern Arabic digits (٩–٠) only in long-form marketing copy, and never mixed in one line.

الكود: DM544 · 65 ج.م · 12:30

RTL layout rules

Bean Buzz 65 EGP

English: back arrow left, price right

بين بز 65 ج.م

عربي: السهم يمين، السعر شمال

- The whole layout **mirrors**: navigation, back arrows, chevrons, progress, lists, the card's text alignment and the logo's default corner (top-right).
- **Don't mirror**: the logo and pin, the m, clocks, play buttons, media controls, checkmarks, photos and brand illustrations.
- Codes, prices, times and Latin names stay LTR inside an RTL line (wrap them in `dir="ltr"`).
- Set every Arabic string in **Cairo** with `dir="rtl"`; never let a fallback font render Arabic.
- **No letter-spacing** on Arabic (it breaks the joins), no italics, no all-caps equivalents. Emphasis = weight or colour.
- Line height 1.6–1.7 for body (Arabic has taller ascenders and dots). Keep Arabic the same px size as English; Cairo reads comfortably at the same size.
- Write مقضي, not مقضى. Tagline: **اسبق الطابور... والحق المحاضرة.**

Like a classmate who has it sorted

Short, friendly, a little cheeky, never cringe. The voice stays the same; the **tone** moves with the moment. Sentence case for buttons and titles. Egyptian-friendly Arabic (عامية مهذبة), casual English. One emoji per message, at most.

MOMENT	TONE	ENGLISH	عربي
Browsing	Playful, inviting	What are we grabbing?	هنطلب إيه النهارده؟
Ordering	Clear, fast	2 items · 95 EGP · ready in ~6 min	2 منتج · 95 ج.م · جاهز في حوالي 6 دقايق
Ready	Excited, celebratory	It's ready! Show DM544 at the counter 🎉	طلبك جاهز! ورّي الكود DM544 على الكاونتر 🎉
Problem	Calm, helpful, no blame	Bean Buzz is closed right now. Try another café?	بين بز قافل دلوقتي. نجرّب كافيه تاني؟
Money	Plain, precise	You paid 95 EGP by card.	دفعت 95 ج.م بالكارت.
Café dashboard	Efficient, respectful	New order · 3 items · Pickup DM544	طلب جديد · 3 منتجات · كود DM544

Do

- Lead with the answer: time, price, code.
- Talk to "you"; Maqdy is "we".
- Use campus words: lecture, break, the counter.
- Write Arabic first for Arabic users; don't translate word-for-word.

Don't

- "Please select a product." · "Order status updated successfully."
- "Error 409: merchant unavailable." · "Enter institution details."
- "!!! 🔥 🔥 🔥 BEST COFFEE EVER 🔥 🔥 🔥 "
- Formal MSA: يرجى اختيار المنتج

Words people actually see

Push notifications

Your order is ready ☕
Show code DM544 at Bean Buzz.

طلبك جاهز ☕
ورّي الكود DM544 في بين بز.

Accepted! Bean Buzz is on it, about 6 min.

اتقبل! بين بز شغالين عليه، حوالي 6 دقايق.

Title ≤ 30 characters, body ≤ 60. The code or the time always in the body.

Errors and empty states

No internet. We'll retry when you're back.	النت فصل. هنحاول تاني أول ما يرجع.
That item just sold out. Pick something else?	المنتج ده خلص. تختار حاجة تانية؟
The café rejected this order. You weren't charged.	الكافيه رفض الطلب. مفيش أي فلوس اتخصمت.
Wrong code. Check your email and try again.	الكود غلط. بص على الإيميل وجرّب تاني.
No orders yet. Your first coffee is a tap away.	لسه مطلبتش حاجة. أول قهوة على بعد ضغطة.

Say what happened, then what to do. Never show error codes or blame the user.

Buttons

ENGLISH	عربي
Place order	أكّد الطلب
Add to cart	ضيف للسلة
Continue with Google	كمّل بجوجل
Rate your order	قيّم طلبك
Try another café	جرّب كافيه تاني
Let's go	يلا بينا

Verb first, 1–3 words, sentence case. No "OK", "Submit" or "Yes/No" when a verb fits.

