imana

Brand Guidelines and Style Guide

IMANA Mission and Vision

Mission

IMANA fosters health promotion, disease prevention, and health maintenance in communities around the world through direct patient care, health programs, and advocacy.

Vision

IMANA will strive towards a world in which the wellness and health care of all people are served by the American Muslim community.

Brand Story

With a rich history of more than 50 years as a membership association united by the Islamic faith, IMANA is now shaped primarily as a service-based organization.

IMANA Medical Relief (IMR) is the lead focus of IMANA, bringing donors, volunteers and health care professionals from all walks of lifesto help fulfill its mission.

IMANA is modernizing and streamlining its look and feel, and bolster a voice that is human, sophisticated and modern.

IMANA Personality and Voice

IMANA speaks with heart, is sophisticated, and is focused on making the world a better place.

IMANA is not unpolished, political, negative, or boastful.

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Logo

On white

On color

Black & White on white

Black & White on black

Grayscale

Grayscale on black

Logo dimensions

Proportion
10 : 4

Dimensions on print should not be smaller than 1" wide.
Dimensions online should not be smaller than 150 pixels wide.

The margins around the logo should be kept at all times.
The size of the margin is half the height of the IMANA letters.

The outline here shows the margins the logo should have

Logo don'ts

Don't compress or stretch beyond required IMANA logo dimensions

Don't change the colors of the IMANA logo

Color palette

These are the primary colors used in all IMANA design, both digital and web.

Primary Green:
RGB: 45, 185, 115
CMYK: 75, 0, 75, 0
Hex # 2db973

Primary Blue:
RGB: 27, 117, 188
CMYK: 85, 50, 0, 0
Hex # 1b75bc

Primary Gray:
RGB: 167, 169, 172
CMYK: 0, 0, 0, 40
Hex # a7a9ac
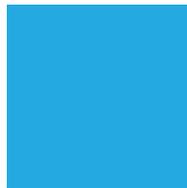
Secondary Blue:
RGB: 39, 170, 225
CMYK: 70, 15, 0, 0
Hex # 27aae1
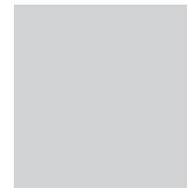
Secondary Gray:
RGB: 209, 211, 212
CMYK: 0, 0, 0, 20
Hex # d1d3d4

Black:
RGB: 35, 31, 32
CMYK: 0, 0, 0, 100
Hex # 231F20

Orange Accent:
RGB: 245, 131, 69
CMYK: 0, 60, 0, 80
Hex # f58345

Typography

IMANA uses three main typefaces: Optima, BebasNeue, BickhamScript Pro, and Arial. Edwardian Script and Impact are alternatives.

Primary Font: Optima LT family (Regular, Medium, Bold, Italic)
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 + - ! @ # $ % ^ & * ( )

Secondary Font: BEBAS NEUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 + - ! @ # $ % ^ & * ( )

Specialty Font: *Bickham Script Pro*
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp2q
*RrSsTtUuVvWwXxYyZz 1234567890 + - ! @ # $ % ^ & * ( )*

Alternative to Optima: Arial (Regular, Bold, Bold Italic, Italic, Black, Narrow, Narrow Italic, Narrow Bold Italic)
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 + - ! @ # $ % ^ & * ( )

Alternative to BickhamScript Pro: Edwardian Script
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQgRrSs
*TtUuVvWwXxYyZz 1234567890 + - ! @ # $ % ^ & * ( )*

Alternative to Bebas Neue: Arial All Caps or Impact
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 + - ! @ # $ % ^ & * ( )

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