Icons and emoji



- 24 px grid, **2 px strokes**, round caps and joins, no fills (fill only for the active tab).
- Ink by default, grape when active; icon tiles use grape 50 or lime behind.
- Android: the app's own vector icons. iPhone: SF Symbols, regular weight.
- Social icons in each network's own colour on white chips.

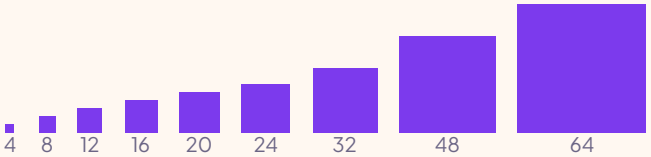
Emoji



Accents only: **one per message**, at the start or end, from this set. Never in buttons, prices, errors about money, or the café dashboard. Never instead of words.

Spacing and radii

Spacing scale (4 px base)



Screen margin 20 · card padding 16–20 · gap between cards 12 · section gap 24–32. Touch targets ≥ 48 px.

Corner radii



Elevation

Soft or no shadows. Separate with cream vs white and 1 px Line borders. One soft shadow (0 8 24 rgba(23,19,43,.08)) for floating sheets and the cart bar only.

Buttons, chips, inputs, status

Buttons (pill, 48–52 px tall)

Place order | Pressed | Get the app

Continue with Google | Sign in with Apple

Secondary | Cancel order | Disabled

One grape button per screen. Lime only for marketing calls to action. Full-width at the bottom of the screen on phones.

Inputs

University email
omar@student.edu.eg

Note for the café
Less sugar please

Filter chips

All | Coffee | Bakery | Cold drinks

Selected = ink fill, white text. Unselected = white with Line border.

Status pills

Ready	Ready for pickup, open now, "~6 min"
New	New order, bill due, attention
Preparing	In progress, info, "2 in queue"
Paid	Paid, picked up, done
Rejected	Rejected, closed, out of service

Toggles and steppers



Café card

Open · ~6 min

Bean Buzz
Coffee · Bakery · Building B
★ **4.8** · 2 in queue

Item row

Iced Spanish latte
Medium · oat milk
65 +

Cart bar and order card

2 items · 130 EGP View cart

Order #1042 Preparing

Sent Accepted Ready Picked up

Bean Buzz · 2 items · **130 EGP**

Cards: white on cream, 20–24 px radius, 1 px Line border, no shadow. The café's own colour only in its header and cart bar.

Pickup code card

Your pickup code

DM544

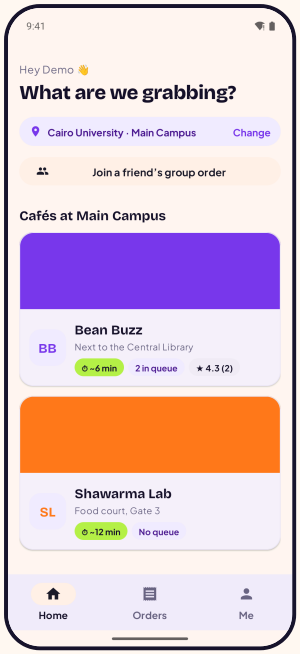
Show this at the counter

Ready for pickup

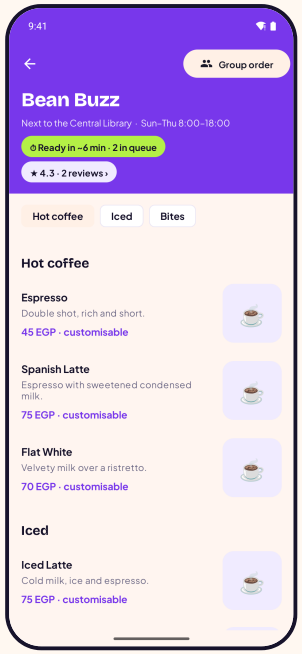
جاهز للاستلام

The hero of the app. Lime card, ink code in Bricolage ExtraBold at +0.12 em, on an ink card, so it reads across a crowded counter. Full width; the code shrinks on small phones. The code is always LTR, also in Arabic.

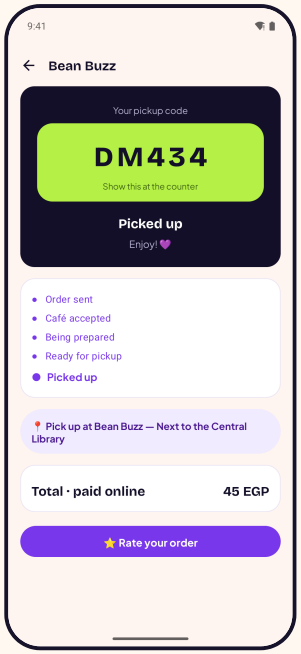
The brand in the app



Home · display type, café cards



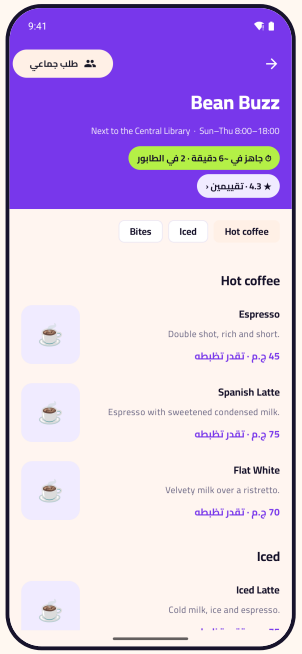
Café · café colour header, chips



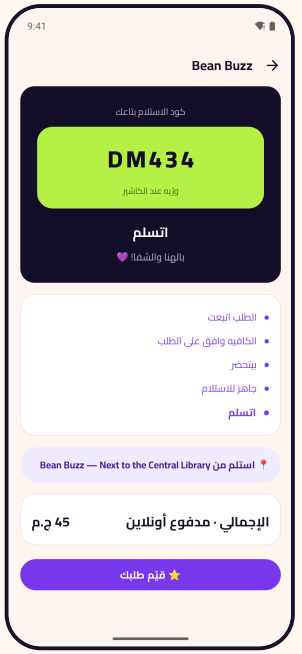
Order · the pickup code card



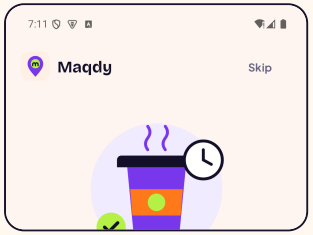
الرئيسية · mirrored RTL, Cairo



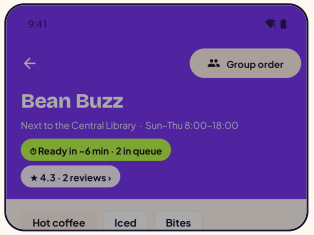
الكافيه · same components, RTL

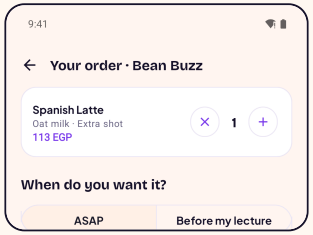


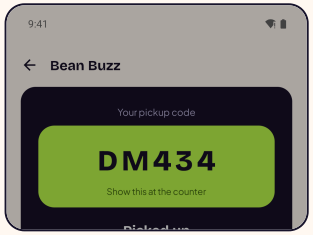
الطلب · code stays LTR

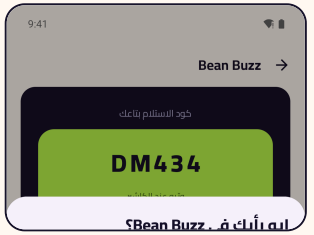












Onboarding (EN / AR) · item options · cart · rating (EN / AR). Android app. Cream canvas, white cards, one grape action, lime for "ready".

One icon, every store



iPhone (rounded square)



Android (circle)

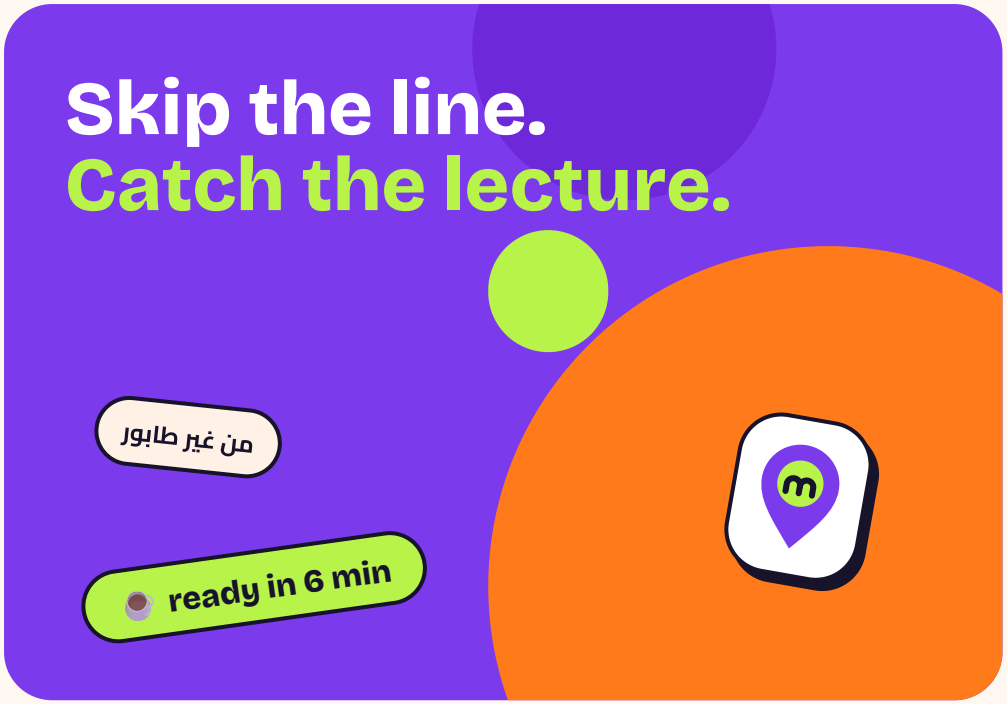


Android themed icon



Notification

ASSET	SPEC	FILE
Master	1024 × 1024, square, pin on peach, pin scaled 7.2× (≈ 0.45 of the canvas wide)	brand/maqdy-app-icon.svg · png/app-icon-1024.png
iPhone	1024 × 1024 PNG, no transparency; iOS rounds the corners	ios/…/AppIcon.appiconset/AppIcon-1024.png
Android launcher	Adaptive: pin in the 66 dp safe zone, peach background, one-colour themed version	res/drawable/ic_launcher_*.xml
Google Play	512 × 512 PNG	store/graphics/icon-512.png
Notification	White pin silhouette (Android tints it)	res/drawable/ic_stat_maqdy.xml

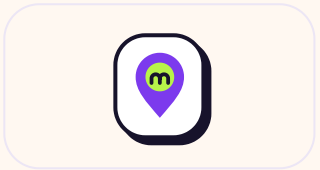




Blobs: perfect circles, bleeding off the edge



Stickers: pill, thick ink outline, tilted ±10°



Hard shadow: ink offset, illustrations only

Bright, flat, sticker-like

Shapes and illustration

- Big flat circles in mango, lime and grape 600 behind content, cropped by the edge. Max three per layout.
- Stickers: pill or rounded shapes with a 2.5 px ink outline, slight tilt, one short phrase or an emoji.
- Flat brand colours only; no gradients on illustrations, no 3D, no clip-art.
- The pin may appear as a sticker; it is never part of a pattern or cropped.

Photography

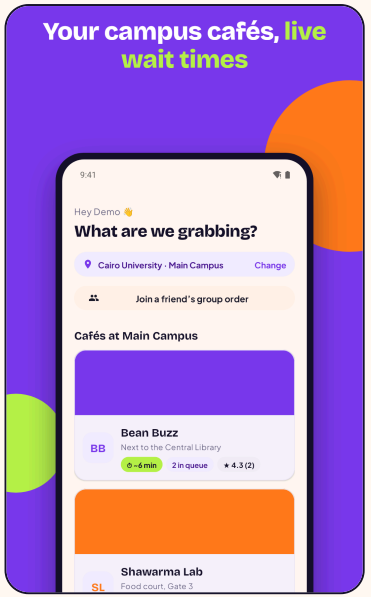
- Real campus moments: coffee in hand between lectures, friends ordering together, a café counter.
- Bright, warm daylight, natural colour. Eye level, close crops, hands and cups.
- Real Egyptian students and campuses, with consent. No stock-photo offices or posed thumbs-ups.
- Photos go in rounded frames (24 px). Text over photos only on a grape or ink panel.

Food

Cafés upload their own item photos. Recommend: square, top-down or 45°, plain light surface, no text on the image.



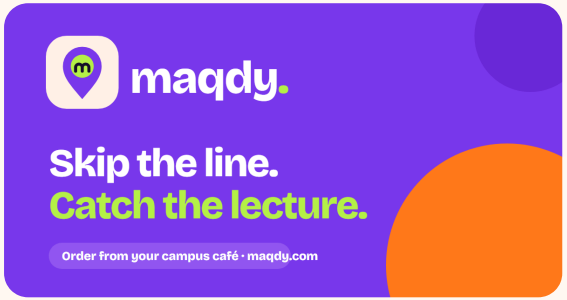
Google Play feature graphic · 1024 × 500 · store/graphics/feature-graphic-1024×500.png



Store screenshot EN



Store screenshot AR



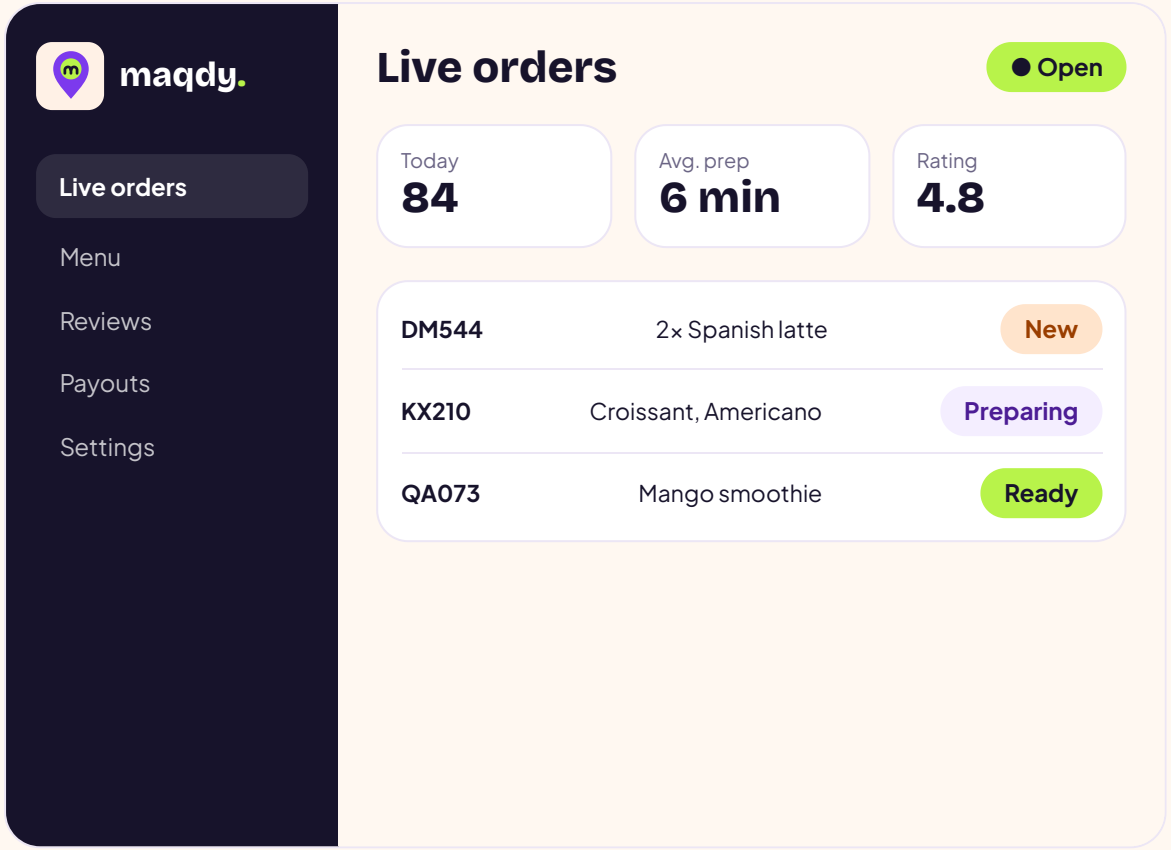
Link preview (og:image) · 1200 × 630



Social avatar
tile-512.png; the platform crops it to a circle, the pin stays centred.

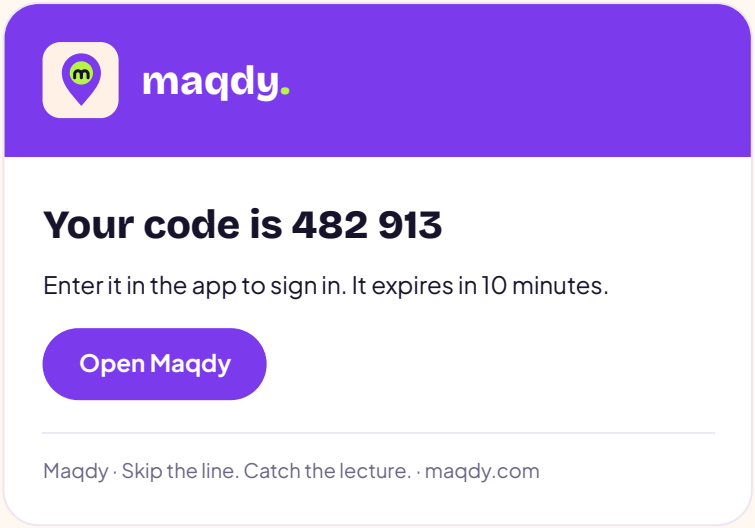
Link preview	1200 × 630
Social avatar	512 × 512 (tile)
Play feature graphic	1024 × 500
Play / App Store icon	512 / 1024
Store screenshots	1080 × 1920 · iPhone 1320 × 2868

Store art: phone on grape or cream, one short Bricolage headline (Cairo in Arabic) per screenshot, the tagline in the feature graphic. Social posts: same blobs and stickers, logo top-left (top-right in Arabic), ≤ 8 words on the image.



Café dashboard and Maqdy HQ (إدارة مقضي): ink sidebar with the peach tile, cream workspace, white cards, the same pills as the app. In Arabic the sidebar moves to the right and everything is set in Cairo.

Email

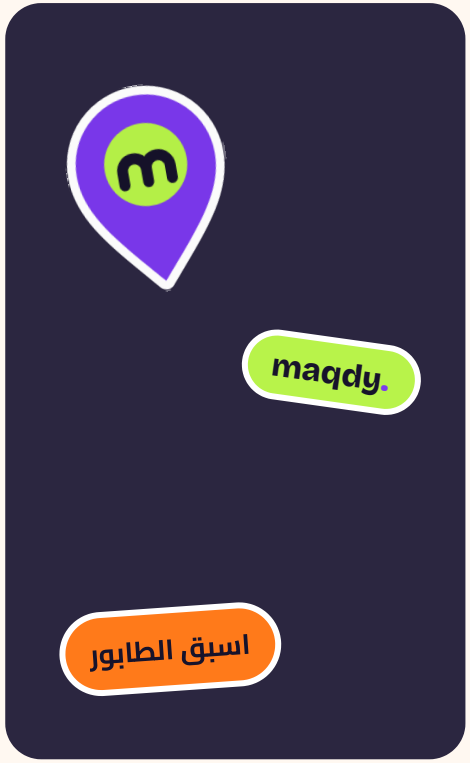


- Grape header band, peach tile with maqdy-pin-96.png (email apps don't show SVG), white wordmark.
- White body, max 600 px wide, one grape pill button.
- Arabic emails: `dir="rtl"`, Cairo with a system fallback, logo on the right.

On the counter, in your hand



Cup sleeve · grape band, peach tile, tagline. One-colour print: ink silhouette on kraft.



Laptop stickers · die-cut with a white border (the only allowed outline), pills with the wordmark or tagline.



Pickup counter sign · A5 or A4 acrylic, ink card, bilingual, the code card as the hero.



Table tent / flyer · grape, mango blob, QR to the store page. QR always black on white.

Print in CMYK from the SVG masters; check grape and lime against a printed swatch (they are bright RGB colours and shift on uncoated paper). Keep clear space and the 8 mm minimum on every item.

09 · FILES

Where everything lives

SOURCE (BRAND/)	USE
maqdy-mark.svg	The pin, master geometry (120 × 120)
maqdy-pin.svg	The pin cropped tight (favicon, footer)
maqdy-tile.svg	Pin on the peach tile
maqdy-logo.svg	Horizontal logo, light backgrounds
maqdy-logo-white.svg	Horizontal logo, grape / ink backgrounds
maqdy-mark-mono-ink.svg · -white.svg	One-colour pin (engraving, embossing, stamps, one-colour print)
maqdy-logo-mono-ink.svg · -white.svg	One-colour horizontal logo, same uses
maqdy-logo-ar.svg · -ar-white.svg	Arabic logo (مقضي + pin), light / dark backgrounds
maqdy-logo-ar-mono-ink.svg · -white.svg	One-colour Arabic logo
maqdy-app-icon.svg	App icon master (1024)
og-image.svg · feature-graphic.svg	Link preview · Google Play feature graphic
png/	PNG exports (bash brand/render.sh)
fonts/Cairo-Variable.ttf	Arabic typeface (OFL)
brand-book.html → Maqdy-Brand-Guide.pdf	This guide (bash brand/build-pdf.sh)
docs/BRAND.md	Short text version for developers

USED IN	FILE
Website header / footer	assets/brand/maqdy-tile.svg · maqdy-mark.svg
Favicon	dashboard/img/favicon.svg · assets/brand/favicon-32.png
Dashboards	dashboard/img/maqdy-tile.svg
Emails	assets/brand/maqdy-pin-96.png
Android	res/drawable/ic_logo, ic_launcher_*, ic_stat_maqdy
Android fonts	res/font/bricolage_*, jakarta_*, cairo_variable
iPhone	Assets.xcassets/AppIcon.appiconset
Google Play	store/graphics/ (icon, feature graphic, en/ ar/ phones)
App screenshots	store/screenshots-1.3/

maqdy.

10 · CREDITS

Colophon

Document	**Maqdy Brand Guide**
Edition	**Version 4.0 · 14 November 2026** Latest edition, replaces all earlier versions
Design	**Omar Abdulqader** omarworks@nexora-portal.com
Typefaces	Bricolage Grotesque, Plus Jakarta Sans, Cairo (SIL OFL)
Format	A4 landscape, 30 pages, built from brand/brand-book.html
Brand contact	hello@maqdy.com · maqdy.com

Version history

4.0	14 Nov 2026	Logo anatomy and construction, lockups incl. Arabic, misuse, contrast, type scale, Arabic and RTL, voice in the product, UI, applications
Earlier	Nov 2026	The campus pin replaces the tilted "m" tile; Cairo for all Arabic; first store listings

maqdy.

اسبق الطابور... والحق المحاضرة.